PROGRAM OVERVIEW & GOALS

AMHC MISSION
The mission of the Arkansas Minority Health Commission (AMHC) is to ensure all minority Arkansans access to health care that is equal to the care provided to other citizens of the state and to seek ways to provide education and to address, treat and prevent diseases that are prevalent among minority populations.

AMHC LEGISLATIVE MANDATES
Established through the enactment of Act 912 of 1991, the Arkansas Minority Health Commission (AMHC) is charged to;

- Study issues relating to the delivery and access of health services;
- Identify gaps in health delivery systems;
- Make recommendations to relevant agencies and the General Assembly for improving health delivery; and
- Study and make recommendations as to whether services are adequate and available.

In 2001, the Arkansas General Assembly passed Initiated Act 1, commonly known as the Tobacco Settlement Proceeds Act. The Minority Health Initiative, administered by the AMHC, is one of four Targeted State Needs programs identified. Initiated Act 1 mandates that the AMHC establish and administer the Arkansas Minority Health Initiative for screening, monitoring, and treating hypertension, strokes and other disorders disproportionately critical to minority groups in Arkansas. The program is established to:

- Increase awareness of hypertension, strokes, and other disorders disproportionately critical to minorities by utilizing different approaches that include but are not limited to the following: advertisements, distribution of educational materials and providing medications for high-risk minority populations;
- Provide screening or access to screening for hypertension, strokes and other disorders disproportionately critical to minorities but will also provide this service to any citizen within the state regardless of racial/ethnic group;
- Develop intervention strategies to decrease hypertension, strokes and other disorders noted above, as well as associated complications, including: educational programs, modification of risk factors by smoking cessation programs, weight loss, promoting healthy lifestyles, and treatment of hypertension with cost-effective, well-tolerated medications, as well as case management for patients in these programs; and
- Develop and maintain a database that will include; biographical data, screening data, costs, and outcomes.

Act 574 of 2009 modified, clarified and expanded the AMHC’s duties with regards to disparities in health and health care to;

- Gather and analyze information regarding disparities in health and health care access
- Perform statewide educational programming regarding disparities in health/health care and health care equity
- Make specific recommendations relating to public policy issues
• Promote public awareness and public education encouraging Arkansans to live healthy lifestyles
• Develop, implement, maintain and disseminate a comprehensive survey and
• Publish evidence-based data, define state goals and objectives and develop pilot projects for decreasing disparities

**Act 358 of 2009** specifies that the AMHC;
• Develop, implement, maintain, and disseminate a comprehensive survey on racial and ethnic minority disparities in health and health care
• Repeat the study every five years; including disparities in geographic location and economic conditions
• Publish evidence-based data, define state goals and objectives and develop pilot projects for decreasing disparities

**AMHC GOALS FOR 2010 -2012**
The AMHC goals for 2010 through 2012 include, but are not limited to;
- Increase the number of minority Arkansans that obtain recommended health screenings (HIV/AIDS, sickle cell, cholesterol, hypertension/blood pressure, immunizations, vision, glucose, dental checks …etc.);
- Increase education and awareness regarding disparities and equity in health and health care services by partnering with appropriate organizations;
- Establish a comprehensive system among agencies of coordination and collaboration surrounding minority health disparities and
- Influence public policy towards an equitable health care system for all Arkansans

**AMHC KEY FOCI FOR 2010-2012**
The AMHC key foci for 2010 through 2012 include two disease states (as recommended by RAND) and two organizational capacity building areas;
- **HIV/AIDS Outreach Initiative** - education, awareness, advocacy, and capacity building among grassroots organizations throughout the state related to the disproportionate disparities in this disease state among minority Arkansans
- **Sickle Outreach Initiative** – statewide education, awareness, advocacy and capacity building among grassroots organizations throughout the state related to the disproportionate disparities in this disease state among minority Arkansans
- **Health Care Workforce Diversity** – establish a collaborative network of stakeholders to address health care equity and health workforce diversity issues; support programs aimed at increasing minority participation at higher levels of public health care and policy
- **Minority Health Navigation System** - establish a system of supported online navigation and resource guide designed to provide the public free and easy access to all relevant sources on minority health care in Arkansas through one convenient, user-friendly website and guide

To achieve its mission, legislative mandates, goals and key foci, the AMHC commits itself progressively to evidence-based activities in five key areas:
PROGRAM PROGRESS

OUTREACH

Outreach is accomplished through AMHC Official Quarterly Health Fairs, Public Forums, numerous collaborative Community Health Fair Participations on a weekly/monthly basis, as well as, Sponsorships specifically identified as events that engender opportunities for AMHC to maximize its mission and goals within local minority communities throughout the state. In addition, AMHC has narrowed the Minority Health Initiative (MHI) focus for the next three to five years to two disproportionate health disparities disease states; HIV/AIDS Outreach Initiative and Sickle Cell Outreach Initiative.

AMHC Official Quarterly Health Fairs/Public Health Forum
On April 23-24, 2010, the AMHC held a Public Health Forum and Community Health Fair in Springdale, Arkansas to benefit the residents in Washington County and surrounding areas.

The AMHC’s Public Health Forum was very successful. Local representatives, senators, county judges, mayors and health care providers were in attendance as well as Hispanic and Marshallese community members. There were approximately 60 participants in attendance. Representatives from the panel consisted of two AMHC Board members, Executive Director and Medical Director; an Arkansas State Representative from NW Arkansas; a Gaps in Services to Marshallese Task Force representative; and the Consul General of the Marshallese Consulate in Springdale. Participants discussed access to health services in Washington County, questions were asked regarding public health issues and dinner was provided at no cost. There were 6 vendors present at the public forum listed below;

AMHC Health Forum Vendors:
• Arkansas Department of Health (ADH)
• UAMS College of Pharmacy Arkansas Poison Center
• Arkansas Insurance Department Senior Health Insurance
• Department of Human Services
• Washington Regional Hospice
• UAMS/Mexican Consulate Esperanza y Vida
An evaluation of the attendees overall opinion was completed regarding the Public Health Forum. Attendees were asked if they understood the information that was discussed at the forum. Fourteen (14) attendees reported understanding all of the information, while 8 reported understanding some of the information and 1 reported understanding very little of the information. When asked if they were able to discuss health concerns that they felt were important to them and their families, 18 of respondents reported that they were able to discuss important health concerns. When asked are you or your loved ones provided with translation services when you visit the doctor if needed, 11 answered yes. Overall the evaluation was positive with 22 of attendees reporting that the event was very helpful.

The AMHC partnered with AARP’s Wellness Tour Bus to host the health fair. Health screenings, information and lunch was provided free of charge to approximately 300 participants. Screenings offered were blood pressure, glucose, cholesterol, dental, vision, flu shots and bone density. Below is the total number of screenings completed at the health fair.

<table>
<thead>
<tr>
<th>Blood Pressure</th>
<th>Cholesterol</th>
<th>Glucose</th>
<th>Vision</th>
<th>Flu Shots</th>
<th>Bone Density</th>
<th>Total Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>107</td>
<td>107</td>
<td>107</td>
<td>70</td>
<td>104</td>
<td>107</td>
<td>107</td>
</tr>
</tbody>
</table>

Attendees were asked to complete a demographic and an event evaluation form. Eighty-eight (88) attendees completed the demographic survey and 57 attendees completed the evaluation that provided feedback on the event. From those evaluations returned, there were 57 Hispanics, 18 Marshallese’s, 12 Whites and 1 African American. There were 29 males and 59 females. There were 19 vendors present at the health fair listed below;

AMHC Health Fair Vendors:
- AARP and AARP Wellness Tour Bus
- Arkansas Army National Guard
- Advanced Family Eye Care Springdale
- Arkansas Department of Health – Health Statistics/County Health Rankings
- Arkansas Department of Health – Connect Care
- Arkansas Forestry Commission
- Arkansas Insurance Department Senior Health Insurance
- Arkansas Minority Health Commission
- Department of Rehabilitation, Human Resources & Communication Disorders
- DHS Washington County
- NWA Community Clinic
- NWA Positive Links Support Network
- U of A School of Nursing Fayetteville
- UAMS College of Pharmacy Arkansas Poison Center
- UAMS Jones Eye Center
- UAMS/Mexican Consulate Esperanza y Vida
- UAMS/Northwest Arkansas AHEC
- United States Census
- Washington County Arkansas Department of Health
In addition to all of the vendors listed above, local community volunteers were on hand to provide support and live entertainment for the crowd. The local radio station provided a live-remote and assisted in encouraging the community to come out to receive free screenings and health information.

AMHC Collaborative Community Health Fair Participation
AMHC continues to expand its outreach efforts with numerous organizations across the state to provide health information/resources and free screenings. During this quarter, AMHC participated in 3 community health fairs in 3 counties (Pulaski, Drew, Ashley) across the state with over 860 attendees. There were a total of 355 screenings including 72 blood pressure, 85 cholesterol, 76 glucose, 29 HIV, 21 sickle cell, 26 mammograms, 34 prostate cancer, and 12 physical exams.

AMHC Equipment Loan Program
As a collaborative effort AMHC often provides screening equipment and supplies to organizations across the state. This enables them to offer free health screenings to the local community. In return, these organizations are asked to report total number screened. To ensure follow up care is provided each organization must provide a follow-up plan for addressing all abnormal screenings. The equipment loan program data is as follows:

<table>
<thead>
<tr>
<th></th>
<th>Blood Pressure</th>
<th>Cholesterol</th>
<th>Glucose</th>
<th>HIV</th>
<th>Sickle Cell</th>
<th>Mammogram</th>
<th>Prostate Cancer</th>
<th>Physical Exam</th>
<th>Bone Density</th>
<th>Vision</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>May</td>
<td>123</td>
<td>109</td>
<td>202</td>
<td>23</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>457</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>229</td>
<td>310</td>
<td>310</td>
<td>175</td>
<td>0</td>
<td>79</td>
<td>60</td>
<td>0</td>
<td>0</td>
<td></td>
<td>1163</td>
</tr>
</tbody>
</table>

The following table demonstrates a summary of screenings for April, May and June. There were 2,473 screenings performed during this reporting period.

<table>
<thead>
<tr>
<th></th>
<th>Blood Pressure</th>
<th>Cholesterol</th>
<th>Glucose</th>
<th>HIV</th>
<th>Sickle Cell</th>
<th>Mammogram</th>
<th>Prostate Cancer</th>
<th>Physical Exam</th>
<th>Bone Density</th>
<th>Vision</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMHC Quarterly Health Fairs</td>
<td>107</td>
<td>107</td>
<td>107</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>107</td>
<td>498</td>
</tr>
<tr>
<td>Community Health Fairs</td>
<td>72</td>
<td>85</td>
<td>76</td>
<td>29</td>
<td>21</td>
<td>26</td>
<td>34</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>355</td>
</tr>
<tr>
<td>Equipment Loan Program</td>
<td>352</td>
<td>419</td>
<td>512</td>
<td>198</td>
<td>0</td>
<td>60</td>
<td>79</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1620</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>531</strong></td>
<td><strong>611</strong></td>
<td><strong>695</strong></td>
<td><strong>227</strong></td>
<td><strong>21</strong></td>
<td><strong>86</strong></td>
<td><strong>113</strong></td>
<td><strong>12</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>2473</strong></td>
</tr>
</tbody>
</table>
AMHC Sponsorships
AMHC sponsored several events during this quarter. The events included

- UAMS - Student National Medical Association Spring Gala
- The Stars Come Out Inc. 2nd Annual Celebrity Dance Showcase
- UAMS College of Pharmacy Arkansas Poison Control Center
- Mississippi County Coalition for Tobacco Free Arkansas -
- ARORA Golf Classic
- Hola Arkansas Health & Safety Fair
- Reed Memorial 7th Annual Minority Health Fair
- Arkansas Martin Luther King Commission Non-Violent Youth Summit Part II
- Arkansas Public Health Association - 62nd Annual Arkansas Public Health Association Conference
- Sickle Cell Support Services 3rd Annual Sickle Cell Golf Classic
- First Baptist Church - Linking the Communities to Health Services Health Fair
- Asian Festival 2010 - Asian Pacific Resource & Cultural Center

More than 4,170 citizen encounters were captured from these events. AMHC was able to provide health education at all events and screenings were also offered at several of the events (numbers captured in the collaborative community health fair participation section above).

“Southern Ain’t Fried Sundays” Faith Based Outreach Program
“Southern Ain’t Fried Sundays” (SAFS) is a project uniquely designed to educate African American churches and organizations about healthier alternatives to preparing and cooking southern-style foods. It is also a creative mechanism for partnering with these groups in an effort to educate their members about the signs and symptoms of stroke, diabetes, and heart attacks. It is estimated that more than 10,000 Arkansans have been exposed to the SAFS program through this faith-based outreach initiative.

The program is being revamped to expand its reach to the Hispanic communities and individual participants. A registered dietician has reviewed the recipes to make sure the content is healthy and provided recommendations for changes to recipes. The program manager is organizing and formatting the cookbooks in preparation for final layout.

HIV/AIDS Outreach Initiative
The AMHC’s Outreach Initiative Grants Program is designed to fund and support organizations that improve minority health in Arkansas through multiple socio-environmental contexts using innovative methods or activities.

One of AMHC’s health foci selected for 2009-2012 was human immunodeficiency virus (HIV) and acquired immune deficiency syndrome (AIDS) within racial and ethnic minority communities in Arkansas. This health focus was selected because minority Arkansans continue to display a high rate of this life threatening disease, and HIV/AIDS has been inadequately addressed within minority communities.
The seven funded organizations ended their projects April 1, 2010 with great accomplishments. Over 1000 individuals received free HIV screenings and over 7000 were provided with HIV education.

Two of the funded organizations received recognition from other out of state entities for the work they did. Jefferson Comprehensive Care System gained recognition by the Black AIDS Institute, a Los Angeles based organization, for their “SISTA” program. “SISTA” is a college based social skills training intervention aimed at reducing sexual risk behavior among African American women that in many cases lead to HIV. The Brotha’s and Sista’s program coordinator was selected by the National Association of People with AIDS to receive the Positive Leadership Award. The award gives recognition to individuals who have demonstrated unparalleled leadership to the cause of HIV/AIDS.

HIV Prevention Project
The AMHC continues to build its partnership with the ADH through a collaborative effort in planning capacity building trainings for the 2010 grantees. Through the relationship with the CDC, the health department was able to request training through the CHRIS system which allowed the training to be offered as part of their provided technical assistance at minimal to no cost.

Through this partnership the AMHC funded four community base organizations and one faith base organization in Union, Pulaski and Jefferson counties. Funding these five organizations affords the opportunity to promote HIV/AIDS education and awareness within multiple populations. The various populations being targeted include African American and Hispanic females, the homeless population, teen parents, Hispanic males and teenage girls.

HIV/AIDS Prevention Coalition
The Coalition continues its assessment of housing issues in the state for the HIV positive population. As the Coalition continues to develop strategies to engage the faith base communities, active planning is underway to organize an HIV awareness training targeting faith base leaders across the state.

In recognition of National HIV Testing Day, the AMHC along with the ADH recruited churches from across the state to host testing events at their facility. Many churches answered the call and met the challenge. Testing events were held on June 26th and June 27th in Union, Pulaski, and Jefferson counties. A total of 176 screenings were reported from these events. There was no coalition meetings scheduled during this reporting period.

Sickle Cell Outreach Initiatives
The AMHC continues to research the development of a strong and wide reaching Sickle Cell Outreach Initiative.

AMHC has partnered with Sickle Cell Support Services (SCSS), a non-profit community based organization, in their efforts to enhance the well-being of sickle cell patients and families in the state of Arkansas through outreach, education and awareness. Currently, AMHC is working with SCSS to organize a Sickle Cell Conference scheduled for September. AMHC is also
working to help community based organizations enhance their Sickle Cell outreach programs by providing the opportunity to receive funding. AMHC is currently working on a Request for Proposal (RFP) that is planned to be announced during National Sickle Cell Awareness Month in September.

AMHC continues to participate in the Arkansas Legislative Taskforce on Sickle Cell and work towards other collaborative efforts with organizations across the state.

**Media/Communications Outreach**
Arkansas minority citizens were exposed to AMHC through media outreach surrounding advocacy, awareness and education from April to June 2010. Continuing communication efforts include the **Ask the Doctor** radio show on KIPR Power 92 that features AMHC Medical Director, Dr. Creshelle Nash. The show airs the third Tuesday of each month from 7am to 9am. Power 92 listeners call in questions or email questions. In addition to answering health questions, Dr. Nash also highlights important AMHC news and events.

As part of our agreement with Citadel Broadcasting Company for Ask the Doctor, AMHC runs 70 monthly **60-second radio spots** on KIPR Power 92.3, KOKY 102.1 and KPZK Praise 102.5. These radio spots provide general information about AMHC, give important health information during health awareness months and inform the public of AMHC events. Since April, more than **250** radio spots have run on KIPR, KOKY and KPZK.

Another continuing communication tool, **the Minority Report**, is disseminated via email the third week of each month. This is a monthly newsletter that highlights the events and news of the prior month and future events. The AMHC also has a **Facebook** page that is updated regularly to inform the community of AMHC news, events, as well as recent news coverage. ([www.facebook.com/arminorityhealth](http://www.facebook.com/arminorityhealth))

Other monthly communication activities are listed below:

**April:**
The first edition of the “**bridge**” magazine, AMHC’s annual publication, was released the last week of April. The publication features 26 pages of information about the work of the Commission as well as a profile about Commission founder, and 15th Surgeon General of the United States, Joycelyn Elders, M.D. **More than 2500** copies have been disseminated around the state since the magazine was launched.

AMHC, with presenting sponsor AARP, hosted the **Arkansas Minority Health Summit**, April 15 on the Philander Smith College campus in Little Rock. The Summit featured the former Surgeons General Drs. Richard Carmona, Joycelyn Elders and Antonia Novello. Press releases were distributed to all daily and weekly newspapers, radio stations and college campuses in Arkansas announcing the event.

Other communications pieces associated with AMHC sponsorships leveraged visibility for the event; the JCCSI HIV/AID conference program booklet, April 4 and 5; Student National
Medical Association program booklet for their annual gala on April 10; and the Black Student Law Association program booklet.

Two articles were published in En Lace Latino on March 25 promoting the Summit event. Articles were also published in Stand News and Hola! Arkansas.

To promote the Summit, AMHC staff, commissioners and collaborators conducted several television and radio interviews on KARK Channel 4, KIPR Power 92.3, KOKY 102.1, KATV Channel 7, KCLT-Helena/West Helena, KMLK-El Dorado and KZRB-Texarkana.

Featured panelist at the Minority Health Summit, Dr. Joycelyn Elders, was asked to appear on KARN’s Morning Show for an interview prior to the event.

Advertisements were placed in newspapers statewide from Northwest and Northeast Arkansas to South Arkansas. As a result of paid and unpaid promotion the event was a huge success and the venue exceeded capacity with more than 350 attendees.

Following the event, post-coverage appeared on Todays THV Channel 11 with interviews from AMHC Medical Director, and Summit Event Facilitator from UAMS College of Public Health. The Arkansas Democrat Gazette published an article titled, “Aiding health of poor is key, 3 say.” The Arkansas News Bureau also published an article titled, “Science must guide public health former surgeons general say.”

Summit video of the opening session is also available on YouTube to allow attendees to relive the experience.

AMHC closed out the month of April with its fourth quarterly Health Fair and Public Forum on April 24 at the Jones Center for Families in Springdale. More than 300 residents from the Springdale community including the Marshallese and Hispanic communities received free screenings. The event was covered by La Prenza, the only weekly Spanish newspaper in Northwest Arkansas. The Spanish radio station KZRA-AM also provided coverage of the event and entertainment to health fair participants. Press releases were sent to all major media outlets in Northwest Arkansas and surrounding areas. Ads ran from April 14 to April 22 in Northwest Arkansas Times, La Prenza, Hola Arkansas and Springdale Morning News.

May:
A press conference was held May 19 on the campus of the University of Arkansas for Medical Sciences to announce the Health Care Workforce Diversity Endowed Scholarship for the UAMS College of Nursing funded by AMHC. This scholarship was created in an effort to address a shortage of minority nurses teaching in the state’s nursing programs. Hola Arkansas published an article in their May issue and UAMS posted an article and photos of the event on their web site.

An article “Health care reform needs our support,” written by Dr. Creshelle Nash was published in the May issue of Stand News. The article emphasizes the need for Arkansans to voice their support of health care reform to Arkansas legislators, policy makers and health care
providers. That same issue featured AMHC Executive Director, Idonia Trotter as Outstanding Person. The article chronicled her journey from gospel radio disc jockey to executive director of AMHC.

Also in May, AARP announced a partnership with AMHC to promote a series of health screenings and public forums this year in their magazine.

June:
AMHC sponsored the **AMDPA 117th Annual Scientific Meeting** held June 10-12. A panel featuring Arkansas Surgeon General, Dr. Joe Thompson; Dr. Glen Mays, UAMS; and AMHC Medical Director, Dr. Creshelle Nash discussed how the recent Health Care Reform Bill will affect Arkansans. Ads were placed in Arkansas Democrat Gazette that ran June 6 and 9. Dr. Nash appeared on Today’s THV with Stephanie Bryant and Dr. Mays was interviewed on KARN 102.9 prior to the event.

Also on June 10, to ensure AMHC is reaching its target audiences and the mission of the Commission is clearly conveyed, two focus groups (one African American and one Hispanic) were conducted in Central Arkansas. The focus groups consisted of 10 to 15 participants. These focus groups revealed:

1. Health literacy must be addressed and overcome
2. Traditional and non-traditional communication tactics should be utilized
3. Information from the Arkansas Minority Health Commission must be developed in a manner that will best resonate and be well-received by the target audience
4. Brand clarification is a must
5. Not only should the brand be clarified but also the services provided by AMHC

As a result of these focus groups, the Communications Director has more of an understanding of how to reach the target audiences in the most cost effective and efficient way.

As part of our HIV awareness initiative, the AMHC launched the “**Take Responsibility**” bus campaign on June 15. This campaign consists of 20 buses on various routes in and around the Little Rock area and will last until August 15. With this campaign AMHC seeks to increase awareness of the importance of HIV testing in minority communities.

The **Arkansas HIV/AIDS Minority Task Force** held a public forum June 22 in El Dorado. This public forum was open to all residents in and around the El Dorado area. In this forum, the taskforce discussed the Arkansas State Healthcare Access Research Project or SHARP Report and revealed recommendations for reducing HIV/AIDS in Arkansas’s minority populations. A press release was sent to area media outlets prior to the event. El Dorado News Times covered the event and published an article June 23.

The AMHC and ADH HIV/STD/Hepatitis C Section held a press conference on June 25 at the First Baptist Church, 811 S.A. Jones Drive in North Little Rock. AMHC and ADH announced more than $600,000 in grant awards to community-based organizations to fight HIV/AIDS and highlight **National HIV Testing Day**. Speakers included ADH representative, Dr. Nate Smith; faith-based organization representative, Yolanda West; and Senator Tracy Steele. A
press release was sent to all major television outlets. A 60-second radio spot ran for two weeks prior to the event inviting faith-based organization to become HIV screening sites. Prior to the event, Today’s THV announced the press conference and AMHC testing activities.

Television stations in attendance were Today’s THV, Fox 16 and KARK Channel 4. The event was covered by all attending television stations and was picked up by the Missouri-based television station, Ozark First. AMHC HIV testing activities also caught the attention of bloggers whose focus is on HIV/AIDS. As part of our National HIV Testing Day activities each location was given “What’s Your Status” t-shirts for each attendee that received an HIV test.

Through these communications activities the AMHC is sure to increase the awareness of public health and minority health issues as well as garner support of AMHC activities.

PILOT PROJECTS

Pilot Projects undertaken by the AMHC are established to test new strategies, materials, hypothesis and theories related to the health of minorities in the state. These pilot projects are designed to utilize evidence-based data, programs and materials in determining what strategies may be appropriate for use by and dissemination among minority populations with an eye towards reducing and, ultimately, eliminating health disparities in Arkansas. The following are programs currently undertaken this reporting period by AMHC as strategic pilot projects to address the aforementioned;

The Jones Center for Families, Inc. Gaps in Services- Northwest Arkansas
The Gaps in Services to Marshallese Task Force, requested funding from the AMHC to develop a handbook to help with the acculturation process for citizens relocating to Arkansas from the Republic of the Marshall Islands. The handbook is available in print and on the Internet in both English and Marshallese. Agencies represented on the Gaps in Services collaboration have been invited to have a link to the handbook on their respective websites.

Northwest Arkansas has the largest number of Marshallese citizens living in the continental United States. The estimated population of Marshallese in Northwest Arkansas ranges from 6,000 – 10,000.

The goal of this project is to provide to migrating citizens access to quality health care through healthier lifestyles and awareness of services within Arkansas’ health care system. Helpful information regarding housing, finances, driving and education is included to help with the transition.

The English version of the handbook, “Living in Arkansas” was unveiled in November 2009 during a press conference at the Jones Center for Families in Springdale, Arkansas. Thirty-five (35) attendees from various health/human services agencies.

The Gaps in Services to Marshallese Task Force sponsored a luncheon on April 23rd to share with the local Marshallese the results of the 2009 Marshallese Health Survey conducted by the
ADH and to announce the “unveiling” of the Marshallese translated version of the handbook. Following the luncheon and presentation, six focus groups took place with 100 Marshallese community members. An action plan was put into place as a result of the focus group responses.

One thousand, two hundred twenty-five (1,225) copies of the Marshallese version of the handbook were printed. Initial copies were sent to: the AMHC (40 copies), the Jones Center Community Outreach Coordinator (20 copies) and the Washington County Health Department (2 copies). A television and DVD player, located at the Consulate, was purchased with the remaining grant funds. Upon completion of the DVD, Consul General and her staff will conduct on-site orientations for newcomers. Each participant will receive a handbook and a DVD. Upon completion of the orientation, participants are asked to complete a brief survey rating the helpfulness of the information provided.

Although the formal agreement between AMHC and Gaps in Services has reached its end date of June 30, 2010 an evaluation process has been established to entail the following components and will take place at six months and one year. The following information will be tracked:

- Number of printed handbooks (English and Marshallese) distributed to health and human services agency and the Marshallese community
- Number of hits of on-line downloadable version of the handbook through the Jones Center for Families, Inc. and the Hawaiian Yakowe.net websites
- Distribution of the DVD and Marshallese version of the handbook through the Consulate
- Pre and post questionnaire of the distribution for the printed handbook, on-line downloadable version of handbook, and DVD
- Community Base Focus Groups
- Non-administrative health care and human service providers focus groups
- Number of referrals to the services listed in the handbook
- Documentation of success stories with pictures/videos from the Marshallese community who have successfully utilize the health care and the other pertinent resources in the handbook

Arkansas Aging Institute-Delta Center on Aging, Healthy Lifestyles Challenge
The goal of this project is to improve the lifestyle of 40 patients of the Delta Center on Aging’s Senior Health Clinic by helping each patient demonstrate improvement in at least one of the areas of weight, blood pressure, lipid levels, glucose level or physical activity. The program is a nutritional, physical activity and disease self-management program that focuses on the elderly population under physician supervision. This intervention will be piloted to determine effectiveness and feasibility of dissemination of program to additional Centers on Aging in minority areas.

This program will utilize evidence-based medicine: nutrition, exercise, education, group support, and accountability. It is unique in that it involves exclusively older adults in a program under physician supervision. The program is individualized for each participant and
allows monitoring of health benefits besides just weight with the focus on developing a healthy lifestyle. There is no cost to the participants.

The Healthy Lifestyles Challenge Program plans to implement activities and events to enhance the lives of 40 senior patients as follows:

- Determine baseline for weight, exercise, blood pressure, lipid levels, and glucose levels
- Individualized evaluation by registered dietitian for nutritional needs Individualized evaluation by nurse educator for exercise needs
- Physician review of evaluation/plan
- Conduct weekly support sessions
- Conduct exercise classes
- Conduct nutrition counseling
- Conduct monthly Healthy Benefits Cooking Class
- Conduct Self Management Education classes for diabetes, heart failure, and hypertension

The registered dietitian resigned January 15, 2010 which postponed the start of the program. Although Arkansas Aging Initiative had requested the Healthy Lifestyles Challenge Program delay implementation until UAMS Internal Review Board (IRB) approval, recruitment of patients started in March. The IRB approval is expected on July 8, 2010. Ten participants (6 African American; 4 Caucasian; 9 women; 1 man) were enrolled in the first quarter of the 12 month program.

Upon approval from UAMS IRB, the Arkansas Aging Initiative and the Healthy Lifestyles Challenge Program, AMHC and Arkansas Aging Initiative will hold a Press Conference at the Crittenden Regional Hospital in West Memphis announcing the program and its unique features to help seniors develop a healthier lifestyle.

AMHC continues to provide technical support to the Healthy Lifestyles Challenge Program in order to meet the goals outlined in the contract established by AMHC and Arkansas Aging Institute - Delta Center on Aging.

**University of Arkansas for Medical Sciences Delta Area Health Education Center (AHEC) Navigation Project**

AMHC and The Delta Area Health Education Center (Delta AHEC) entered in a Memorandum of Agreement (MOA) to examine and address health disparities in the 7 county service area of the Delta AHEC region. The 7 counties are: Chicot, Crittenden, Desha, Lee, Monroe, Phillips, and St. Francis. Multiple public forums and data gathered from the community have identified a common problem of the lack of utilization of existing services. The Delta AHEC will seek to improve health through increased utilization of health services by minority community members.

The Delta AHEC plans to establish goals to increase the utilization of services by conducting focus groups and interviews in the community to determine why minority residents do not utilize existing health and human service resources. They will develop a plan for a mobile “1-
“Stop-shop” of resources that can move to different community locations within the 7 county areas. The “1-stop-shop” will develop a plan for this project and evaluate the program based on the findings gathered by the Community Facilitator/Liaison and the UAMS COPH preceptor student.

To date, there have been 7 focus groups with 99 attendees and 2 key-informant interviews. All attendees have participated in questionnaires and surveys, which will be analyzed and reported to AMHC to show why minorities do not utilize the existing services in the Delta region. Upon the release of the findings, this project will be “piloted” for its effectiveness to “bridge the gap” between the minority community and health and human services in the Delta region.

The original end date for this project was May 2010. Due to additional time needed by the Community Facilitator/Liaison and the UAMS COPH preceptor student to summarize and analyze the findings from the focus groups and the key-informant interviews, a request for a no-cost extension is pending. Once approved, it will take 219 hours or 11 weeks to complete, as the Community Facilitator/Liaison works part-time for this project.

AMHC continues to provide technical support to the project as the program progresses to meet the goals outlined in the contract established by AMHC and Delta AHEC.

Other “Pilot Projects”
The HIV/AIDS Outreach Initiatives and Sickle Cell Outreach Initiatives, although they are significant Outreach and community awareness, education programs at AMHC, are also pilot projects established to test new strategies, materials, hypothesis and theories. See pages 6-8 to review.

Southeast Targeted Area Resources for Health (STAR.Health)
STAR.Health is a pilot program, in Southeast Arkansas covering Chicot, Desha, and Lincoln counties that is showing a new way for delivering public health programs and services in local communities. One in which the health agency works in specially-defined partnerships with other state agencies (Human Services, Education, Economic Development, UA Cooperative Extension), as well as with local citizens, hospitals, doctors, schools, churches, businesses and civic groups. In this pilot project, the Arkansas Department of Health (ADH) recruits and trains Community Health Workers (CHW) from and for three counties with very high minority population ratios. All lie in Southeast Arkansas where there are also low levels of traditional health providers/resources.

The STAR.Health involves all aspects of the community that effect health such as economic, education, and health care access. By linking an array of ADH and other organizational and state agency resources with leadership that already exists in these local communities, STAR.Health maximizes efforts toward its goal of health improvement.
Two important aspects of the STAR.Health initiative include its lay CHWs and AmeriCorps volunteers. Both are used to expand the reach of educational and service activities promoting healthy behavior, as well as provision of individualized assistance to persons in need.

During this period, the CHWs provided services to 861 total persons. Approximately 65% of those contacts were African American, 2.5% were Hispanic and 81% were female. Since the beginning of the program in June 2009—4,905 persons have been served. AmeriCorps volunteers have also assisted in the promotion of several health-related events in the area.

AMHC in conjunction with ADH are assessing the qualitative and quantitative data provided by this pilot on an on-going basis. The steering committee met June 29, 2010 and will continue to meet quarterly. The CHWs met June 21, 2010. They meet monthly and continue to receive in-service trainings.

COLLABORATION/COORDINATION

During this reporting period, the following collaborations/coordinated efforts have been aggressively pursued:

- **All of the above and below** collaborative partnerships mentioned throughout this quarterly report document.

- **AMHC’s Minority Health Summit 2010** – The Summit was scheduled April 15, 2010 at Philander Smith College. The theme was “Healthy People 2020: Health Equity for ALL Arkansans”. The Summit was a huge success with approximately 350 attendees. The highlight of the event was having 3 former Surgeons General (Dr. Antonia Novello, Dr. Joycelyn Elders, and Dr. Richard Carmona) speak at the Summit’s opening panel discussion. This collaborative effort brought in a broad range of stakeholders in Arkansas’ public health community. Included in this collaboration were the AMHC, Office of Governor Mike Beebe, Philander Smith College, University of Arkansas for Medical Sciences (UAMS): Fay W. Boozman College of Public Health and Center for Diversity Affairs, AR Department of Health (ADH) – Office of Minority Health, University of Arkansas Fayetteville – College of Education & Health Promotion and Arkansas Migrant Education Program, Boston Mountain Education Cooperative, AARP, Arkansas Foundation for Medical Care, Medco Health Solutions, Inc., Arkansas Cancer Coalition, Asian Pacific Coalition for A Smoke Free Arkansas, AHEC Northwest, Senior Health Insurance Information Program, Arkansas Advocates for Children & Families, Arkansas Relay Service, DHS/Division of Aging & Adult Services, Spit for the Cure, Baptist Health, UAMS Library, Arkansas State Lottery, ICAN, University of Arkansas, Say It Loud! Readers & Writers, K L & Associates, Arkansas Association for the Deaf, Lilly, Inc., Friends of Blanche Lincoln’s Office, and ADH-STD section.

- **Minority Health Month**
  The AMHC offered an opportunity for community-based, non-profit organizations across the state to apply for sponsorship of events planned during the month of April
that focus on health promotion and disease prevention in minority communities. The
twelve organizations listed below were funded to promote health education and
awareness for hypertension, diabetes, smoking cessation, mental health, physical fitness
and nutrition as well as provide free physical examinations and screenings.

- UAMS Delta AHEC - Phillips
- Beta Pi Omega Chapter of AKA - Pulaski
- Arkansas Community Dispute Resolution Center - Pulaski
- Women’s Council on African American Affairs, Inc. - Pulaski
- Asociacion de Mujeres de Arkansas/AR Association of Women of Arkansas - Pulaski
- Hearne Centre Health and Education, LLC - Pulaski
- Arkansas River Education Service Cooperative - Jefferson
- Patient First of Arkansas, Inc. - Pulaski
- Freedom for Youth, Inc. - Phillips
- Greater First Baptist Outreach Ministry - Phillips
- Conway Interfaith Community Clinic - Faulkner
- Phoenix Youth and Family Services, Inc. - Ashley

Health Disparities Service Learning Course:
The Arkansas Health Disparities Service-Learning Collaborative (ARHDSLCLC) is a
collaboration between UAMS College of Public Health Office of Community Based Public
Health and AMHC and University of Arkansas at Little Rock (UALR), Department of
Sociology. The purpose of this collaboration was to develop a service learning course that
focuses on the problem, theory, and solutions to racial and ethnic health disparities. This effort
uses service learning and community campus partnerships to eliminate those disparities.

This quarter we presented along with a student and community partner at a national
conference entitled Community Campus Partnerships for Health in Portland, Oregon on May
10th, 2010. The presentation was entitled “Development and Early Experience with a Masters
Level Public Health Service learning Course on Racial and Ethnic Health Disparities”. We are
currently developing an academic paper based on our experiences and evaluation for
dissemination.

RESEARCH

Arkansas Racial and Ethnic Health Disparity Survey
This project continues AMHC’s effort to increase awareness about health disparities and
diseases that affect Arkansas minorities. This work is a continuation of the collaboration and
work with the UALR Survey Center and the Pulaski County Racial Attitudes Survey focusing
on Health and Health Care in Pulaski County. The survey is a statewide survey that examines
multiple health and health care issues in the community. Some areas examined include health
beliefs, health literacy, access to health care, quality health care, cultural competency and
medical mistakes.
During this period there has been ongoing analysis and development of partnership with Arkansas Center for Health Improvement to support data driven policy recommendations.

**Marianna Examination Survey on Hypertension (MESH)**
The MESH is a population-based representative household examination survey of blood pressure and cardiovascular disease risk factors in adults in Marianna, AR. It was initiated in June 2005 and completed May 2007 with a total of 473 participants completing the survey and 262 completing labs. MESH originated as an effort to assess the rate of hypertension of those at risk for cardiovascular disease, diabetes and stroke in the city population of Marianna focusing on diagnosed as well as undiagnosed cases.

Currently, AMHC along with committee members representing the College of Public Health, Office of Public Health, and ADH are designing multiple factsheets to show the impact of hypertension and diabetes among the minority population along with the socio-environmental factors that potentially influence health.

During this quarter, we have continued to make progress towards the goals of the project. Specifically 1) we are planning local release of the project report with Lee County Revitalization Project to support their community improvement process 2) we have joined the Lee County Revitalization Project health subcommittee 3) Finally, the committee members are completing a methodology paper and papers focusing on stress and depression and hypertension.

**Export Pilot**
This project is in collaboration with the UAMS College of Public Health Center for Health Disparities Research. Physician practice based methods to enhance adherence to practice guidelines and improve overall quality of care have been examined in a variety of prevention and treatment arenas, however there is little research in using these methods to reduce health disparities by improving overall quality of care. Therefore, formative research is critical to understand how best to approach practices to engage them in promoting appropriate care for diabetes and CVD among minority patients and how best to facilitate enhanced adherence to established practice guidelines so that health disparities are reduced.

In this reporting period, we have maintained Institutional Review Board approval. We are also restructuring given recent health care reform efforts.

**PUBLIC POLICY**

**Arkansas Colorectal Cancer Prevention, Early Detection and Treatment Program**
The intent of this legislation was to create a program analogous to the BreastCare program. It is a state funded program to provide screenings for underinsured and uninsured low-income Arkansans. A diverse group of advocates worked on this legislation including but not limited to UAMS Winthrop P. Rockefeller Cancer Institute, UAMS College of Public Health, Arkansas Department of Health, Department of Health and Human Services, American Cancer Society and AMHC. AMHC participated in the bill creation and mark up sessions prior to introduction at the Arkansas General Assembly. This bill sponsored by Senator Joyce Elliot,
was passed and received appropriation in the Arkansas 2009 General Assembly. There has been no additional activity this quarter.

**Acute Stroke Task Force**
The Arkansas Acute Stroke Care Task Force was established through Act 663 during the regular session of the 85th General Assembly. Act 663 designates twelve members to be appointed by the Director of the Arkansas Department of Health to the Task Force representing the following organizations and constituencies: ADH, American Heart Association, AMHC, The Arkansas Hospital Association, Arkansas Foundation for Medical Care, University of Arkansas for Medical Sciences’ Fay W. Boozman College of Public Health, Division of Medical Services of the Department of Human Services, emergency medical services, Arkansas Medical Society, medical insurance industry, community at large, and the Arkansas Medical, Dental and Pharmacy Association.

The Stroke Care Task Force is charged with coordinating statewide efforts to combat the debilitating effects of strokes on Arkansans, to improve health care for stroke victims. During this quarter, there has been no activity.

**Health Care Reform**
The national debate about health care reform is critical to health improvement efforts in Arkansas. During debate, the AMHC saw that minority health issues were not represented in the discussions. Minority communities did not have a voice in the process and had concerns about its meaning. During this process, AMHC developed guiding principles and addressed myths and concerns of our community. During this reporting period, we have monitored health care reform on a daily basis and released policy statements to inform minority communities and other stakeholders with a goal of eliminating racial and ethnic health disparities. We have also participated in and hosted community discussions on health care reform including with Arkansas Medical Dental and Pharmaceutical Association on June 10, 2010.

**Arkansas Minority Health Consortium**
No activity during this reporting period.

**EXTERNAL FUNDING**
During this period, AMHC received approximately $24,000 in outside funding related to the Arkansas Minority Health Summit sponsorships and vendors. Sponsorships and vendor receivables include:

**Sponsors**
AARP Arkansas
ADH – Office of Minority Health
Arkansas Foundation for Medical Care
University of Arkansas

**Exhibitors**
Arkansas Cancer Coalition
Asian Pacific Coalition for A Smoke Free Arkansas
AHEC Northwest
Senior Health Insurance Information Program
Arkansas Advocates for Children & Families
Arkansas Relay Service
DHS/Division of Aging & Adult Services
Spit for the Cure
Baptist Health
UAMS Library
Arkansas State Lottery
ICAN
University of Arkansas
Say It Loud! Readers & Writers
K L & Associates/UAMS
Arkansas Association for the Deaf
UAMS Fay W. Boozman CPH

Other (Ads, etc.)
Lilly, Inc.
Friends of Blanche Lincoln’s Office
ADH-STD section
RAND RECOMMENDATIONS - 2008

The AMHC has adhered to the recommendations as suggested by RAND. The site visit which occurred in April, 2008 rendered the following recommendations. The Recommendations are listed with the Commission’s response underneath:


  The five year strategic plan has been completed with goals and objectives defined. This document will be continually reviewed and updated as needed. By the end of the fourth quarter, historical information on the AMHC will be added to the strategic plan to make it a more comprehensive document. The Commission is currently developing system-wide work plans and evaluative systems. Originally, AMHC established a deadline of December 11, 2009 to finalize its work plans and internal evaluative systems but this has been extended to June 2010. The AMHC staff met with Dr. Martha Phillips on March 22, 2010 and reviewed evaluation processes and work plans.

- RAND Recommendation 2: Narrow its focus on one or two health concerns

  The Commission voted to follow RAND recommendations and focus its health concerns on two critical health disparities disease states; HIV/AIDS Outreach Initiative and Sickle Cell Outreach Initiative. On April 23, 2010, the Board of Commissioners voted to add Nutrition & Fitness as a key focus.

- RAND Recommendation 3: Examine the professional contract process and outcomes

  AMHC has examined the professional service contract and elected to utilize the RFP process as a better mechanism to fund pilot projects in line with AMHC focus areas. AMHC has not eliminated the professional contract process and will continue to use it as a tool to identify existing programs that AMHC may pilot to meet its mission and goals.

- RAND Recommendation 4: Diversify the AMHC Board

  Since RAND made this recommendation, the Governor appointed a Hispanic female and a Caucasian female. In addition, the House of Representative House Leader appointed a Hispanic male. Yet, more diversity is still needed. The Commission is currently comprised of eight African Americans, three Hispanics and one Caucasian. The AMHC administration has requested that the Governor, Senate Pro Tempore and Speaker of the House consider more diversity for future appointments.

- RAND Recommendation 5: Expand the Afterschool Children Nutrition Education & Exercise Program (ACNEEP)
The program has been discontinued.

- **RAND Recommendation 6: Improve program monitoring and evaluation.**

  AMHC ensures that each and every programmatic area and internal systems have established appropriate systemic evaluative processes. AMHC is currently addressing evaluative and monitoring in its strategic planning processes as to institutionalize these critical areas of the Commission’s work.

- **RAND Recommendation 7: Seek supplemental funding for programs and services**

  AMHC is committed to developing its capacity and process for seeking external funding. This reporting period demonstrated some improvement as AMHC pulled in sponsorship and vendor support for the Arkansas Minority Health Summit.

- **RAND Recommendation 8: Strategically fund pilot and demonstration programs**

  In FY08 and FY09, AMHC funded seven (7) HIV/AIDS pilot programs which are currently ongoing. They were strategically selected within the framework of a competitive RFA process. In FY10, the Commission funded five (5) HIV/AIDS pilot programs. In addition to the HIV/AIDS programs, the Commission has also funded thirteen (13) pilot projects in FY10.

- **RAND Recommendation 9: Collaborate with other tobacco settlement programs**

  AMHC has forged a “one-stop shop” concept with the Delta AHEC to improve health in seven Delta counties through increased utilization of health services by minority community members. In addition, AMHC is collaborating with the Arkansas Aging Initiative to develop intervention programs for senior residents of the Delta Center on Aging Senior Health Clinic with a nutritional, physical activity and disease self-management program that focuses on the elderly population under physician supervision. AMHC is also continuing to work with the UAMS College of Public Health through teaching and research activities focused on racial and ethnic disparities. AMHC is developing a new collaborative relationship with TPCP in bringing about heightened awareness among those infected with HIV/AIDS of the increased risks associated with the combination of HIV and Smoking.

  AMHC and ADH Minority Initiative Sub-recipient Grants Office (MISRGO) collaborated in support of the AMHC Arkansas Minority Health Summit and the UAPB MISRGO Clearing the Air in Communities of Color. Each organization shared information about the others event to their network of partners and grassroots constituency.