



Arkansas Minority Health Commission

FY 2019 STRATEGIC PLAN

Mission Statement:

The Arkansas Minority Health Commission's (AMHC) mission is to ensure all minority Arkansans equitable access to preventive health care and to seek ways to promote health and prevent diseases and conditions that are prevalent among minority populations.

Vision:

The AMHC's vision is that minority Arkansans have equal opportunity and access to health, health care, and preventive well care.

Core Values:

Health Services-Oriented, Community, Innovation, Effectiveness, Collaborative

Goals, Objectives & Strategies:

By 2023, the AMHC, in collaboration with partners throughout the state of Arkansas, will:

GOAL 1: INCREASE THE NUMBER OF MINORITY ARKANSANS OBTAINING SCREENINGS FOR DISEASES THAT DISPROPORTIONATELY IMPACT MINORITIES

This goal aligns with the Governor's goals for the State of Arkansas: Healthy, Grow, Quality of Life

Measurable Objective 1: Provide screenings for diseases that disproportionately impact minorities as well as any other citizen in the state regardless of racial/ethnic group through AMHC and community-based health fairs and AMHC health focus RFPs.

Strategy 1: Health fairs and health promotion

Community-based health promotions such as health fairs, conferences and outreach initiatives will be used to provide preventive screenings for chronic conditions including: hypertension, diabetes, cholesterol, body mass index (BMI) and other diseases that disproportionately impact minorities. Sponsorships and partnerships are offered to state agencies, nonprofits, community-based organizations (CBOs), faith-based organizations (FBOs) and schools to support health fairs and health activities.

Strategy 2: AMHC Mobile Health Unit (MHU)

The MHU will provide preventive screenings, health education and allow an opportunity of coordination of care with the MHU coordinator. The MHU coordinator will follow-up with participants that have abnormal results and share information on county level resources for follow-up medical care.

Measurable Objective 2: Provide access to identified preventive screenings for diseases that disproportionately impact minorities as well as any other citizen in the state regardless of racial/ethnic group through sponsorship programs and partnerships with large health events.

Strategy 1: AMHC Sponsorships

The AMHC offers sponsorships four times during the fiscal year for health related events that meet one or more of the following objectives: increase awareness and screenings for diabetes, hypertension, high cholesterol or other diseases that disproportionately impact minorities as well as other citizens within the state. This collaborative effort is achieved predominantly through volunteers. Sponsorships are offered as follows:

- _ Events scheduled from July – December
- _ Events scheduled from January – June (*Excludes Minority Health Awareness Month*)
- _ Minority Health Awareness Month (April)
- _ Tobacco Initiative

GOAL 2: INCREASE THE NUMBER OF MINORITY ARKANSANS WHO RECEIVE EDUCATION REGARDING DISEASES THAT DISPROPORTIONATELY IMPACT MINORITIES

This goal aligns with the Governor’s goals for the State of Arkansas: Healthy

Measurable Objective 1: Provide educational awareness of diseases that disproportionately impact minorities as well as any other citizen in the state regardless of racial/ethnic group through AMHC and community-based health fairs; AMHC health focus RFPs; Sponsorship programs; Partnerships with large health events; Summits and roundtables; Public education/advertising campaigns; and AMHC Health Focus Awareness Days.

Strategy 1: Bridge Magazine

The *BRIDGE* magazine highlights change-agents of health in Arkansas. Arkansas minorities rely on the annual publication of the *BRIDGE* magazine to help set and reveal the agenda for public health in Arkansas each year. This publication is a statewide initiative.

Strategy 2: Health Literacy Materials

Plain language health education materials will be developed through a partnership with the University of Arkansas for Medical Sciences Center for Health Literacy and Delta Dental. These materials will include information on health topics such as: blood Pressure, glucose, cholesterol, heart disease, healthy eating and oral health. The materials will be printed in English and Spanish languages. The AMHC will provide materials to partners, sponsored events such as health fairs, and with the AMHC MHU.

Strategy 3: Media

The AMHC will utilize an exhaustive communication strategy that will involve radio, print, television and social media to increase awareness for all chronic diseases with nutrition and physical activity as an overarching goal. Additional health focus areas include diabetes, homicide, maternal mortality, prostate cancer, tobacco, mental health and other diseases that disproportionately impact minorities.

Measurable Objective 2: Provide the most relevant and updated information regarding health disparities as they relate to minorities.

Strategy 1: Community Forums

The AMHC forums offer an avenue to provide county level health statistics, facts and resources to communities. The forums are offered at least quarterly throughout the state.

Strategy 2: Health Fairs

The AMHC offers health fairs including preventive screenings and medical equipment as a commission as well as in partnership with communities and organizations to provide preventive screenings and health education to communities.

Strategy 3: Eblast

The AMHC eblast is an opportunity to inform partners and stakeholders about events, health education and sponsorship opportunities.

Strategy 4: Minority Report

The AMHC weekly report is provided during the legislative session to update the public on legislative initiatives that can impact their health.

Strategy 5: Social Media

The AMHC blogs social media communications daily, as a way to offer health education campaigns on Facebook, Twitter, Instagram and LinkedIn.

Measurable Objective 3: Increase awareness of hypertension, strokes and other disorders that are disproportionately critical to minorities.

Strategy 1: Partnerships through media and health education campaigns

The AMHC maintains an extensive list of collaborators and partners to facilitate sharing resources and participation in cross-disciplinary coalitions. For example: providing health education information at all AMHC health fairs for collaborative partners including Arkansas Department of Health (ADH) Tobacco Branch and UAMS AR SAVES, producing commercials for Healthy Active Arkansas (HAA) Breastfeeding initiative and Arkansas Coalition for Obesity Prevention (ArCOP) growing health communities meetings, etc.

Measurable Objective 4: Raise awareness of symptoms, risk factors and screening options for asthma, diabetes, and other disorders.

Strategy 1: Monthly social media campaigns

The AMHC will utilize a social media campaign to provide health education by selecting a health topic each month to feature (i.e. obesity, nutrition, physical activity, diabetes, heart disease, prostate cancer, etc.).

Measurable Objective 5: Identify and/or promote development of age-specific, culturally-appropriate and relevant materials to promote and support health improvement in minority populations.

Strategy 1: Southern Ain't Fried Sundays (SAFS) Program

SAFS is a 21-day meal replacement plan that focuses on encouraging simple lifestyle changes by eating healthier and reducing fat consumption and sodium. Research has shown that lifestyle changes will have significant impacts on the lives of minorities. This program targets individuals and minority churches statewide and is available in English and Spanish languages.

Strategy 2: Walk With Ease

The AMHC will partner with the Arkansas Department of Health to offer the Walk with Ease (WWE) program. WWE is a self-directed physical activity and self-management evidence base program developed for people living with arthritis and/or other chronic health conditions who want to be more physically active.

GOAL 3: ESTABLISH A SYSTEM TO SUPPORT A RESOURCE DATABASE TO HELP MINORITY CITIZENS IDENTIFY AND GAIN ACCESS TO APPROPRIATE HEALTH AND HEALTH CARE RESOURCES IN THEIR COMMUNITIES

This goal aligns with the Governor's goals for the State of Arkansas: Healthy, Efficient and Responsive

Measurable Objective 1: Partner with the Arkansas Center for Health Disparities, the Arkansas Prevention Research Center, and the UAMS Translational Research Institute to support Public Health in Arkansas' Communities Search (PHACS), a summary of indicators that can affect the health of Arkansans.

Strategy 1: Utilization with MHU

The AMHC will utilize the UAMS PHACS database to provide county level health resources including doctors, dentists, hospitals and preventive care services to community members screened by the AMHC MHU. The MHU coordinator will follow up on each abnormal screening to assist individuals with finding free or reduced cost health services.

GOAL 4: ESTABLISH A COLLABORATIVE NETWORK OF STAKEHOLDERS TO ADDRESS WORKFORCE DIVERSITY AND EDUCATION OF HEALTH CARE

This goal aligns with the Governor's goals for the State of Arkansas: Quality of Life, Educate

Measurable Objective 1: Request and analyze demographic data from state agencies, boards, and commissions that license health professionals, and report on diversity among those professionals.

Strategy 1: Workforce database

The AMHC staff will contact state agencies, boards and commissions to obtain demographic data to analyze the diversity of the healthcare workforce and will share any data collected with agencies listed within Act 1489.

Measurable Objective 2: Request and analyze minority participation on health commissions and boards.

Strategy 1: Workforce database

The AMHC staff will examine demographic data for minority populations within healthcare workforce.

Measurable Objective 3: Identify comprehensive issues with regard to the development of minority health professionals.

Strategy 1: Workforce database

The AMHC staff will develop a healthcare workforce annual report and present that summary to the legislature.

Measurable Objective 4: Collaborate with post-secondary schools to address issues relating to increasing minority health professionals.

Strategy 1: Minority Health Scholarships

The AMHC will collaborate with state and private institutions of higher education to offer minority health scholarships to undergraduate and graduate level students in health related fields (i.e. medicine, nursing, public health, pharmacy, dental hygiene, physical therapy, etc.)

Strategy 2: Internship and volunteer opportunities

The AMHC provides opportunities for students in state and private institutions of higher education to serve as interns and volunteers on AMHC projects and at events.

Measurable Objective 5: Monitor rate of enrollment and graduation of minority students in medical and health-related professional programs.

Strategy 1: Higher education data collection

The AMHC will collaborate with medical and health related professional programs to collect data regarding enrollment and graduation rates of minority students.

Measurable Objective 6: Collaborate with training institutions to encourage attention to issues of recruitment and diversity.

Strategy 1: Provide minority diversity statistics

The AMHC will collaborate with training intuitions to provide diversity statistics and encourage diverse recruitment strategies.

Measurable Objective 7: Develop a list of appropriate groups to recruit potential health care professionals.

Strategy 1: Maintain list of partners

The AMHC maintains an all-encompassing list of stakeholders and partners in cross-disciplinary agencies, boards, commissions and coalitions with which we collaborate.

GOAL 5: ESTABLISH A NETWORK OF COORDINATION AND COLLABORATION WITH OTHER AGENCIES AND ORGANIZATIONS ADDRESSING THE HEALTH OF MINORITY POPULATIONS

This goal aligns with the Governor’s goals for the State of Arkansas: Efficient and Responsive, Quality of Life

Measurable Objective 1: Collaborate with health care providers and community groups that provide screening and health fairs, and/or clinics providing these services.

Strategy 1: Shorter College Partnership

The AMHC collaborated with Shorter College for a phased approach in opening a community clinic. Through two phases, the community clinic was opened to faculty, students and community members where they were able to access preventive screenings and checkups by a physician. The campus is now smoke-free and vaporless free. Shorter College will host Mental Health Mondays and provide fruit, water and information on mental health to students every Monday in the SS Morris Student Center.

Measurable Objective 2: Develop centralized communications strategies regarding meetings, forums, screenings and issues related to minority health.

Strategy 1: Announcements

The AMHC utilizes multiple methods to communicate information regarding meetings, forums, screenings and issues related to minority health. Communication methods include: electronic posting to the AMHC website and state website; flyers eblasted to all collaborative partners, legislators, state agencies and volunteers; and social media posts through Facebook, Twitter, Instagram and LinkedIn.

Strategy 2: TV/Radio Media

Through TV and radio advertisement, the AMHC will provide a statewide coordinated campaign for disseminating minority health related information.

Measurable Objective 3: Coordinate with state agencies, private associations and health care providers to ensure health care resources are applied effectively to all Arkansas.

Strategy 1: Health education literature and resource distribution

The AMHC collaborates with state agencies and private associations to distribute health education literature and resources at health fairs, community forums and at all AMHC sponsors health initiatives.

GOAL 6: ESTABLISH A CONSTITUENCY OF INDIVIDUALS, COMMUNITY-BASED ORGANIZATIONS, AND COMMUNITIES COMMITTED TO THE MISSION AND GOALS OF THE ARKANSAS MINORITY HEALTH COMMISSION.

This goal aligns with the Governor’s goals for the State of Arkansas: Efficient and Responsive

Measurable Objective 1: Collaborate with local communities to address health and health disparities at the grassroots level.

Strategy 1: Online Volunteer Registration

Volunteers have the ability to register through the AMHC website. The AMHC maintains a list of community and professional volunteers to assist with implementation of activities, events and programs. The AMHC has a history of long-term community and professional volunteers who assists with working health fair booths, assisting with adolescent summer camps and providing preventive screenings.

Strategy 2: Nutrition and Fitness Camps

The AMHC will sponsor a community-based fitness and nutrition camp offered to community-based organizations, schools, faith-based organizations and nonprofits. The intent is to combat childhood obesity and other associated chronic diseases through this collaborative outreach effort.

Measurable Objective 2: Hold quarterly AMHC community forums in various regions of the state.

Strategy 1: Community forums

The AMHC forums offer an avenue to provide county level health statistics, facts and resources to communities. The forums are offered quarterly throughout the state.

GOAL 7: ADVOCATE FOR POLICIES THAT WILL PROMOTE THE HEALTH OF MINORITY ARKANSANS.

This goal aligns with the Governor's goals for the State of Arkansas: Healthy

Measurable Objective 1: Conduct ongoing needs assessment to determine the most critical minority health needs in Arkansas.

Strategy 1: Minority Health Disparities Survey

The AMHC will commission researchers to develop and conduct a statewide survey of minority health disparities in Arkansas.

Measurable Objective 2: Complete the five-year update of the Arkansas Racial and Ethnic Health Disparities Study.

Strategy 1: Five-year Racial and Ethnic Disparities report

The AMHC will utilize the survey to develop a report on racial and ethnic disparities that will be published in 2019.

Measurable Objective 3: Identify existing law, policies, and regulations relating to improving the health of minorities.

Strategy 1: AR Legislative Digest

The AMHC director and staff will attend appropriate legislative committees and utilize the Arkansas Legislative Digest to track laws, policies and regulations related to the health of minorities.

Measurable Objective 4: Identify gaps in data addressing health status in minority groups and develop, with partners, a plan for filling those gaps.

Strategy 1: Biennial Minority Health Summit & State of Minority Health Meeting

The AMHC will host statewide annual meetings alternating each year to focus on national and state minority topics. The meetings will provide an open forum, honest dialogue and learning regarding access to care and quality care for minority Arkansans. Participants in the will develop common solutions, strategies and best practices that can inform, shape and operationalize public health policies.

Efficiency Goal

GOAL 8: DEVELOP AND IMPLEMENT AGENCY PERSONNEL PLAN

This goal aligns with the Governor's goals for the State of Arkansas: Efficient and Responsive

Measurable Objective 1: Streamline agency positions and workload

Strategy 1: The AMHC plan to streamline positions includes the elimination of administrative analyst/reception position in January 2017. A phone tree system was established to route calls appropriately for the office. Because we no longer have a receptionist to greet visitors at the reception desk, staff members serve in this capacity on a rotating basis. Moreover, one staff member now serves dual roles of HR Analyst as well as Executive Assistant to the Director. In addition, the Media Specialist has assumed additional role of Efficiency Officer providing support and technical assistance in the development of the alignment of agency strategic plan with the Governor's plan.

AMHC Organizational Chart

