

# The Pilot Site Progress

## Covering Kids & Families Coalition Update

VOLUME 2, ISSUE 2

MAY 28, 2004

## Open Airways to Begin in Marion Schools



*Breathe in.....Breathe out.....In....and out.*

Good job!

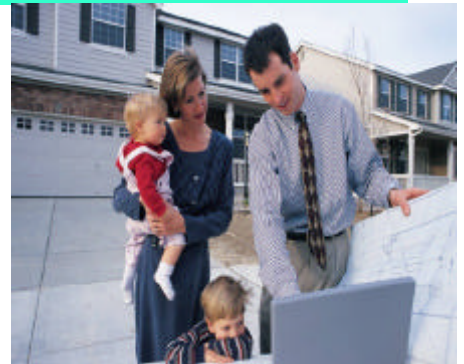
Our very own Anita Saig is teaming up with Jessica Aple, Crittenden Memorial Hospital's Youth Health Services Coordinator, to complete "Open Airways" Asthma Education in elementary schools in Crittenden County. All eight elementary schools in West Memphis completed the education program this past February. There were 140 children in grades 3 through 6 that benefited from the experience. Elementary schools in Marion are next on the agenda and classes are scheduled to be completed by the end of the 2004 school year. The program serves as a great outreach tool as well as an opportunity for Anita to build a good rapport with school nurses.

Keep those creative juices flowing Anita!!!

## A Quick Review for Northwest Arkansas

Sharon Benton, pilot site coordinator for Northwest Arkansas, has been busy building patterns of partnership to better assist children and their families throughout her portion of the state. She has partnered with the Single Parent Scholarship Fund, Altrusa, Junior Auxiliary, NWA chapter of NASW, Benton County Juvenile Court, NWA Susan G. Komen, Governor's Displaced Workforce Task Force and even the HIV/AIDS Clinic. Some specific outreach events include: Lowell Elementary's health fair, Running of the Green (5K race), Language Academy, Cinco de Mayo and the American Heart Association's Heart Walk. Some of Sharon's upcoming events are Kindergarten screenings, the Coaches Campaign and the Summer Backpacks Lunch program!

Sharon, stay busy and continue to keep us in the loop!!



### MARK YOUR CALENDARS :

- ? June 4th, Outreach Coalition Meeting. 12:30 pm Lafayette Hotel.
- ? Coaches Campaign. June 16th-18th in Fayetteville, AR
- ? July 16th, Project Site Teleconference 2:00 pm
- ? Look for an update on the "Re-enrollment Process Improvement Project" in the next issue!!

## Targeting Schools is Top Priority!!

Drew, Desha and Chicot counties have been noticing ARKids First materials and informational booths now more than ever! Jo Ann Trotter and Gail Cannady have been utilizing the schools in their target areas to inform families about the benefits of the insurance program. They've attended kindergarten round-ups, family nights, a wellness fair and most recently assisted with making the Hispanic Health Fair a huge success. During these events alone, over 258 applications and flyers were distributed!! Jo Ann and Gail.....you're smoking!!

**Don't Forget!!**

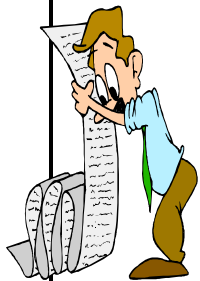
**Information for the July newsletter is DUE on June 15th. Be included or get excluded....the choice is yours!!!!**

**Sweeping the County for ARKids First**

Mona Clemons has been taking the Fort Smith area by storm! The past few months have been quite busy. In February, she participated in an Interfaith preschool ARKids event and even took out time on Valentines Day and Easter to visit local schools and hospitals to distribute goodies and enrollment information. And of course, she had her good buddy AR-K tag along to keep everybody smiling!! They also teamed up with local dentist offices to inform children and their parents about the importance of dental health. Mona has even coordinated several mailings to area healthcare and community service providers to encourage folding the ARKids First program into their daily routine. Oh, did I mention that she was INVITED to distribute ARKids information to 450 employees at ConAgra? Great job Mona..... you're thinking about the future of ARKids 1st!!

**Busy as a Bee**

Deb Garrison has been buzzing around the northeastern part of the state spreading the word about ARKids First! In April, she attended the Northeast Arkansas Business Expo and visited with more than 200 area businesses about the benefits of ARKids First. She has also held regular meetings with teen parents and April's topic was "Questions about ARKids First." Deb also participated in Jonesboro's Cinco de Mayo Festival.



Deb, we know that your "Things to Do List" is long, but we think you're doing a great job!!

**Buy One, Get One Free-Family Movie**

For Cover the Uninsured Week (May 10-16, 2004), Our Children First Coalition teamed up with the mayors of four major cities in Arkansas to present "Family Movie Night." Through radio announcements and television coverage, children and families were encouraged to visit local video stores to receive free information on Cover the Uninsured Week and Covering Kids and Families. The customers who mentioned Cover the Uninsured Week or ARKids 1st received an exclusive discount (rent one, get the second free on any item in the store). This promotion raised awareness for children and families in the southwest Arkansas region, while giving families a great opportunity for a little family fun!

Darneish, keep it clever, keep it clever!!!! Good Job!

**Not Completely Giving Up on Health Fairs**

The Arkansas Minority Health Commission (AMHC) held a public forum with free health screenings at Earle High School in March, 2004. Committed to the elimination of health disparities in minority populations in Arkansas, the AMHC travels quarterly reaching the five regions of the state to host public forums. During this particular forum, Anita Saig had an ARKids booth and displayed her new brochure holders and business outreach packets. There were about 250 people in attendance and the good news is that there was a lot of interest in ARKids First! There will also be a health fair at the Lee Senior High School in Marianna on April 24. It is sponsored by the Lee County Hometown Health Improvement Coalition. Anita will be working with LaFay Broadway of the Lee County Cooperative Clinic to distribute ARKids First information and freebies. Way to go Anita.....good partnerships are the key to our success!!!