



FISCAL YEAR 2021

Arkansas Minority Health Commission (AMHC)

Information compiled for:

**THE HONORABLE GOVERNOR ASA HUTCHINSON
SENATE PRESIDENT PRO TEMPORE
SPEAKER OF THE HOUSE OF REPRESENTATIVES
AND
SENATE & HOUSE PUBLIC HEALTH, WELFARE, AND
LABOR COMMITTEES**

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I. AMHC MISSION STATEMENT, VISION, GOAL & HISTORICAL OVERVIEW

VISION

The Arkansas Minority Health Commission's (AMHC) vision is that minority Arkansans and underserved communities of color have equal opportunity and access to health, health care and preventive well care.

MISSION STATEMENT

To assure 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.

GOAL

The goal of AMHC is to be a catalyst in bridging the gap in the health status of the minority population and that of the majority population in Arkansas. To accomplish this, the commission focuses on addressing existing disparities in minority communities, educating these communities on healthier lifestyles, promoting awareness of services and accessibility within our health care system, and making recommendations to relevant agencies, the Governor and the state legislature.

HISTORICAL OVERVIEW

AMHC was established through Act 912 of 1991, initiated by lead sponsor (then) Senator Bill Lewellen. It was the culmination of work begun through the leadership of Dr. Joycelyn Elders (director of the Arkansas Department of Health and state public health officer at the time) and the Arkansas Legislative Black Caucus. The act specified that the AMHC would:

- Study issues relating to the delivery of and access to health services for minorities in Arkansas.
- Identify any gaps in the health service delivery system that particularly affect minorities.
- Make recommendations to relevant agencies and to the legislature for improving the delivery and access to health services for minorities; and
- Study and make recommendations as to whether adequate services are available to ensure future minority health needs will be met.

Two key pieces of state legislation were enacted in 2009. The first, Act 358, specifically charges the AMHC with developing, implementing, maintaining and disseminating a comprehensive survey of racial and ethnic minority disparities in health and health care. The act specifies that the study be repeated every five years and that the commission will publish evidence-based data, define state goals and objectives, and develop pilot projects for decreasing disparities. The act also makes explicit an expectation that the AMHC will, on or before October 1 each year, report to the Governor and legislative leadership (including chairs of the House and Senate Committees on Public Health, Welfare and Labor), providing a summary of the commission's work over the year, a description of reductions in disparities, and an outline of the commission's planned work for the coming year.

In addition, Act 574 of 2009 modified the governance structure for the commission to expand and clarify its duties.

II. AMHC GUIDING PRINCIPLES AND GOALS

Guiding Principles

1. The commission is open to change. It demonstrates a willingness to think “outside the box” to ensure the renewal and innovation of its practices and programs.
2. The plans, programs, positions and policy pursued by the commission directly correlate to its legal charges (Act 912, Initiated Act 1, Act 358, Act 574, and Act 1489).
3. The commission’s plans, programs and initiatives demonstrate a measurable impact to its stakeholders.
4. The commission’s collaborative research projects demonstrate scientific rigor and consider minority populations as defined by Act 912.
5. The commission’s prioritization of decisions, with regard to planning and operation, consider potential policy impact and explore resource-leveraging opportunities.

Overarching Goals

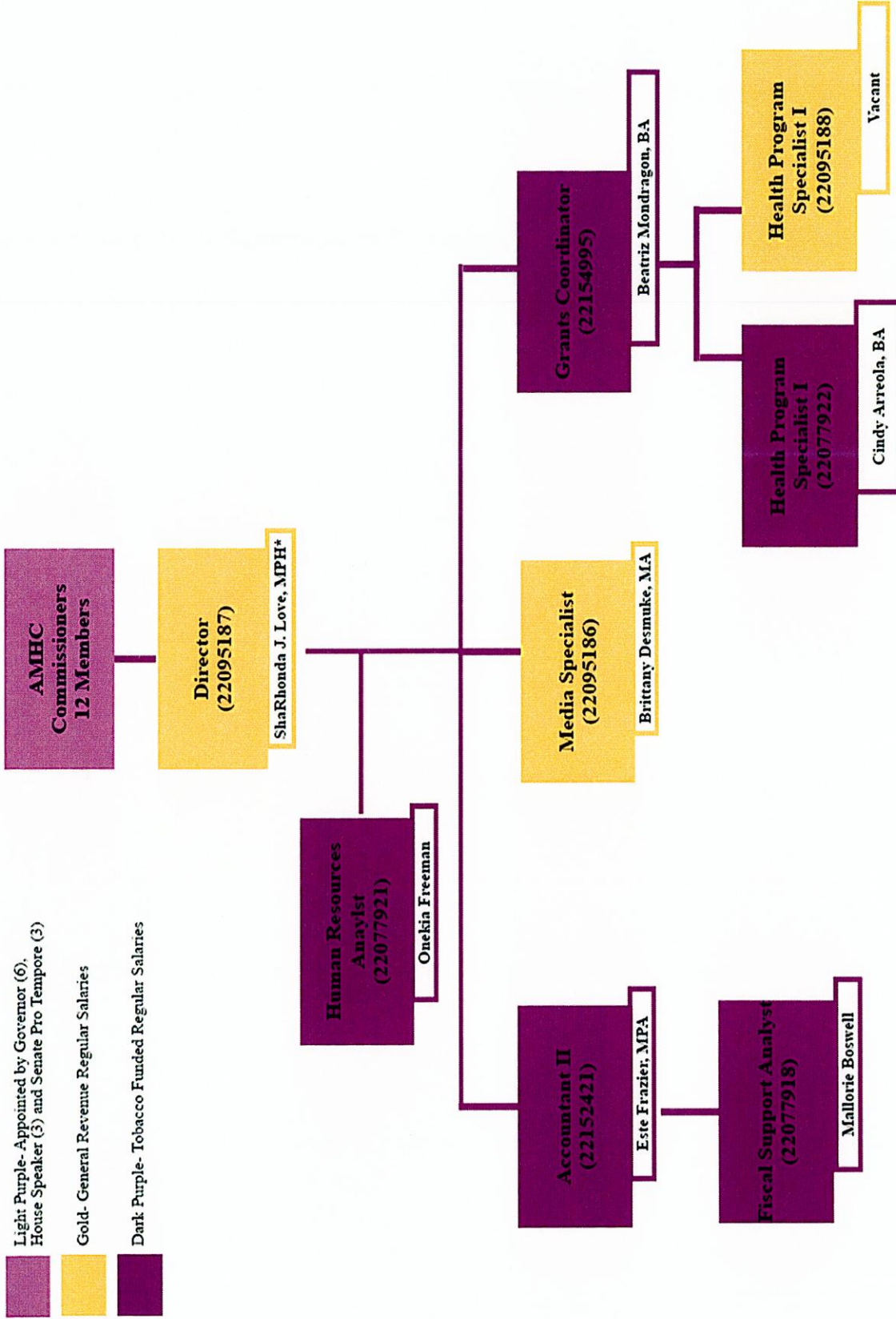
By 2023, the AMHC, in collaboration with partners throughout the state of Arkansas, will:

- Increase the number of minority Arkansans obtaining screenings for diseases that disproportionately impact minorities.
- Increase the number of minority Arkansans who receive education regarding diseases that disproportionately impact minorities.
- Maintain and promote the use of a resource database to help minority citizens identify and gain access to appropriate health and health care resources in their communities.
- Establish a collaborative network of stakeholders to address workforce diversity and education of healthcare professionals (re: diseases that disproportionately impact minorities).
- Establish a network of coordination and collaboration with other agencies and organizations addressing the health of minority populations.
- Establish a constituency of individuals, community-based organizations and communities committed to the mission and goals of the Arkansas Minority Health Commission; and
- Advocate for policy that will promote the health of minority Arkansans.

III. AMHC FISCAL YEAR 2021 FUNDING

ARKANSAS MINORITY HEALTH COMMISSION		
Agency Budget		
FY 2021		
		FY 2021 Budget
<i>General Revenue - Fund HUA1900 - Appropriation 815</i>		
501:00:00 Regular Salaries		\$ 164,353.00
501:00:00 Personal Service Match		\$ 53,019.00
502:00:02 Operating Expenses		\$ 1,229.00
505:00:09 Travel - Conferences		\$ 500.00
	Total HUA1900	\$ 219,101.00
<i>Minority Health Cash in Treasury - Fund NMH0000 - Appropriation 2MF</i>		
502:00:02 Operating Expenses		\$ -
506:00:10 Professional Fees & Services		\$ -
590:00:45 Char 46 -Don't Asg. GL		\$ 25,949.00
	Total NMH0000	\$ 25,949.00
<i>Tobacco Settlement - Fund TSE0100 - Appropriation 463</i>		
501:00:00 Regular Salaries		\$ 215,631.00
501:00:00 Personal Service Match		\$ 74,924.00
502:00:02 Operating Expenses		\$ 531,788.00
505:00:09 Travel - Conferences		\$ 20,000.00
506:00:10 Professional Fees & Services		\$ 250,000.00
509:00:28 Promotional Items		
512:00:11 Capital Outlay		
	Total TSE0100 463	\$ 1,092,343.00
<i>Tobacco Settlement - Fund TSE0100 - Appropriation 463D</i>		
502:00:02 Operating Expenses		\$ 178,554.00
506:00:10 Professional Fees & Services		\$ 180,000.00
501:00:04 Grants & Aid		\$ 200,000.00
509:00:46 Char 46 - Don't Asg. GL		\$ -
	Total TSE0100 463D	\$ 558,554.00
Total Budgeted		\$ 1,895,947.00

IV. AMHC ORGANIZATIONAL STRUCTURE



*For fiscal year reporting purposes, ShaRhonda J. Love was AMHC Director in FY 2021, she resigned FY 2022.

AMHC Board of Commissioners

Name	Occupation	Residence	Appointed By	Term Expires	Race/Ethnicity
Kelly D. Bryant	Environmental Manager, Clearwater Paper Corporation	Pine Bluff	Office of the Governor	1/31/22	African American
Mattie Collins	Retired Educator/President of Ivy Center for Education, Inc. Non-Profit	Pine Bluff	House of Representatives	4/10/21	African American
Markeith Cook	BL Breggs and Associates Project Manager/ Consultant	El Dorado	House of Representatives	3/25/21	African American
Jack Crumbly, BS, MA, Ed.S.	Former State Senator	Widener	Office of the Governor	1/31/22	African American
Layza Lopez-Love	Community Outreach and Development Director	Springdale	Office of the Governor	1/31/23	Hispanic
Rickey McCauley	Entrepreneur	Proctor	House of Representatives	3/27/21	African American
Kris Nwokeji, MD	Pediatrician, Unity Health	Newport	Senate	6/7/23	African American
Rita Stitt Hamilton	Retired Nutrition Consultant for Arkansas Department of Education	Little Rock	Senate	6/7/23	African American
Louis Portlock	Retired Police Detective	Little Rock	Office of the Governor	1/31/23	African American

Sederick Rice, PhD, Chair	Assistant Professor, UAPB	Pine Bluff	Office of the Governor	1/31/22	African American
Rhonda Mattox, MD	Physician	Little Rock	Office of the Governor	1/31/23	African American
Larry Bishop	Operations & Planning Specialist, Project Enhancement Corporation	Fort Smith	Senate	9/13/21	African American

V. REPORTING

SUMMARY OF COMMISSION WORK: JULY 2020- JUNE 2021

The work of the AMHC is grounded in its legislative mandates as well as its vision and mission. Strategic planning has allowed the AMHC to maintain focus and enabled the commission to achieve its planned goals and objectives.

The AMHC's five-year strategic plan (FY2019 – FY2023) targets diabetes, homicide, maternal mortality, prostate cancer, tobacco, mental health, nutrition and physical activity to address diseases and conditions that are prevalent among minority populations.

The AMHC worked toward decreasing health disparities that exist in Arkansas through community outreach, prevention and intervention strategies, collaboration and coordination, advocating for comprehensive health policy, collaborative research and health screening efforts. A summary listing of the commission's activities from July 2020-June 2021 follows under the guidelines of its strategic plan.

Goal 1: Increase the number of minority Arkansans obtaining screenings for diseases that disproportionately impact minorities.

Objective: To provide screenings or access to screenings for hypertension, stroke and other disorders that disproportionately impact minorities, but will also provide these services to any citizen regardless of racial or ethnic group.

AMHC Mobile Health Unit (MHU)

In FY 2021, the AMHC Mobile Health Unit (MHU) provided free health screenings for diseases that disproportionately impact minorities such as hypertension, high cholesterol, heart disease, stroke, and HIV/AIDS. The MHU has continued its partnership with the Arkansas Food Bank, its collaboration with partners statewide, and was awarded CARES funds to be able to continue serving Arkansans safely. The MHU offers preventive screenings and health education as well as allows an opportunity of coordination of care through the MHU coordinator. The MHU coordinator will follow up with participants that have abnormal results to provide county level resources for medical care. AMHC has been able to contract out with nurses to staff the unit.

Outcome Measure:

The MHU served 27 counties and provided 2,418 screenings, referrals, and additional services to approximately 749 participants. Due to the COVID-19 pandemic, the MHU did not provide screenings until October.

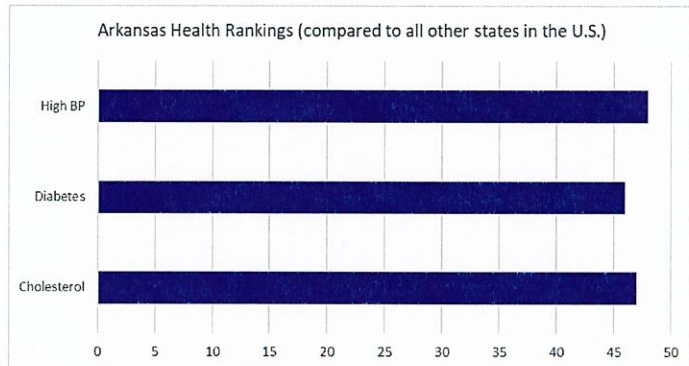
AMHC & Arkansas Human Development Corporation (AHDC) Hispanic Initiative

The AMHC & AHDC initiative focused on preventive health screenings and health education activities to increase public awareness and screening rates, especially among Arkansas'

Hispanic and Latin American populations. The project collaborated with community-based organizations (i.e., UAMS – Dept. of Family Preventative Medicine, ARCare, ConnectCare, UALR – MidSOUTH, ADH, UAPB – MISRGO, DHS, UAMS FAITH Network, JCCSI, and others) to meet these goals.

Outcome Measure:

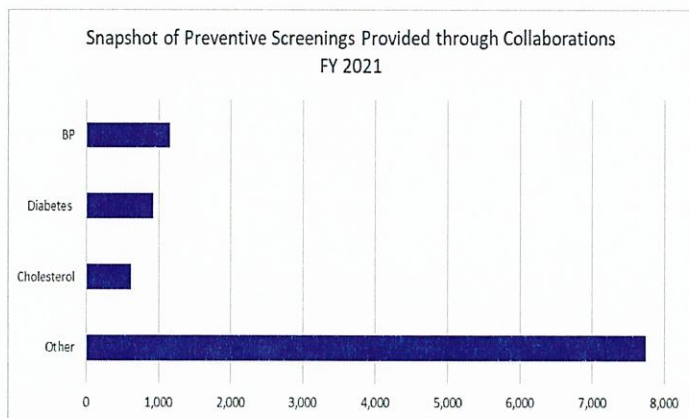
AMHC & AHDC Hispanic hosted five (5) prevention events at faith-based and community organizations. Culturally appropriate educational and empowerment messages were offered to increase screening rates among adults and children within Hispanic and Latin American populations. This initiative reached 1,269 attendees in 14 counties and provided 1,248 screenings. There were 14 counties impacted including: Pulaski, Saline, Lonoke, Faulkner, Yell, Garland, Jefferson, Washington, Benton, Craighead, Sevier, Pope, Mississippi, and White.



Chronic Diseases

High Blood Pressure - 48
 Diabetes= 46
 Cholesterol= 47

<https://www.americashealthrankings.org/learn/reports/2020-annual-report/state-summaries-arkansas>



Preventive Screenings

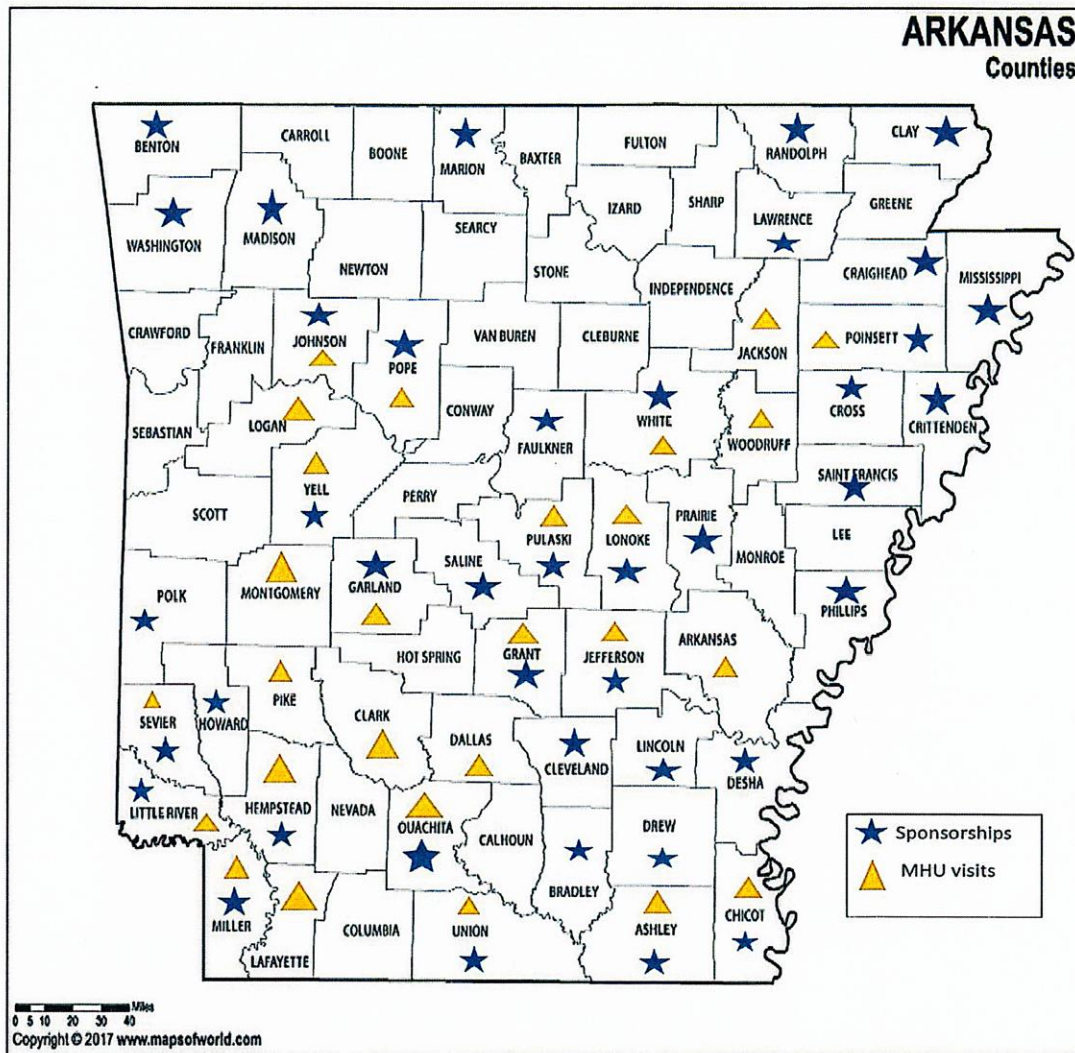
Blood Pressure (BP)= 1,149
 Diabetes= 920
 Cholesterol= 614
 Other= 7,748

Outcome Measure:

Through the MHU, sponsorships, partnerships and collaborations, the AMHC documented 10,431 health screenings.

JULY 2020– JUNE 2021 AMHC MHU & COMMUNITY SCREENINGS AND HEALTH EVENTS MAP BY COUNTY

Figure 1: AMHC Community Health Screenings by County & MHU Screenings July 2020-June 2021



Goal 2: Increase the number of minority Arkansans who receive education regarding diseases that disproportionately impact minorities.

Objective: To increase awareness of hypertension, stroke and other disorders that disproportionately impact minorities.

Let's Chat Broadcast:

Let's Chat is a casual interview between AMHC's grants coordinator and a community partner who provides education on monthly health topics such as breast cancer, Alzheimer's disease, prostate cancer, and diabetes. It is broadcasted live once a month, allowing community viewers to ask questions that can be addressed in real time. The purpose of "Let's Chat Broadcast" is to fill in the educational gap that resulted from the COVID-19 pandemic, and to incorporate a conversational piece to a platform that is already in place – Facebook.

Outcome Measures:

In total, the Let's Chat Broadcast received 2,763 views and reached 5,533 Arkansans.

BRIDGE Magazine

The publication intends to promote awareness of minority health and health equity work that is taking place not only by the AMHC but throughout the state. Bridge Magazine provides educational information to address and prevent diseases and conditions that are prevalent among minority populations in Arkansas. In addition, the publication supports the achievement of the AMHC's goal to eliminate health disparities, improve the health and well-being of all Arkansans, increase diversity and inclusion in the public health workforce, and foster on-going communication and collaboration with our partners and the public.

COVID-19 Webpage and Resources

In an effort to address the COVID-19 pandemic, the AMHC added a webpage to its website to provide information about what COVID-19 is, how it spreads, and how constituents can protect themselves. It also includes a list of links to resources for further research including testing sites in Arkansas and COVID-19 information provided by the CDC. In addition, we created culturally competent, plain language fact sheets that address related topics like the myths of COVID-19, social distancing, how to protect those who are at increased risk of dying from the virus and how to keep kids safe. Finally, we used this page to take requests for masks and hand sanitizers to provide to non-profits, families, churches and individuals.

Outcome Measure: The intended outcome is to increase awareness and health literacy among minority populations in order to decrease COVID-19 rates and to increase access to testing, information and resources. The AMHC's COVID-19 webpage received 9,514 pageviews from July 2020 to June 2021.

COMMUNICATION STRATEGY (RADIO, PRINT AND TELEVISION)

The following communication strategies were utilized to increase awareness for heart disease, stroke, diabetes and other diseases that disproportionately impact minorities.

RADIO

Ask the Doctor Radio Show – “*Ask the Doctor*” is an AMHC produced radio show on KIPR Power 92 that airs the third Tuesday of each month from 7a.m to 9 a.m. The show’s format included discussions of topics such as COVID-19 and its effect on minority communities and their mental health, children’s mental health, hypertension, women’s health, breast cancer, lung cancer, healthy eating, adverse childhood experiences, colorectal cancer, and more. Public health and health care professionals provided health information for each of the 12 episodes. Listeners were also able to call-in, text, email or post questions on Facebook (not anonymous) to the guest public health professionals, health care providers and subject matter experts. Currently, Power 92 has an audience size of 70,000 across the state of Arkansas. The show received an average of 40 downloads, emails and calls per month within the week prior to and following the show.

“*Thirty Minutes of Exercise,*” “*Childhood Obesity,*” “*Diabetes,*” “*Healthy Eating,*” “*Stroke,*” and “*Men’s Health*” are ongoing communication strategies focused on physical activity, diabetes, cholesterol and hypertension that encouraged the listener to have a conversation their health professionals. Two thousand eight-hundred and seventy-four (2,874) health communication messages ran on six radio and nine television stations.

Tobacco- “*Quit Smoking,*” “*Lung Cancer,*” and “*Tobacco Pledge*” are ongoing communication strategies focused on the effects of tobacco use on an individual’s health, their family and finances. There were 928 communication messages aired on six radio and nine TV stations.

The American Heart Association reports that heart disease is the number one cause of death for women in the United States. The “Go Red for Women” campaign encourages women to increase awareness of cardiovascular disease. Consequently, the AMHC ran 272 heart disease awareness ads ran on six radio and nine TV stations.

COVID-19 awareness and prevention advertisements ran throughout the fiscal year to encourage healthy behaviors of mask wearing, washing hands and social distancing to slow the spread of the virus. We also aired advertisements emphasizing the facts and myths of COVID-19 and encouraging people to get vaccinated. Three thousand seven-hundred and forty-two (3,742) communication messages aired on six radio and nine stations.

PRINT

“*Know Your Level Fact Sheet*” provides recommended levels for blood pressure, glucose and cholesterol. The fact sheets were distributed at various community-based outreach initiatives. County specific data obtained from the Arkansas Department of Health and Robert Wood Johnson County Health Rankings was distributed during

community forums. Heart disease, stroke, tobacco, cancer, physical fitness and nutrition health promotion and disease prevention materials were distributed to over 14 AMHC partner organizations.

PLAIN LANGUAGE MATERIALS

The AMHC and the UAMS Center for Health Literacy collaborated to develop plain language health fact sheets. The fact sheets, written at a sixth-grade reading level, covered the following chronic disease topics: preventing heart disease, managing blood pressure, managing cholesterol, eating for health, choosing fats wisely, and HIV prevention. All fact sheets were developed in English and Spanish and were distributed to all partnered and sponsored initiatives.

TELEVISION

Tobacco - The AMHC ran 678 thirty-second ads on nine television stations that targeted youth. The ads encouraged children to say “no” to smoking and to become involved in physical activities that prohibit tobacco, such as soccer.

Heart Disease and Stroke – “30 Minutes A Day” and Mobile Health Unit advertisements encouraged men and women to get preventive screenings and know their BMI, blood pressure, glucose and cholesterol numbers. Three thousand four-hundred and eighty-eight (3,488) commercials ran on nine television stations.

Nutrition - As a component of Southern Ain’t Fried Sundays, our “Cooking with Love” commercial spot ran 539 times on nine television stations and focused on reduced sodium, healthy eating and a balanced diet.

OTT

AMHC added over-the-top (OTT) streaming to its media tools to help reach corners of the state that our radio and television partners cannot in an effort to help further spread messages of prevention and education about diseases that are prevalent among minority populations. This tool allows the agency to share :15 - :30 commercials to television and media streaming devices such as Amazon firestick. Commercial topics included stroke, COVID-19 vaccine, men’s health, breast cancer, minority mental health, breast feeding, stroke awareness and more. AMHC totaled more than 1.1 million streaming impressions this fiscal year.

SOCIAL MEDIA

Facebook

Heart disease/stroke – An easy way to remember the most common signs of stroke and how to respond is with the acronym F.A.S.T.:

F = Face drooping: Ask the person to smile. Does one side droop?

A = Arm weakness: Ask the person to raise both arms. Does one arm drift downward?

S = Speech difficulty: Ask the person to repeat a simple sentence. Are the words slurred?

T = Time to call 9-1-1: If the person shows any of these signs, call 9-1-1 immediately.

Stroke treatment can begin in the ambulance.

For more information on stroke, visit our Director's Corner at bit.ly/AMHCDirectorsCorner.

- Received **224** impressions.

Health Resources - With 383 newly confirmed cases of COVID-19 announced today, it is extremely important that we continue to wear face masks and practice the preventive guidelines that are necessary to help [#reducethespread](#) of COVID-19.

For more information on COVID-19 or for supplies and resources, visit our website at [arminorityhealth.com/media/covid-](https://arminorityhealth.com/media/covid-19)

[19](#). [#PreventionIsKey](#) [#LetsKeepGoing](#) [#StayCovered](#) [#StayProtected](#) [#YourHealthOurPriority](#) - Received **2,454** impressions.

Twitter Stroke - Stroke can happen to anyone at any age.

The causes of stroke in younger people tend to be different from the risk factors in people over 65 but developing healthy lifestyle habits while you're young can help reduce your risk of stroke at any age. [#YourHealthOurPriority](#) - Received **81** impressions.

Outcome Measure: Through radio and television, 12,143 health promotion commercials that focused on tobacco, heart disease/stroke, nutrition, disease prevention, health education and COVID-19 were documented. Through OTT, more than 1.1 million related commercials were documented. Public health professionals and physicians provided health education information on 12 topics to increase awareness on Ask the Doctor Radio Show.

Goal 3: Establish a collaborative network of stakeholders to address workforce diversity and education of health care professionals.

Community Health Worker Stakeholder Advisory Board

The AMHC Director joined a statewide Stakeholder Advisory Board focused on establishing and growing the profession of Community Health Workers. Community health workers (CHWs) are trusted, lay community members that have a deep understanding of the community they serve. This trusting relationship enables the CHW to serve as a link/liaison between the health and social services in the community and the community members. CHWs are essential in Arkansas because Arkansas has a high rate of chronic diseases, and many of our counties are medically underserved and/or designated as having a primary care health professional shortage. CHWs can help to bridge the gaps in healthcare that are caused by distrust, barriers to access, and social determinants of health & equity. This advisory board has been focusing on establishing a standardized, competency-based training program for CHWs in Arkansas to establish and expand them as a health profession, which will assist in improving health outcomes in Arkansans.

Tri County Rural Health Network

Through CARES funding, the AMHC collaborated with Tri County Rural Health Network, based in Helena, to train and contract out 22 Community Health Workers (CHWs). With their efforts we were able to reach the county they reside in, as well as surrounding counties, to educate and disperse educational material to the communities. They also traveled with the MHU to engage with community members and to encourage them to participate in the preventative screenings, in addition to COVID testing and vaccines. They were also a part of the safety measures implemented by AMHC to help carry out these screenings with sanitized equipment.

Goal 4: Establish a network of coordination and collaboration with other agencies and organizations addressing the health of minority populations.

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

CARES Funding

The Coronavirus Aid, Relief and Economic Security Act (CARES Act) established the Coronavirus Relief Fund to provide ready funding to address unforeseen financial needs and risks created by the COVID-19 public health emergency.

Legacy Initiatives: Community Health Fair

Legacy Initiative's annual Community Health Fair was sponsored by AMHC and hosted in partnership with the Lofton Family Clinic of DeQueen, AR. This is an annual event that began as a prostate cancer screening event and evolved into a community health event. While men are the target for the prostate screenings, men and women attend and are eligible for the other screenings and education offered. Uninsured and under insured community members attend this annual event for health screenings.

Outcome Measure: • A total of 290 screenings were provided to 291 attendees representing 6 counties. Screenings included BP, glucose, cholesterol, thyroid, white blood cell count, weight, BMI, prostate, and colon. The 6 counties were Little River, Sevier, Howard, Polk, Hempstead, and McCurtain in Oklahoma.

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

Zeta Dove Foundation of Little Rock: Stork's Nest Project

The Stork's Nest Project is a collaboration with AMHC and the Zeta Dove Foundation of Little Rock to provide access to interventions, supplies, and health education to improve birth outcomes for minority mothers. The Stork's Nest Project provides incentives for expectant mothers to obtain early and regular prenatal care. Interventions include education opportunities for pregnant women to help them make informed decisions relating to parenting, nutrition, and health. Due to the pandemic, the Stork's Nest Project held classes virtually.

Outcome Measure: The collaboration with AMHC provides support for maternal and infant mortality training interventions for 37 graduates in Pulaski County. Additionally, 12 of the members are receiving HIPAA training.

Eighth Street Missionary Baptist Church

The purpose of the health fair is to address health issues and preventable diseases and conditions that are prevalent among minority populations, particularly Blacks or African Americans. The primary focus of the health fair will be to increase awareness and screening for the chronic diseases most likely to affect the target population. These include diabetes, hypertension, heart disease, stroke, obesity, and HIV.

Outcome Measure: A total of 113 attendees representing Pulaski County attended. Two-hundred ninety (290) screenings were provided to the attendees and flu and pneumonia vaccines were available.

AMHC COVID-19 Mask and Sanitizer Outreach

In May of 2020, the AMHC launched a statewide mask and sanitizer distribution intervention to provide resources and education to reduce the spread of COVID-19. This effort continued into the new year.

Outcome Measure: • There were 18,536 masks and 18,583 hand sanitizers distributed, in which 34 counties were served (Ashley, Arkansas, Benton, Chicot, Clark, Craighead, Conway, Columbia, Crittenden, Cross, Collin, Desha, Drew, Faulkner, Garland, Grant, Howard, Independence, Jackson, Lincoln, Jefferson, Lee, Lonoke, Mississippi, Prairie, Pulaski, Phillips, Saline, Ouachita, Sevier, St. Francis, Washington, White, Woodruff).

Goal 5: Establish a constituency of individuals, community-based organizations and communities committed to the mission and goals of the AMHC.

Objective: Collaborate with local communities to address health and health disparities at a grassroots level.

The AMHC collaborated with community partners to identify critical deficiencies that negatively impact the health of the minority populations with a focus on education and prevention.

Arkansas Cancer Coalition (ACC): 22nd Annual Arkansas Virtual Cancer Summit

On March 9, 2021, the ACC hosted the 22nd Annual Arkansas Cancer Summit. The purpose is to provide continuing education to ACC Coalition members and partnering organizations and increase attendee's knowledge of cancer and tobacco control statistics, trends, and best practices for Arkansas.

Outcome Measure: There was a total of 1,079 screenings provided to 148 attendees representing 27 counties. The counties served are Ashley, Bradley, Lincoln, Desha, Drew, Cleveland, Chicot, Clay, Craighead, Crittenden, Cross, Lawrence, Mississippi, Phillips, Poinsett, Randolph, Grant, Hempstead, Jefferson, Johnson, Little River, Lonoke, Miller, Ouachita, Prairie, Union, Washington.

Tobacco and risk-factors for stroke, hypertension, heart disease and diabetes; health awareness opportunities.

The Arkansas Martin Luther King, Jr. Commission, a division of the Arkansas Department of Education, along with its community partners and stakeholders hosted health-related events in January and February of 2021. The health-related activities included providing health screenings, hygiene services, and career counseling. The initiative primarily affects project participants from Little Rock homeless shelters along with project participants from income-based senior residence centers.

Outcome Measure: A total of 1,144 screenings were provided to 200 participants, impacting four (4) counties. The counties that were affected are Pulaski, Jefferson, Caddo Parrish in Louisiana, and Tarrant in Texas.

Goal 6: Advocate for policy that will promote the health of minority Arkansans.

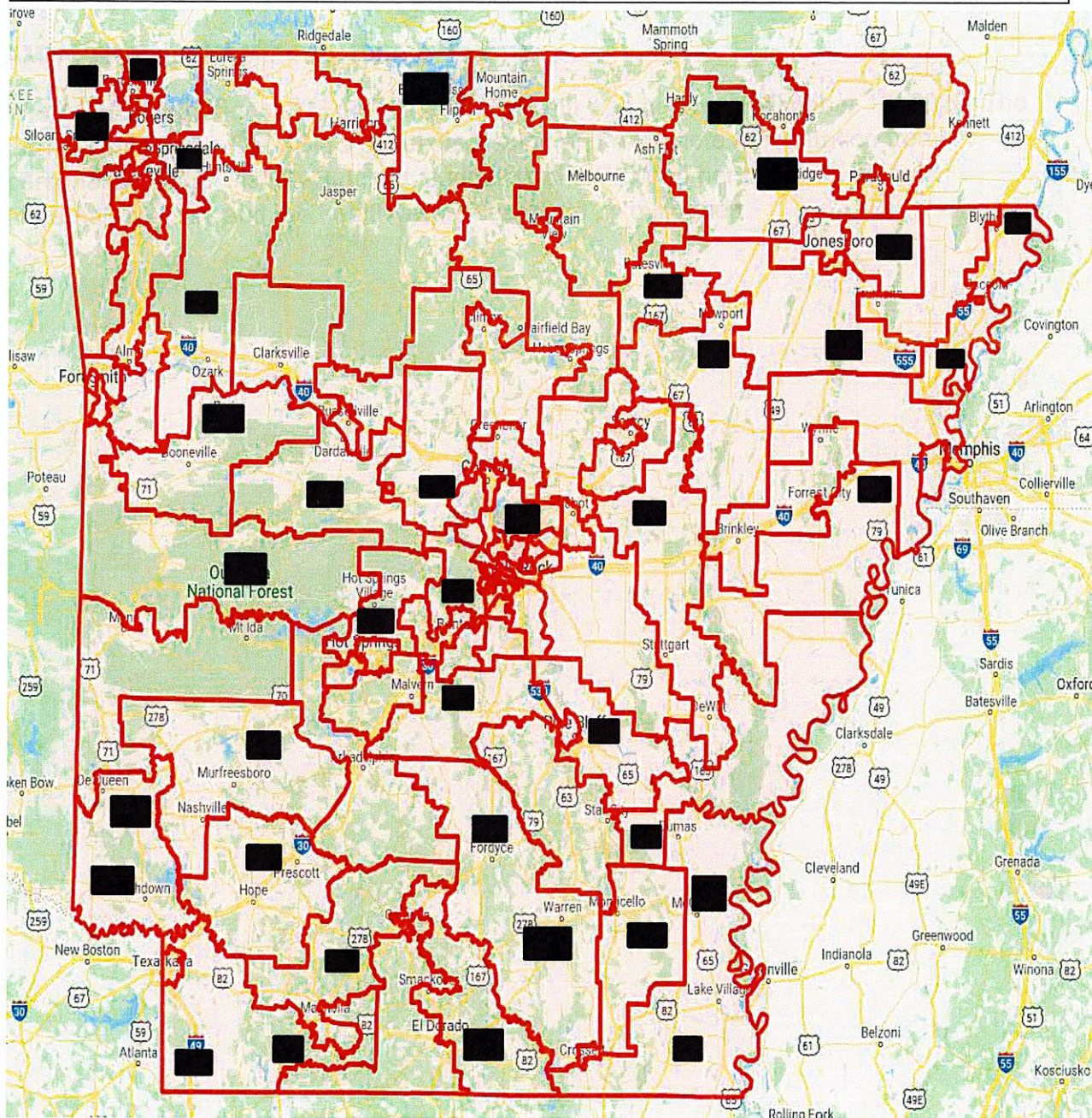
Objective: Identify existing laws, policies, and regulations relating to improving the health of minorities.

Advocacy for receiving CARES funding.

CARES funding has been extended through Dec. 2021 with the effort to increase vaccination rates and reach.

JULY 2020– JUNE 2021 AMHC CARES Funding

Figure 2: AMHC CARES Funding Sponsorships by Districts July 2020-June 2021



 Districts with CARES Funding sponsorships

VI. OUTLINE OF THE COMMISSION'S WORK FOR THE COMING YEAR

Given the limited resources of the AMHC and based on recommendations by the oversight authority, the commissioners decided to focus activities on two diseases that disproportionately impact minorities in its 2019 – 2023 Strategic Plan: diabetes and asthma. The diseases were identified using objective criteria such as the number of minorities impacted by the disease, the ability to measure outcomes in the short-term, the AMHC's ability to add value to existing resources, and evidence-based prevention and treatment strategies. Additionally, given the impact of fitness, nutrition, and tobacco on a range of chronic diseases, the commissioners have also made fitness, nutrition and tobacco an overarching priority of the AMHC's work.

Future Plans: The AMHC will continue to work toward decreasing health disparities that exist in Arkansas through community outreach, prevention and intervention strategies, collaboration and coordination, advocating for comprehensive health policy, and collaborative research and health screening efforts.

A summary outline of the planned work for July 2020 – June 2021 is as follows:

- Implement program goals, objectives and pilot projects that align with new focus areas (Diabetes, Homicide, Maternal Mortality, Prostate Cancer, Tobacco and Mental Health) for strategic plan FY 2019-2023.
- The Mobile Health Unit (MHU), the AMHC's newest initiative will provide free lifesaving health screenings statewide for the chronic illnesses that disproportionately impact minorities such as: hypertension, cholesterol, heart disease, stroke, and HIV/AIDS. The MHU would be in partnership with Arkansas Foodbank statewide. The Arkansas Foodbank has agreed to allow the AMHC to park the MHU on their gated lot overnight for security. This initiative will provide an avenue to double our preventive screenings by reaching people where they are with a screening clinic on wheels. The MHU will provide preventive screenings and health education as well as allow for an opportunity of coordination of care with the MHU coordinator. The MHU coordinator will follow up with patients that have abnormal results to provide county level resources for medical care.
- Implement Camp iCAN nutrition and fitness camps, increasing reach and access from Phillips County to each congressional district.
- Continue community forums in each Congressional District
 - Ensure information obtained on health needs and concerns are transmitted to the Arkansas General Assembly and relevant state agencies and needs identified are followed-up on.

- Expand our existing Navigation System – The AMHC has sponsored and supported the UAMS PHACS. This website and database can verify, update, and expand the information on health resources available by county and look at the cost, efficiency, and effectiveness of training community health workers to utilize our existing Navigation System in their work. 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.
- Utilize an exhaustive communication strategy that will involve radio, print, television, and social media to increase awareness for heart disease, stroke, diabetes and other diseases that disproportionately impact minorities.
- Publish annual *BRIDGE* magazine, which highlights change-agents of health in Arkansas. Arkansas minorities rely of the annual publication of the *BRIDGE* magazine to help set and reveal the agenda for minority health in Arkansas each year. This publication will both be electronic and print.
- Collaborate with state and private institutions of higher education to offer minority health scholarships to undergraduate and graduate level students in fields of health (i.e., medicine, nursing, public health, pharmacy, dental hygiene, physical therapy, etc.)
- Disseminate a comprehensive survey of racial and ethnic minority disparities in health and health care (study mandated to be repeated every five years) to be published in spring 2024.
- State of Minority Health 2022
AMHC hosts an annual meeting, or Bi-Annual Forum, on even years that consists of a day-long conference with breakout sessions and keynote speakers. Keynote speakers have included former attorney generals and governors. On even years, the meeting is called State of Minority Health. The State of Minority Health meeting consists of a luncheon or dinner to address prevalent minority health topics. Our next State of Minority Health Luncheon will be hosted in 2022.
- Plan and host the 30th Anniversary of the Arkansas Minority Health Commission, October 14, 2021
This year, the agency will virtually celebrate its 30th anniversary in October with a panel of past AMHC directors, along with Dr. Joycelyn Elders, to detail the history of the agency, past and current health disparities, and projects and programs implemented to address those disparities.

References:

1. *America's Health Rankings- Arkansas*. 2020.
https://www.americashealthrankings.org/explore/annual/measure/Overall_a/state/AR