



news **release**



Arkansas Department of Health
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FOR IMMEDIATE RELEASE

Winners of the 2010 Blue & You Fitness Challenge receive awards for top performance in contest

LITTLE ROCK, Ark. (June 29, 2010) — Groups from 44 states were hyped to find out which 15 groups and four students took home top awards as winners of the 2010 Blue & You Fitness Challenge during ceremonies held today at the Statehouse Convention Center in downtown Little Rock.

This is the seventh year for the Blue & You Fitness Challenge (formerly the Arkansas Fitness Challenge), an exercise contest held annually March 1 through May 31. In addition to the Challenge hosts – Arkansas Blue Cross and Blue Shield, the Arkansas Department of Health (ADH) and the Arkansas Department of Human Services (DHS), representatives from other companies, organizations and state agencies statewide — and outside of Arkansas — joined in the competition and were recognized at the awards ceremonies (a complete list of companies/groups follows).

New for 2010 ... the Challenge was opened to participants age 13 to 17. Several schools and student organizations in Arkansas served as pilot groups for the contest with almost 200 total participants. Four schools from around the state had individual winners. Also new for 2010, the Challenge joined the world of social media. As Challenge participants exercised their way virtually

(more)

Winners of the Blue & You Fitness Challenge, Page 2

across the United States, they received daily motivational messages by following the Challenge on Facebook® and Twitter. Winners from this year's challenge and pictures from the media conference will be posted today on Facebook.

Representatives from companies and groups throughout Arkansas and the nation shared their "hype" at the kickoff of the 2010 contest, which is designed to promote wellness in the community and at the worksite. Contest participants offered their checkpoint cheers of commitment to the Challenge, whether for 30, 60 or 92 virtual checkpoints across America and today were cheering for their improved fitness levels.

"Thousands of Americans got hyped for better health by participating in the Challenge this year, said Richard Cooper, vice president of Human Resources for Arkansas Blue Cross and team champion for the Challenge. A total of 168 groups representing large and small companies, banks, schools and universities, physician offices, churches, hospitals and state agencies made a commitment to spend some time exercising and reap the rewards of better fitness. "The 11,342 individuals participating in those groups logged 523,083 checkpoints during the contest! To log a checkpoint, participants exercised at least 30 minutes, which translates – at a minimum – to 261,541.5 hours of exercise during the Challenge! Now, that's something to get hyped about!"

Four measures determined the winners of the Challenge: 1 – Goal Participation (percentage of participants meeting/exceeding 30 checkpoints; 35 points); 2 – Exercise Frequency (average number of checkpoints per participant; 35 points); 3 – Overall Participation (percent of eligible population participating; 20 points); and 4 – Persistency Rate (lowest rate of nonstarters; 10 points). The highest scoring group on a single item earned the points assigned to that measure and was the "winner" of that measure. The group earning the most cumulative points was declared the overall winner (in each group size category).

Gina Marchese Pharis, member of the Governor's Council on Fitness and executive director of the Little Rock Marathon, announced the 2010 Challenge winners:

(more)

Winners of the Blue & You Fitness Challenge, Page 3

Winners of the 2010 Blue & You Fitness Challenge are:

Group Category 1 (2-4 participants)

American Fuel Cell & Coated Fabrics — Magnolia, Arkansas

Group Category 2 (5-8 participants)

Rocky Point Riders — Conway, Arkansas

Group Category 3 (9-10 participants)

Poinsett Rice and Grain — Jonesboro, Arkansas

Group Category 4 (11-12 participants)

The Ten Wonders — Clinton, Arkansas

Group Category 5 (13-15 participants)

Arkansas State Plant Board — Little Rock, Arkansas

Group Category 6 (16-21 participants)

RoARK Group — Rogers, Arkansas

Group Category 7 (22-29 participants)

Dorel Team Home Furnishings — Bentonville, Arkansas

Family Medicine Clinic — Hot Springs, Arkansas

Group Category 8 (30-44 participants)

Lamar Elementary School — Lamar, Arkansas

Group Category 9 (45-59 participants)

Administrative Offices of the Courts — Little Rock, Arkansas

Group Category 10 (60-99 participants)

Prince William County Park Authority — Manassas, Virginia

Group Category 11 (100-399 participants)

Transportation Security Administration — Little Rock, Arkansas

Group Category 12 (400+ participants)

Arkansas Children's Hospital — Little Rock, Arkansas

Offline Group Category – TIE

Eastern Arkansas Area on Aging: Wynne Center

Monette Senior Center — Monette, Arkansas

(more)

Winners of the Blue & You Fitness Challenge, Page 4

Student Winners:

Grand-prize winner:

- **Giselle Quintanilla** from Kimmons Junior High School in Fort Smith — won a bike donated in part by Chainwheel Arkansas.

Runners-up prize winners (fitness-related gift bags):

- **Ashley Watson** from Lamar Middle School in Lamar,
- **Michelle Bingley** from Ridgeroad Charter School in North Little Rock, and
- **Justin Jones** from Watson Chapel Jr. High School in Pine Bluff.

In addition to being recognized as top achievers, Blue & You Fitness Challenge participants reaped health and fitness rewards.

“The first six years of the Challenge yielded great results for the participants involved,” said John Selig, director of DHS. “This year was no exception and with the online survey offered through the contest Web site, we have even more comprehensive data. A total of 2,377 contest participants completed the evaluation – a statistically significant sample – and reported improved fitness levels. Almost 86 percent of respondents said they reached their personal goals through the Challenge.”

The following percentage of survey respondents indicated their levels of exercise below:

Beginning of Contest	End of Contest
18.4 percent exercised 0 days per week	.2 percent exercised 0 days per week
25.1 percent exercised 1 day per week	2.1 percent exercised 1 day per week
33 percent exercised 3 days per week	29.1 percent exercised 3 days per week
14.6 percent exercised 5 days per week	39 percent exercised 5 days per week
8.8 percent exercised every day	26.7 percent exercised every day

Of the respondents, 24.6 percent said they reached their personal goal to “begin exercising;” 53.3 percent of respondents said they reached their goal to “increase exercising;” and 29.3 percent to “lose weight.”

Respondents also indicated they had lowered their systolic and diastolic blood pressure (63 respondents), cholesterol levels (25 respondents), weight (307 respondents), and blood sugar (31 respondents) during the contest. Almost 99 percent said they would participate in future programs like

(more)

Winners of the Blue & You Fitness Challenge, Page 5

the Blue & You Fitness Challenge.

“According to the 2009 BRFSS data, in the adult population in Arkansas 65.7 percent report being overweight or obese – 36.4 percent say they don’t get enough exercise,” said Dr. Halverson, DrPH/FACHE, director of the Arkansas Department of Health and state health officer. “The costs in treating diseases that result from these health risks, like heart disease, stroke, cancer, and diabetes — preventable diseases — are skyrocketing. Not only are these conditions expensive to treat, they are expensive in terms of lost productivity because of illness related absenteeism and reduced productivity when people come to work not feeling well or distracted because of the illness of a family member. The cost of lost productivity in Arkansas is \$17 billion annually. This is an expense shared by employers across the state. The workplace is an ideal environment for cultivating an overall culture of health. Studies have shown that the average worker spends at least 45 percent of their day at the worksite. Worksites can be environments that promote health or that create barriers to health.

“The good news is that national research over the past few years shows that the cost-benefit ratio for worksite wellness programs ranges from \$3.48 - \$6 for every \$1 invested in Healthy Lifestyle Prevention programs offered to employees. More and more research shows that it is in the employer’s best economic interest to help employees improve their help. Programs like the Blue & You Fitness Challenge make positive steps toward turning the trend. I know the Blue & You Fitness Challenge made me commit to keeping exercise a part of my daily life, and I encourage all Arkansans – and Americans — to do the same.”

“Participants in the Challenge virtually exercised their way across our nation,” Cooper said. “This year, participants were able to begin at the location of their group choice. We had participants from 44 states in 2010 with groups ranging in size from 2 to more than 1,538 participants. Participants told us that the Challenge inspired them to quit smoking, eat better, lose weight, get the family involved, even participate in activities they never dreamed they could. Our desire is to meet people right where they are and get them started down the road to better health, better self-esteem and a better life. We are particularly excited about our student involvement this year and recognize that starting healthy habits at a young age can lead to happier, healthier, more productive lives in adulthood and, someday in the workplace.”

(more)

Winners of the Blue & You Fitness Challenge, Page 6

The Blue & You Fitness Challenge was started in 2004 by Arkansas Blue Cross and the Arkansas Department of Health to encourage employees to work toward the public health recommendation of adult physical activity 30 minutes each day, most days of the week.

For more information about the Blue & You Fitness Challenge, log on to www.BlueAndYouFitnessChallenge-ark.com. To help companies prepare for their own competitions, an Employee Fitness Contest Kit, a complete guide to organizing an employee competition, is available free by calling: 1-800-686-2609 (Arkansas Blue Cross) or stopping by the nearest Arkansas Blue Cross office.

The Kit may be downloaded as PDFs at any one of the following Web sites:

- www.ArkansasBlueCross.com (click on “Employers” tab, then the Kit logo)
- www.HealthAdvantage-hmo.com (click on “Employers” tab, then the Kit logo)
- www.BlueAdvantageArkansas.com (click on “Employers” tab, then the Kit logo)

Founded in 1948, Arkansas Blue Cross and Blue Shield, an Independent Licensee of the Blue Cross and Blue Shield Association, is the largest health insurer in Arkansas. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide health-care coverage for 93 million — nearly one in three — Americans.

The Arkansas Department of Health (ADH) is a centralized health department, operating units in each of the state’s 75 counties. County governments provide facilities and support for the clinical, environmental and home health services offered by the agency. The mission of the Department is to promote public health policies and practices that assure a healthy quality of life for Arkansans. ADH works to protect, improve and promote the health of all Arkansans with the support of more than 5,000 dedicated employees and public and private partners. During each year, Department employees monitor and investigate public health diseases and threats, provide preventive and personal health services in clinical and in-home settings, provide education and enforce laws and regulations, support Hometown Health Improvement, promote healthy behaviors, respond to public health emergencies and educate and monitor industries that impact the public’s health.

The Arkansas Department of Human Services provides a wide range of social services to more than a million Arkansas citizens each year through its programs and private providers. DHS is the

(more)

Winners of the Blue & You Fitness Challenge, Page 7

largest department of the executive branch of state government. It has more than 7,000 employees and consists of ten divisions and four support offices. DHS maintains offices in each of the state's 75 counties where a person can apply for all the services DHS offers. Services are provided to people from all walks of life and all ages. Major programs, which fall under the Arkansas Department of Human Services, include the federal Food Stamp program and the Medicaid program, which accounts for the largest part of the department's \$4 billion annual budget.

— 30 —

2010 Participating Groups/Companies

Group Name	City	State
Administrative Office of The Courts	Little Rock	AR
Alliance Rubber Company	Hot Springs	AR
Alpha ABF	Texarkana	AR
American Fuel Cell & Coated Fabrics	Magnolia	AR
Arkansas Center for Health Improvement	Little Rock	AR
Arkansas Foundation for Medical Care	Fort Smith	AR
Arkansas Best Federal Credit Union	Fort Smith	AR
Arkansas Blue Cross and Blue Shield	Little Rock	AR
Arkansas Children's Hospital	Little Rock	AR
Arkansas Department of Health	Little Rock	AR
Arkansas Department of Parks and Tourism	Little Rock	AR
Arkansas Diamonds	Hot Springs Village	AR
Arkansas Education Association	Little Rock	AR
Arkansas Insurance Department	Little Rock	AR
Arkansas Methodist Medical Center	Paragould	AR
Arkansas Public Service Commission	Little Rock	AR
Arkansas Securities Department	Little Rock	AR
Arkansas State Plant Board	Little Rock	AR
Arkansas State University	State University	AR
Arkansas State University-Mountain Home	Mountain Home	AR
Arkansas Tech University	Russellville	AR
Arquest, Inc	East Camden	AR
Automatic Vending of Arkansas	Pine Bluff	AR
B and F Engineering, Inc	Hot Springs	AR
Baldor	Fort Smith	AR
Baptist Health	Little Rock	AR
Batesville School District	Batesville	AR
Batson Bravo Engineers	Little Rock	AR
Ben E. Keith Foods	North Little Rock	AR
Bountiful Blessings World Fellowship	Little Rock	AR
Brown-Hiller-Clark & Associates	Fort Smith	AR
Buffalo National River	Harrison	AR

Byram Healthcare	Canton	GA
C.D. Franks Elementary School	Ashdown	AR
Centennial Bank	Rison	AR
Central AR Cardiovascular Inst	Hot Springs	AR
Central Arkansas Water	Little Rock	AR
Central States Manufacturing	Lowell	AR
Chi Eta Omega - Alpha Kapp Alpha	Little Rock	AR
Christ the King Teachers	Little Rock	AR
Citizens Bank	Batesville	AR
Clark County Employees	Arkadelphia	AR
Clarksville Medical Group, PA	Clarksville	AR
Clearwater Paper Corp	N Las Vegas	NV
Cleveland County Courthouse	Rison	AR
Collom & Carney Clinic	Texarkana	TX
Conway Regional Medical Center	Conway	AR
Cornerstone Benefits	Fort Smith	AR
CPME Federal Credit Union	Crossett	AR
Delta Dental of Arkansas	Sherwood	AR
Department of Human Services	Perryville	AR
Diamond Bank	Hot Springs	AR
Dorel Team Home Furnishings	Bentonville	AR
East End Bigelow School District	Bigelow	AR
Elkins Public Library	Elkins	AR
England Farms, Inc.	Rison	AR
Family Medicine Clinic	Hot Springs	AR
Farmers and Merchants Bank	Stuttgart	AR
Fayetteville Surgical Associates	Fayetteville	AR
Fikes	Hope	AR
First National Bank	Glenwood	AR
First National Bank of Crossett	Crossett	AR
Flakeboard America, Ltd.	Malvern	AR
Friends & Family	Little Rock	AR
FutureFuel Chemical Company	Batesville	AR
Gloria Ferrer Winery	Sonoma	CA
Group Living, Inc.	Arkadelphia	AR
Hank's Furniture, Inc.	Sherwood	AR
Harris Hospital	Newport	AR
Hays	Wynne	AR
HealthSouth Rehabilitation Hospital	Jonesboro	AR
Henderson Magnet After-School-LOVE	Little Rock	AR
Henderson State University	Arkadelphia	AR
J Pauley Toyota	Fort Smith	AR
Jones Temple COGIC	Wynne	AR
K & K Veterinary Supply, Inc.	Tontitown	AR
KAIT-TV, Channel 8	Jonesboro	AR
Kimberley Clark - Maumelle	Maumelle	AR
Kimmons Junior High Staff	Fort Smith	AR
Kirby Building Systems	Portland	TN
KJH PE4life	Fort Smith	AR
Knight Group	De Queen	AR
Lamar Elementary School	Lamar	AR

Lamar Middle/High School	Lamar	AR
Lamar Nutrition and Wellness	Lamar	AR
Lavaca Public Schools	Lavaca	AR
Lime & Violet	Greensboro	NC
Lincoln Consolidated School District	Lincoln	AR
Literacy Council	Texarkana	TX
Little Rock Central High School	Little Rock	AR
Little Rock School District	Little Rock	AR
LSV	Little Rock	AR
Madison County Health Coalition	Huntsville	AR
Magazine Methodist Church	Magazine	AR
Malvern Warriors	Malvern	AR
Margaret Daniel Primary School	Ashdown	AR
Market Strategies International	Little Rock	AR
Mid-South Engineering Co	Hot Springs	AR
Milner Owyong Insurance Group	McGehee	AR
NEA Baptist Clinic	Jonesboro	AR
North Little Rock Civitan Club	North Little Rock	AR
North River Surgery Center	Sherwood	AR
Northrop Grumman	Little Rock	AR
Northrop Grumman CEO	Saint Charles	MO
Nucor Steel Arkansas	Blytheville	AR
Nucor Yamato Steel	Blytheville	AR
NWA Playgroup & Friends	Prairie Grove	AR
Oark School	Oark	AR
Optus, Inc.	Jonesboro	AR
Pace Industries	Fayetteville	AR
Paris School District	Paris	AR
Paron Community Center	Paron	AR
Peachtree Hospice	Fort Smith	AR
Pine Bluff Sand & Gravel Company	Pine Bluff	AR
Poinsett Rice and Grain	Jonesboro	AR
Polk County	Mena	AR
Prince William County Park Authority	Manassas	VA
Producers Rice	Stuttgart	AR
Red River Federal Credit Union	Texarkana	TX
Rheem A/C Division	Fort Smith	AR
Ridgeroad Middle Charter School	North Little Rock	AR
Rison City Hall	Rison	AR
Rison Elementary	Rison	AR
Rison High School	Rison	AR
Ritter Companies	Marked Tree	AR
RoArk Group	Rogers	AR
Rocky Point Riders	Conway	AR
RRAD Fitness Center	Texarkana	TX
Saline County Hometown Health	Benton	AR
Selected Funeral and Life Insurance	Hot Springs	AR
Shelter Insurance Claims	Little Rock	AR
Simmons First National Corporation	Pine Bluff	AR
Smackover School District	Smackover	AR
Southern Bancorp	Arkadelphia	AR

Southern Refrigerated Transport, Inc.	Texarkana	AR
Southwest Power Pool	Little Rock	AR
Sparks Health System	Fort Smith	AR
St. Bernards Medical Center	Jonesboro	AR
St. Edward Mercy Medical Center	Fort Smith	AR
St. Michaels Episcopal Church	Little Rock	AR
State of Arkansas DFA	Little Rock	AR
Stein & Associates	Fort Smith	AR
Summit Bank	Arkadelphia	AR
Team Healthy Redlands	Redlands	CA
Teleflora	Paragould	AR
Teleflora OKC	Oklahoma City	OK
The Bank of Rison	Rison	AR
The Jonesboro Sun	Jonesboro	AR
The Ten Wonders	Clinton	AR
Tilles Elementary	Fort Smith	AR
Trane Arkansas	Little Rock	AR
Transplace	Lowell	AR
Transportation Security Administration	Little Rock	AR
Truman Arnold Companies	Texarkana	TX
UA Fort Smith	Fort Smith	AR
United Cerebral Palsy	Fayetteville	AR
United Way of Greater Texarkana	Texarkana	TX
University of the Ozarks	Clarksville	AR
URS, Global Security Group	White Hall	AR
W.P. Malone, Inc.	Arkadelphia	AR
Warner, Smith & Harris, PLC	Fort Smith	AR
Watson Chapel Junior High FBLA - ROTC	Pine Bluff	AR
Western AR Counseling & Guidance	Fort Smith	AR
Willow House	North Little Rock	AR
Windstream	Little Rock	AR
Wingate/Gartman Group	Harrison	AR
Wynne School District	Wynne	AR
Rector Senior Center	Rector	AR
Pocahontas Senior Center	Pocahontas	AR
Walnut Ridge Senior Center	Walnut Ridge	AR
Corning Senior Center	Corning	AR
Piggott Senior Center	Piggott	AR
Wynne Senior Center	Wynne	AR
Marianna Senior Center	Marianna	AR
West Memphis Senior Center	West Memphis	AR
Edmondson Senior Center	Edmondson	AR
Forrest City Senior Center	Forrest City	AR
Parkin Senior Center	Parkin	AR
Marked Tree Senior Center	Marked Tree	AR
Lepanto Senior Center	Lepanto	AR
Harrisburg Senior Center	Harrisburg	AR
Trumann Senior Center	Trumann	AR
Jonesboro Senior Center	Jonesboro	AR
Monette Senior Center	Monette	AR
Blytheville Senior Center	Blytheville	AR

Osceola Senior Center
Paragould Senior Center
Lakeview Senior Center
West Helena Senior Center

Osceola
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