



**Healthy  
Arkansas**

*For a Better  
State of Health*

The central graphic features a light blue silhouette of the state of Arkansas. Overlaid on the map are four stylized human figures holding hands, colored red, green, purple, and blue from left to right. Below the map, the words "Healthy Arkansas" are written in a bold, black serif font, with "Healthy" on the top line and "Arkansas" on the bottom line, separated by a thin horizontal line. Underneath this, the tagline "For a Better State of Health" is written in a smaller, italicized black serif font.

**A Blueprint for  
Changing  
The Culture of  
Health**

## Arkansas Governor Mike Huckabee



“We have reached a point in time that we simply have to start to address behavioral issues when we talk about the general health and well-being of any group of people.”

## The State of Health in Arkansas

The burden of chronic diseases, including diabetes, stroke, heart and lung diseases, and cancer is higher in Arkansas than in the nation generally. Tobacco use, obesity and physical inactivity are primary causes of these and other serious chronic conditions.

Based on any number of indicators, Arkansas is one of the least healthy states in the country. According to a 2001 report from the Centers for Disease Control and Prevention (CDC), Arkansas ranked:

- ♦ 8th among the 50 states in mortality due to heart disease
- ♦ 1st in stroke mortality
- ♦ 9th in cancer overall, and
- ♦ 6th in deaths due to lung cancer

The 2002 Behavioral Risk Factor Surveillance Survey (BRFSS) indicated that 37 percent of adult Arkansans were overweight and 24 percent were obese. That survey also showed that 27 percent engaged in no leisure time physical activity and 26 percent were current smokers. From 1991 through 2002, Arkansas has seen an 80 percent increase in obesity.

According to the Youth Risk Behavior Survey of 2001, 14 percent of Arkansas youth were overweight, 34 percent did not get enough physical activity and 19 percent were current smokers. In addition, CDC estimated the number of youth projected to die from smoking-related causes (nearly 10,000 youth) is 11 percent higher than the rest of the nation.

# For a Better State of Health

Healthy Arkansas was launched in May 2004 to change Arkansas from one of the unhealthiest states in the country to one of the healthiest.

Healthy Arkansas is a statewide initiative, created by Governor Mike Huckabee, to reduce obesity, tobacco use and physical inactivity.

The initiative covers all of Arkansas, with a specific focus on state employees and Medicaid recipients. It will include incentives to live a healthier life.

## Healthy Arkansas goals are:

- ♦ Increase from 64 percent to 85 percent the percentage of juveniles who are active at least three times a week for at least 20 minutes.
- ♦ Increase from 15 percent to 30 percent the percentage of adults who exercise at least three times a week for at least 30 minutes.
- ♦ Reduce the percentage of obese children from 11 percent to 5 percent.
- ♦ Reduce the percentage of obese adults from 23 percent to 15 percent.
- ♦ Reduce the percentage of adolescents who smoke from 36 percent to 16 percent.
- ♦ Reduce the percentage of adults who smoke from 24 percent to 12 percent.



## Examples of Model Programs for a Healthier Arkansas

- ♦ **The 5 A Day for Better Health Program** is one of the first programs to approach Arkansans with a simple, positive message – to eat 5 or more servings of fruits and vegetables every day for better health. 5 A Day’s goal is to increase consumption of fruits and vegetables to reduce the risk of diet-related chronic diseases. Recipes, a newsletter and other information to help Arkansans meet this goal can be found on the website at: [www.healthyarkansas.com/services/services\\_5aday.html](http://www.healthyarkansas.com/services/services_5aday.html).
- ♦ **The Diabetes Self Management Training Project** was established through an important public-private partnership with Eli Lilly and Company, the Arkansas Department of Health Diabetes Control Program, Control Diabetes Services (a subsidiary of Lilly), the DHS Division of Medical Services, Arkansas Foundation for Medical Care, Health Information Design, Arkansas Diabetes Association, Arkansas Minority Health Commission and the University of Arkansas for Medical Sciences. Diabetes education centers are open to Arkansas residents who want to learn more about managing their diabetes. The project promotes face-to-face diabetes self-management training for people with diabetes. Trained diabetes educators show patients how to make healthy changes in their life. They learn about medications, the importance of exercise, healthy eating tips, how to deal with stress, how to make other healthy changes in their lifestyle and questions that should be asked during a doctor’s visit. For more information contact Julie Munsell, Arkansas Department of Human Services, (501)682-8946.
- ♦ **Arkansas Body Mass Index (BMI) School Program** set a national precedent in 2003, becoming the first state to address childhood obesity through comprehensive legislation. An individual child health report for parents with their child’s height, weight and BMI as well as an explanation of BMI, was developed. If a child was overweight, a separate section of the letter offered suggestions for changing diet and activities

and recommended discussing the results with the child's doctor. School and school district reports were produced as well as a state report.

- **Body Mass Index screening is recommended by the American Academy of Pediatrics for all children and adolescents.**
- Preventing and/or treating childhood obesity is more effective than treating obesity in adults.
- Screening for vision and hearing problems are currently conducted in schools. BMI assessment is a screening tool to determine if children are overweight, underweight or at risk for becoming over/underweight.

For more information, contact the Arkansas Center for Health Improvement at [www.achi.net/BMI\\_Stuff/bmi.asp](http://www.achi.net/BMI_Stuff/bmi.asp)



- ♦ JB Hunt Transport Services, Inc. is an Arkansas-based company that has increased productivity and rolled back health insurance costs by developing innovative programs to get employees to manage their weight, exercise and not smoke. The company has made health counselors available to JB Hunt truck drivers via telephone. The drivers can call in from anywhere in the U.S. and discuss their particular health needs. This effort has improved quality of life, reduced sick days and helped retain employees in a high-

turnover industry. JB Hunt has also identified key health issues such as cardiovascular health, cancer, lack of self-care and back conditions that can be addressed through behavior. By focusing on areas where behavior can change healthcare costs, the company is tracking the fiscal effectiveness of helping employees live a healthier life.

Body Mass Index Chart for Adults

BMI	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
Height (inches)	Body Weight (pounds)																
58	91	96	100	105	110	115	119	124	129	134	138	143	148	153	158	162	167
59	94	99	104	109	114	119	124	128	133	138	143	148	153	158	163	168	173
60	97	102	107	112	118	123	128	133	138	143	148	153	158	163	168	174	179
61	100	106	111	116	122	127	132	137	143	148	153	158	164	169	174	180	185
62	104	109	115	120	126	131	136	142	147	153	158	164	169	175	180	186	191
63	107	113	118	124	130	135	141	146	152	158	163	169	175	180	186	191	197
64	110	116	122	128	134	140	145	151	157	163	169	174	180	186	192	197	204
65	114	120	126	132	138	144	150	156	162	168	174	180	186	192	198	204	210
66	118	124	130	136	142	148	155	161	167	173	179	186	192	198	204	210	216
67	121	127	134	140	146	153	159	166	172	178	185	191	198	204	211	217	223
68	125	131	138	144	151	158	164	171	177	184	190	197	203	210	216	223	230
69	128	135	142	149	155	162	169	176	182	189	196	203	209	216	223	230	236
70	132	139	146	153	160	167	174	181	188	195	202	209	216	222	229	236	243
71	136	143	150	157	165	172	179	186	193	200	208	215	222	229	236	243	250
72	140	147	154	162	169	177	184	191	199	206	213	221	228	235	242	250	258
73	144	151	159	166	174	182	189	197	204	212	219	227	235	242	250	257	265
74	148	155	163	171	179	186	194	202	210	218	225	233	241	249	256	264	272
75	152	160	168	176	184	192	200	208	216	224	232	240	248	256	264	272	279
76	156	164	172	180	189	197	205	213	221	230	238	246	254	263	271	279	287

Ideal Body Fat    Acceptable Body Fat    Need Exercise and Diet    At Risk, Need Exercise and Diet

## Fast Facts about Diabetes

- Approximately **238,580 Arkansas adults had diabetes in 2002.**
- Prevalence rose from **5.8 percent** in 1993 to **7.9 percent** in 2002, a gain of 35.1 percent over the period.
- **One in five diabetes deaths (21 percent) occurred prematurely** among persons below the age of 65 years.
- Individuals who had Type 2 diabetes and who improved their glycemic (blood sugar) control:
  - ★ Were **more productive** on the job (99 percent versus 87 percent)
  - ★ Were able to **remain employed longer** (97 percent versus 85 percent)
  - ★ **Lowered their absenteeism rate** by 1 percent compared to an 8 percent increase among employees with poor glycemic control

## Opportunities for Employers

- **Develop a supportive work environment** so that employees with diabetes feel comfortable adopting and performing the behaviors that promote good diabetes control.
- **Provide encouragement and opportunities** for all employees to adopt healthier lifestyles that reduce risk for chronic diseases.
- **Demand the highest quality medical care** for people who are dealing with diabetes.
- **Support a walk/run** for diabetes in your community.
- **Display posters** about diabetes on company bulletin boards.
- **Have diabetes and other health organizations speak** at a brown-bag lunch for employees.
- **Distribute diabetes information** with employee paychecks (paycheck stuffers).
- **Host a Diabetes Day** to educate employees about diabetes.

According to the CDC,

**500,000 Americans will die of obesity-related diseases during the next year.**

In 2005, it will be the main cause of death in this country, surpassing tobacco-related diseases.

## Fast Facts about Obesity

- Arkansas has seen a **77 percent increase in obesity** from 1991-2000.
- About **62 percent of Arkansas adults** are at an unhealthy weight and 25 percent of these are obese.
- Weight reduction of 10 percent can help an overweight adult **reduce lifetime medical costs** between \$2,200 and \$5,300.
- According to the Surgeon General's healthy weight advice, if you are overweight or obese, losing just 10 percent of your body weight can improve your health and reduce your risk for heart disease, certain types of cancer, Type 2 diabetes, stroke, arthritis, breathing problems and psychological disorders such as depression.

## Fast Facts about Tobacco Use

- According to 2003 statistics, **25 percent** of adult Arkansans **smoked**, compared to 23 percent nationally.
- Men who smoke **increase their risk of death** from lung cancer by more than 22 times and from bronchitis and emphysema by nearly 10 times.
- Women who smoke **increase their risk** of dying from lung cancer by nearly 12 times and the risk of dying from bronchitis and emphysema by more than 10 times.
- Smoking **triples the risk of dying from heart disease among middle-aged men and women.**
- Annually, exposure to **secondhand smoke causes an estimated 3,000 deaths** from lung cancer

among American adults. Scientific studies also link secondhand smoke with heart disease.

- Nearly **70 percent** of the 46.5 million American adults who smoke cigarettes **want to quit**, but few are able to quit permanently without help.
- There is evidence of an **increase in the establishment of public nonsmoking work, home and car environments in Arkansas:**
  - ★ In 2003, 71 percent of adults surveyed worked at worksites in Arkansas that did not allow smoking in public areas of the worksite, an increase from 63 percent in 2002.
  - ★ In 2003, 65 percent of adults surveyed in the state did not allow smoking in any area of the home, compared to 50 percent in 2002.
  - ★ In 2003, 65 percent of adults surveyed in the state did not allow smoking in the vehicle, an increase from 59 percent in 2002.

## Fast Facts about Physical Activity

- **54.7 percent of Arkansans fail** to meet for moderate or vigorous activity.
- Despite the proven benefits of being physically active, more than **31.5 percent** of American adults report **no leisure-time physical activity**.
- Physical activity can make you **feel more energetic, sleep better and control your appetite**.
- **Physical activity** helps prevent being overweight and obese, and is **important in maintaining weight loss**.
- **Physical activity helps prevent heart disease**, helps control blood pressure, cholesterol levels and diabetes, slows bone loss associated with advancing age, lowers the risk of certain cancers and helps reduce anxiety and depression.
- According to the Centers for Disease and Control and Prevention (CDC), participants in a major clinical trial exercised at moderate intensity, usually by **walking an average of 30 minutes a day**, five days a week and lowered their intake of fat and calories. This resulted in a weight loss of about 10 to 15 pounds, **reducing their risk of getting diabetes by 58 percent**.

- All adults should accumulate at least 30 minutes or more of moderate-intensity physical activity on most, and preferably all, days of the week. If there isn't time for a continuous 30-minutes some days, **even three 10-minute segments daily will provide benefits**.

## Opportunities for Employers

- **Offer employees 20 minutes per day**, on company time to walk.
- **Encourage employees to take the stairs** instead of the elevator by making the stairwells safe and aesthetically pleasing.
- **Create a walking path outside, or mark a course inside the building**, with directional signs and distance displayed, so people can determine how far they have traveled.
- **Offer health club discounts** paid by the employer.
- **Install bike racks** at your worksite.
- **Make pedometers available** for employee use.
- **Encourage stretching breaks** at meetings and workstations.
- **Create departmental competitions** for miles walked, weight lost or minutes of physical activity.



- **Organize company “Olympics”** to encourage physical activity and team-building.
- **Display signage and materials** around the workplace encouraging employees to be active, providing information on the benefits of physical activity and practical ideas for incorporating activity into their lives.

## Benefits for Employers

- Employers with physical activity programs have
  - ★ Reduced healthcare costs by 20 to 55 percent
  - ★ Reduced short-term sick leave by 6 to 32 percent
  - ★ Increased productivity by 2 to 52 percent
- The Central Arkansas Veterans Health System Health and Wellness Program saved an estimated \$817,000 the first year of the program – a savings of \$8 for each \$1 invested.
- According to the American Cancer Society, medical costs decline by \$47 in the first year a smoker quits, and by \$853 more in the next seven years.
- A 2001 Journal of Occupational and Environmental Medicine study found that companies pay \$2,189 in workers compensation costs for smokers, compared with only \$176 for nonsmokers.



**Healthy  
Arkansas**

*For a Better  
State of Health*

**[www.HealthyArkansas.com](http://www.HealthyArkansas.com)**

**1-800-235-0002**

Governor Mike Huckabee