#### State of Arkansas

# Healthy Arkansas

Arkansas Governor Mike Huckabee

spent on health programs that have not worked, I felt it was time

to try some different approaches.

Whether it is the Medicaid popu-

lation, the population at large,

children, or Americans in the workplace, we have to constantly

remind people they need to get

aggressively involved in achieving

a healthier lifestyle. I was astound-

understand my changed appear-

platform to try to send the right

Leaders cannot ask others to

affected by the health of our

employees, and ultimately, in

do what they're unwilling to do. Everything we do is going to be

ed that my personal journey to better health attracted so much

national attention, but I also

ance has given me a unique

message to other people.

fter years of watching so

much time and energy

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# **Program Overview**

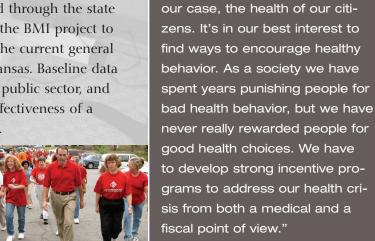
• Number of employees: 50,000

## **Program Goals**

- Increase exercise rates among juveniles and adults.
- Decrease tobacco use among juveniles and adults.
- Decrease obesity rates among juveniles and adults.

## **Program Components**

- Public awareness campaign that reminds people that no tobacco use, exercise three times weekly, and a normal body weight increases lifespan by 13 years.
- Offer health insurance plan price reductions to state employees to take a health self assessment on line.
- First state in the nation to measure Body Mass Index of every school child; this gives Arkansas true baseline data on general health of young people.
- Expand smoking cessation benefit payments to Medicaid population and state employees.
- Creation of the Child Health Advisory Committee and expansion of staff at the grassroots level to support community better health efforts.
- All of the entities associated with *Healthy Arkansas* plan to extensively evaluate the data collected through the state employee health self-assessment and the BMI project to create a far more accurate picture of the current general state of health and well-being in Arkansas. Baseline data has often never been available in the public sector, and it is critical to tracking the ongoing effectiveness of a groundbreaking program such as this.





"Leaders cannot ask others to do what they're unwilling to do."

