

**ABOUT  
BALANCE IT  
OUT: ARKANSAS**

As part of a broad-based initiative to address obesity in the United States and Governor Huckabee's *Healthy Arkansas* initiative, Pfizer Health Solutions (PHS) has designed *Balance it Out: Arkansas*<sup>SM</sup> to encourage the state's children and their families to embrace healthier eating and behaviors. PHS has partnered with the Arkansas Department of Health and Human Services (which includes Medicaid), its surgeon general, the governor's health care policy advisor, and an existing advocacy group called Arkansas Advocates for Children and Families. As a result, PHS and DHHS agreed to launch a program focusing on children who are overweight or at risk of becoming overweight and whose families have a propensity for chronic illness.

*Balance It Out: Arkansas* provides services that are designed for commercial and Medicaid-insured families and is made available through a collaborative effort by the Arkansas Coordinated School Health Program (CSH). Although the infrastructure is supported by the state, the program's services are implemented by the professional and clinical staffs of Pfizer Health Solutions and its partners.

**PFIZER HEALTH  
SOLUTIONS  
INC**

Pfizer Health Solutions Inc (PHS) is dedicated to improving health and health care delivery through innovative programs that demonstrate the value of personalized, coordinated, and accessible health care services. PHS, along with its public and private partners, develops and implements tools and services that support patients and their providers in the quest to optimize health while reducing the human and financial burden of illness.

Founded in 1995, PHS is a wholly owned subsidiary of Pfizer Inc, the world's largest health care company. Through PHS, Pfizer seeks to create and rigorously evaluate positive examples of constructive health system change that can lead to widespread adoption and structural changes in health care around the world. PHS currently operates programs in the United States, the United Kingdom, and Italy through its offices in New York, California, and Europe.

**ARKANSAS  
DEPARTMENT  
OF HEALTH AND  
HUMAN  
SERVICES**

The Arkansas Department of Health and Human Services serves more than one million Arkansans in 181 locations throughout the state. The Department's mission is to improve the quality of life of all Arkansans by protecting the vulnerable, fostering independence, and promoting better health.

The state-run system is designed to connect health and education by empowering students to make healthier life choices and keep them healthier over time. The program garners support by engaging family and community through a collaborative team approach to create a nurturing learning environment that integrates all elements of the CDC's Eight Component model.

- ▶ For more information on the CDC's Eight Component model:  
<http://www.cdc.gov/HealthyYouth/CSHP/>

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### HEALTHY ARKANSAS

Governor Mike Huckabee launched Healthy Arkansas in May 2004, after successfully losing more than 110 lbs. and realizing how unhealthy Arkansas was compared to other states. The Arkansas Department of Health and Human Services and the Governor's Office teamed up to provide Arkansans a comprehensive effort to clearly define specific areas where behavioral changes can lead to healthier citizens. The burden of chronic diseases, including diabetes, stroke, lung and heart diseases, and cancer, is higher in Arkansas than in the nation generally.

Tobacco use, obesity, and physical inactivity are the three primary causes of these and other serious chronic conditions. Healthy Arkansas provides strategies to reduce and/or eliminate the three primary behavior-related causes of these diseases with information on nutrition, physical activity and smoking cessation.

### ARKANSAS DEPARTMENT OF EDUCATION

A key partner in this initiative is the Arkansas Department of Education and the local school districts. Critical to *Balance It Out: Arkansas'* success will be involvement with each school district's wellness committee, school nurse, teachers, administrators, parents and community members. Pfizer Health Solutions will work in conjunction with other related programs already underway in participating school districts like Coordinated School Health.

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