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**New Web Site for *Balance It Out: Arkansas*SM
Provides Information for Health, Nutrition, Exercise**

Easy-to-Use Internet Site Combines Fun With Learning

LITTLE ROCK, Ark. (June 13, 2007) -- The Arkansas Department of Health and Human Services (DHHS) and Pfizer Health Solutions Inc (PHS) have announced the new *Balance It Out: Arkansas*SM Web site to help Arkansas school children and their families balance their lifestyles and improve their health.

The new site, www.BalanceItOutArkansas.com, offers information about the *Balance It Out: Arkansas* program as well as nutrition information, tips for healthy exercising and a fun Healthy Balance Quiz to test knowledge about food and exercise.

Balance It Out: Arkansas is an innovative school-based health initiative designed to improve the lives of children and their families by addressing risk factors for becoming overweight and for developing chronic disease. *Balance It Out: Arkansas* will be available to every child in the Dollarway, Harrison, and Paragould school districts. The three-year pilot provides nutritional counseling and classes on healthy cooking,

eating, and food shopping. In addition, chronically ill Medicaid beneficiaries with children in the school district who are overweight or at risk of becoming overweight will receive one-on-one health coaching to improve their families' overall health.

"Obesity is one of the most critical public health threats in Arkansas," said Joseph W. Thompson MD, MPH, Director, Arkansas Center for Health Improvement.

"The new *Balance It Out: Arkansas* Web site will give our children and their families practical tools and coaching to make healthier choices for themselves and their futures."

BalanceItOutArkansas.com contains a wealth of information about the program, the school districts, proper nutrition and exercise, interactive features such as the Healthy Balance Quiz , audiovisual presentations of *Balance It Out: Arkansas* and "Healthy Kids' Minutes" public service announcements from each of the three school districts.

"The idea behind *Balance It Out: Arkansas* is that people don't always need to make drastic changes in their diet in order to maintain better health. Balancing their diet with healthy items such as water instead of soda or fresh fruit instead of sugary snacks goes a long way to maintaining better health," said Dr. Thompson. "The new Web site has the same kind of balance - a lot of helpful information coupled with videos and an interactive quiz - with the objective to allow students the opportunity to have fun while measuring knowledge of their own diets and activities."

Balance It Out: Arkansas introduces a variety of local initiatives to Dollarway, Harrison and Paragould School Districts, and engages trained Community Health Workers to help qualifying families better understand the health risks of being

overweight and to make incremental, lasting changes to their nutrition and fitness behavior.

“Balance It Out: Arkansas will teach children and their families the importance of balanced nutrition and staying physically active, which we believe over time will create healthier communities,” said John Sory, PHS’ vice president. *“At the same time, BalanceItOutArkansas.com is not limited to just the students and parents in the three school districts. We hope people from all over the state will visit the site and use it as a resource for knowledge about maintaining healthier lifestyles.”*

The program was designed and is being implemented by PHS, the care management subsidiary of Pfizer Inc., working in partnership with the DHHS. PHS is committing up to \$2.8 million to manage the pilot program that is slated to continue for three years. If outcomes are positive as expected, PHS and DHHS may expand the program.

“Collaboration between the public and private sectors is a key element to the success of our mission,” said John Selig, DHHS director. *“Partnerships like these are just one of the many tools employed to help Arkansans improve their quality of life and manage the healthcare costs to our state.”*

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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.

Pfizer Health Solutions Inc, a wholly-owned subsidiary of Pfizer Inc., develops and implements innovative solutions that help improve the quality of care provided by public/private healthcare organizations and community health centers. To learn more, visit www.pfizerhealthsolutions.com.

