



ACHI

ARKANSAS CENTER FOR HEALTH IMPROVEMENT
5800 West 10th Street, Suite 410 Little Rock, AR 72204
Phone: (501) 660-7561 Fax: (501) 660-7577

November 2, 2004

FOR IMMEDIATE RELEASE

Contact: Lorrie Barr, Communications Specialist
Phone: 501-660-7580

**ARKANSAS CENTER FOR HEALTH IMPROVEMENT
WINS BRONZE QUILL AWARD**

LITTLE ROCK, AR (Nov. 2, 2004) – The Arkansas Center for Health Improvement (ACHI) won a Bronze Quill Award of Merit from the Arkansas Chapter of the International Association of Business Communicators. The award recognizes ACHI's work on the Arkansas School BMI Assessment Project, a component of Act 1220 which mandated the first comprehensive body mass index screening of every public school student in the state beginning in the 2003-2004 academic year. The project successfully assessed the public school student population and every school district received BMI data on 449,485 students.

Accepting the award was Joy Rockenbach, ACHI BMI Project Director. "This was a massive endeavor that simply would not have happened without the hard work of many partners,

-- more --

Improving health through evidence-based research collaborative program development, and public issue advocacy.

A Partnership of: Arkansas Department of Health • University of Arkansas for Medical Sciences • Arkansas Blue Cross & Blue Shield

including the Departments of Education and Health, and more importantly, the nurses, teachers and others who were on the front-lines. ACHI is proud to accept this award on behalf of everyone who is working to improve the health of our state's children and youth," said Rockenbach.

Bronze Quill Awards recognize superior achievement in business communications. The Bronze Quill Award is ACHI's first, which submitted the BMI project in the category of Public Affairs Campaigns and Programs.

IABC is a not-for-profit international network of professionals committed to improving the effectiveness of organizations through strategic interactive and integrated business communication management. ACHI is a non-partisan, independent health policy center that serves as a catalyst for improving health through collaborative partnerships. For more information about ACHI, go to www.achi.net.

###