



# Quarterly Meeting

June 18, 2026

# Welcome!

Please introduce yourself  
in the chat with your  
**name** and **organization**.



# Agenda

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## Opening Remarks

2:00 – 2:05

**William Greenfield, MD**

Medical Director, Family Health Branch, Center for Health Advancement (Community of Practice Co-Chair)  
Arkansas Department of Health

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## National Center for Opioid and Addiction Research

2:05 – 2:30

**Alicia Allen, PhD, MPH**

NCOAR Director

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## Arkansas Foundation for Medical Care

2:30 – 2:50

**Amy Webb, MA**

Vice President of Member Services

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## Closing Remarks

2:50 – 1:00

***Zenobia Harris, DNP***

Community of Practice co-chair  
Arkansas Birthing Project

# Opening Remarks

- Introducing Lance Hall, the new PRIMROSE Program Manager coordinating the Community of Practice.
- UAMS launching Maternal Life 360 – look for news in coming weeks.
- Data updates on the Arkansas Maternal Health Scorecard:
  - Birth data through 2024
  - Maternal mortality data through 2022
  - Severe maternal morbidity data through 2023
  - L&D closures through 2026
  - Visit: <https://ar.maternalhealth.us>

# National Center for Opioid & Addiction Research



## Alicia Allen, PhD

Director for the National Center for Opioid & Addiction Research

Associate Professor, Department of Pediatrics, UAMS

[AllenA3@archildrens.org](mailto:AllenA3@archildrens.org)

Dr. Allen is the founding director of the National Center for Opioid & Addiction Research at the Arkansas Children's Research Institute. Dr. Allen holds an MPH focused on community health education and addiction studies, and a PhD in social and behavioral epidemiology, both from the University of Minnesota and completed a fellowship at the Centers for Disease Control and Prevention in the area of prenatal smoking. Dr. Allen most recently served as Tenured Associate Professor at the University of Arizona (UA) where her research focused on topics that occur in the intersection between substance misuse (e.g., nicotine/tobacco, cannabis, opioids) and women's health (e.g., pregnancy, postpartum, hormonal contraceptive use). At UA, she, served as the founder and director of the Recovery through Engaging and Empowering Women (RENEW) Research Team which seeks to identify the role of female-specific factors in addiction.

# **NATIONAL CENTER FOR OPIOID & ADDICTION RESEARCH (NCOAR)**

Arkansas Maternal Health Community of Practice

June 18, 2026

**Alicia Allen, PhD, MPH**

*NCOAR Director*

NCOAR established thanks to:

- \$55M State-Level Opioid and Vaping Settlement Funds
- \$20M Arkansas Children's Investment



NCOAR seeks to improve the health of children and families by advancing research that strengthens prevention, treatment, and recovery approaches to opioid and substance misuse and addiction.



# NCOAR Goals

1. Scale and sustain a high-impact national research enterprise
2. Advance rigorous, innovative, and impactful research across the prevention-treatment-recovery continuum
3. Translate existing and newly generated evidence into practice, policy, and community impact

# NCOAR Goals

## 1. Scale and sustain a high-impact national research enterprise

- Recruit and retain outstanding investigators
- Establish and expand research workforce excellence
- Strengthen and expand community partnerships
- Create advisory and governance structures
- Build and operationalize research environment

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# NCOAR Building

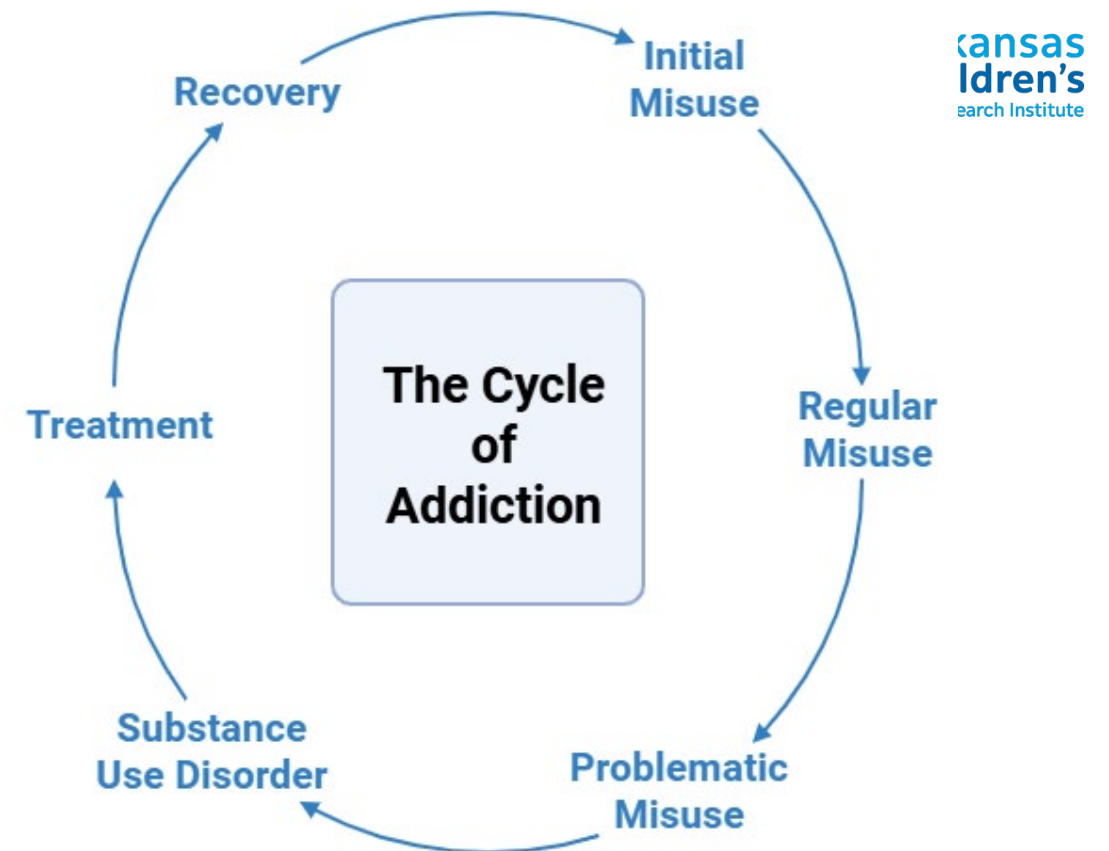
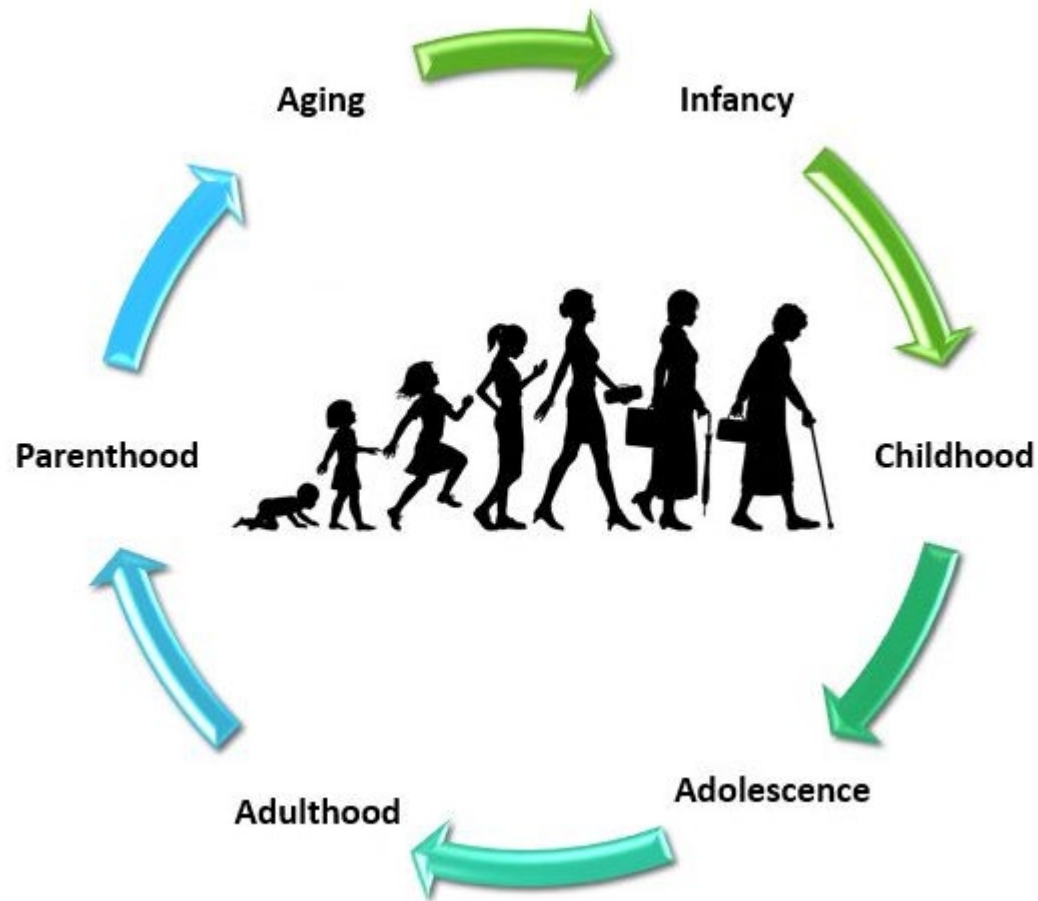


- **3 story, 65,000 – sq. ft. research center**
- Research Imaging Center, **F**amily **C**linical **R**esearch **U**nit, Sample Processing Lab, Grab and Go Café, Community Engagement & Conference Center, Administrative Space
- **Occupancy - March 2027**
- [Blog Article: What is NCOR?](#)



# NCOAR Goals

2. Advance rigorous, innovative, and impactful research across the prevention-treatment-recovery continuum



### Clinical and Translational Research Spectrum

Basic Scientific  
Discovery (T0)

«T1»  
Translation  
to Humans

Clinical  
Insights

«T2»  
Translation  
to Patients

Implications  
for Practice

«T3»  
Translation  
to Practice

Implications  
for Population  
Health

«T4»  
Translation  
to Population  
Health

Improved  
Global Health

# Ongoing Pilot Studies



## Eat-Sleep-Console Care Approach

(PI: Hall)

Goal: Implement a new evidenced-based treatment approach for infants exposed to opioids in-utero across the state of Arkansas

## Harnessing the Power of the Postpartum

(PI: Allen)

Goal: Identify opportunities to sustain recovery after childbirth



## Game-Based Intervention to Prevent Prescription Drug Misuse

(MPIs: Oliveto, Thompson)

Goal: Develop and evaluate a school-based and caregiver-engaged prevention intervention



## Multi-Tier Vaping Prevention

(MPIs: Clawson, Oliveto)

Goal: Explore school- and family-based interventions to prevent vaping among youth

# Spark Awards



# NCOAR Goals

## 3. Translate existing and newly generated evidence into practice, policy, and community impact

- Identify, lead, and support community-based initiatives
- Develop and delivery provider/professional trainings
- Inform and lead policy and systems change

# NCOAR Quarterly Collaborative Meeting



## 2026 Meeting Schedule:

April 28, 2026 (12-1:30 p.m.)

July 28, 2026 (12-1:30 p.m.)

October 29, 2026 (12-1:30 p.m.)

**\*Meetings will be offered in a hybrid format**



Stay in the loop! Scan the QR code to join our communication list and receive the latest updates.

**Champions  
for Children**



**Arkansas  
Children's**  
Research Institute



## Statewide Gap Analysis

Focus on opioid and substance misuse within Arkansas children and families, including:

1. Environmental scan of existing data/reports
2. Identify discrepancies between current resources and needs

# NCOAR Goals

1. Scale and sustain a high-impact national research enterprise
2. Advance rigorous, innovative, and impactful research across the prevention-treatment-recovery continuum
3. Translate existing and newly generated evidence into practice, policy, and community impact



Be a part of the  
conversation and join  
our mailing list!



Email: [allena3@archildrens.org](mailto:allena3@archildrens.org)

NCOR Website: <https://www.archildrens.org/research/ncor>

A pregnant woman with dark hair tied back, wearing a pink V-neck t-shirt, is seated and smiling while talking to a healthcare professional. The professional, seen from the side and back, has light brown hair in a bun and wears a white lab coat with a stethoscope. They are in a clinical setting with white shelves holding binders in the background. The woman is holding her belly with her left hand, which has a gold ring. The professional is holding a clipboard with a grid chart. A purple banner with the word 'Questions?' is overlaid on the right side of the image.

**Questions?**

# Arkansas Foundation for Medical Care



## Amy Webb, MA

Vice President of Member Services

[awebb@afmc.org](mailto:awebb@afmc.org)

Mrs. Webb is responsible for the member services department at AFMC. Member services include the contact center, which handles tens of thousands of inbound and outbound calls for Arkansas Medicaid, the PASSE program, and other programs each month. In addition, her team oversees various member-facing outreach programs. Prior to her time at AFMC, Amy held multiple leadership positions at the Arkansas Department of Human Services, spanning nearly 14 years of her career. There, she launched numerous Medicaid-related member-facing initiatives and oversaw the State's efforts to unwind Arkansas Medicaid from the temporary rules implemented during the Public Health Emergency. She has extensive experience working with stakeholders across multiple sectors to advance initiatives.

# ARHOPE & Maternal Outreach

AFMC Outbound Campaigns

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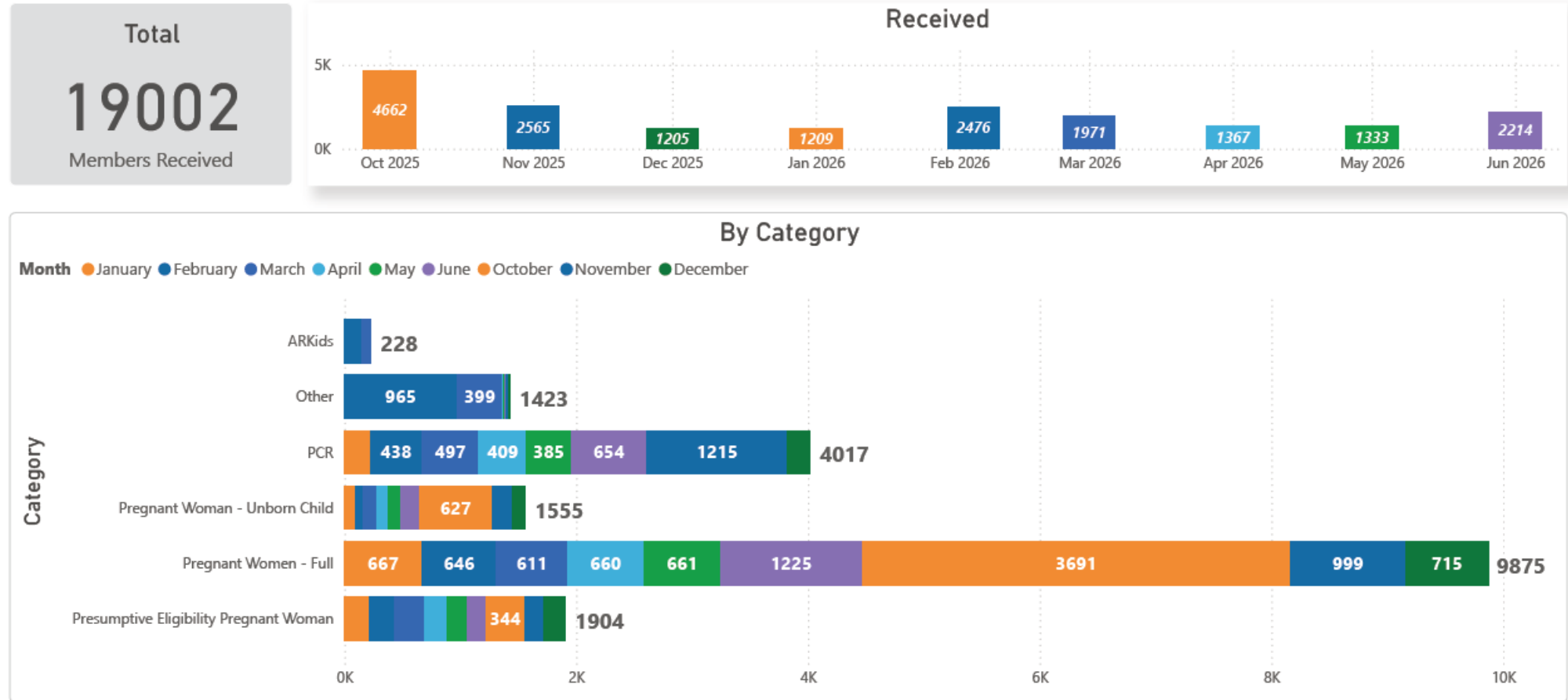
# Background

- Manage the DHS Medicaid call center
- In 2025, our work with DHS evolved from answering questions to more proactive engagement.
- Targeted outbound outreach to connect directly with pregnant women and new moms.

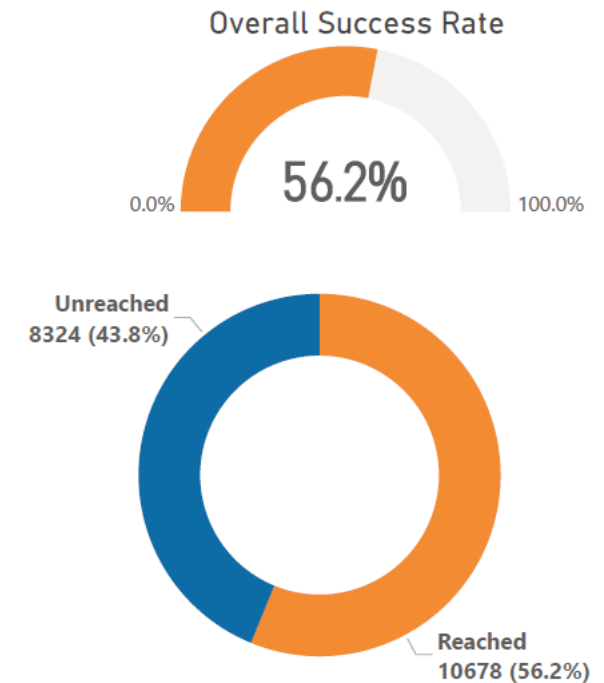
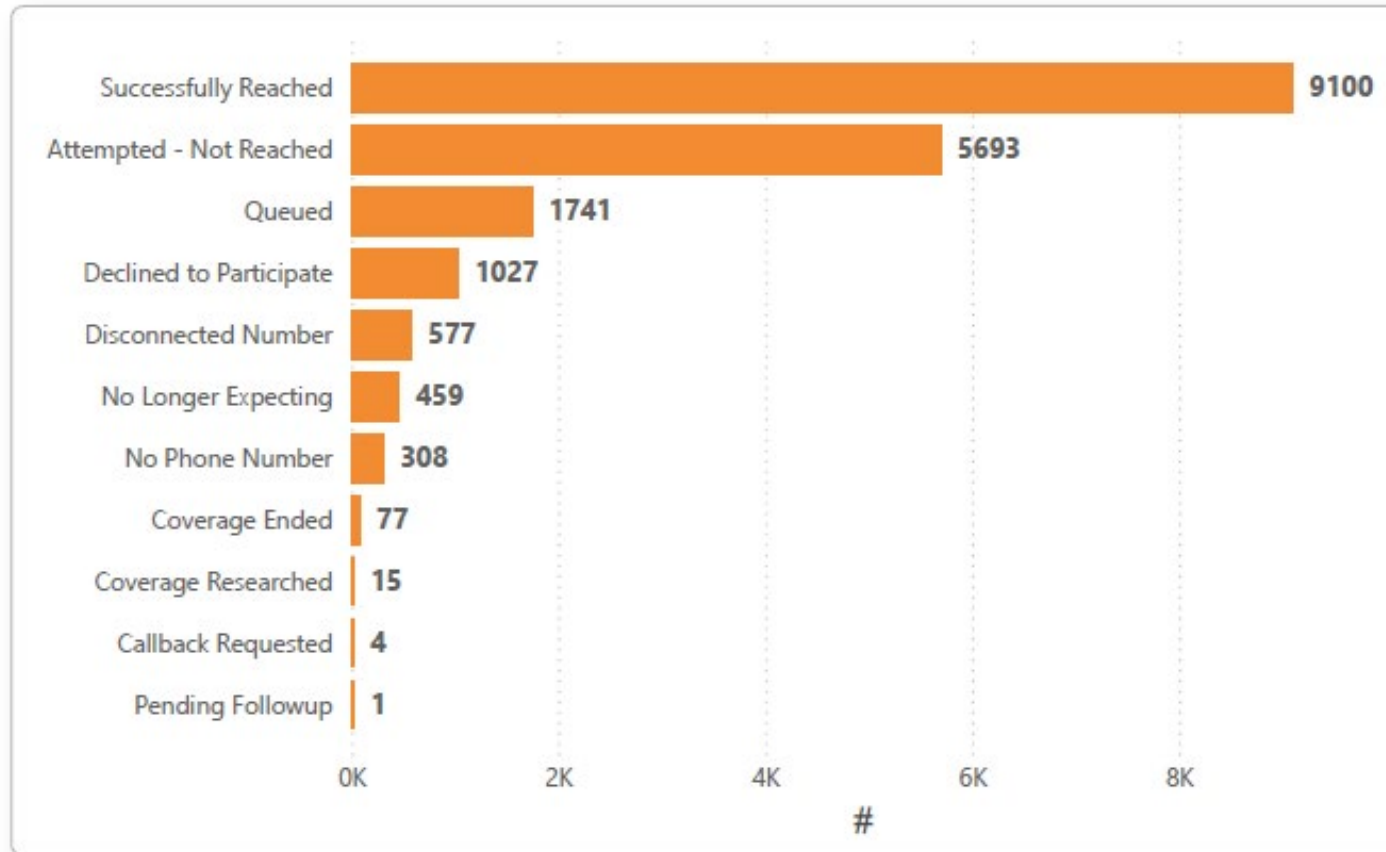
# Healthy Outcomes & Pregnancy Education (ARHOPE)

- Targets newly enrolled pregnant women
- Connect to pre-natal care provider
- Ongoing education related to pregnancy and Medicaid benefits

# ARHOPE



# ARHOPE



# ARHOPE

| Year                                                       | 2025        |                |              |                |              |                | 2026         |                |              |                |              |                |              |                |              |                |
|------------------------------------------------------------|-------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------|--------------|----------------|
| Month                                                      | October     |                | November     |                | December     |                | January      |                | February     |                | March        |                | April        |                | May          |                |
| Topic                                                      | # of Texts  | Website Visits | # of Texts   | Website Visits | # of Texts   | Website Visits | # of Texts   | Website Visits | # of Texts   | Website Visits | # of Texts   | Website Visits | # of Texts   | Website Visits | # of Texts   | Website Visits |
| Bringing Your Baby Home                                    |             | 5              |              | 6              |              | 5              |              | 3              |              | 3              |              | 5              |              | 3              |              | 1              |
| Dangerous Conditions During and After Pregnancy            |             | 3              |              | 4              |              | 5              |              | 4              |              | 4              |              | 1              | 5676         | 93             | 2018         | 12             |
| Family Planning                                            |             | 3              |              | 3              |              | 7              |              | 2              |              | 0              |              | 0              |              | 3              |              | 3              |
| Gestational Diabetes                                       |             | 1              |              | 1              |              | 5              |              | 2              |              | 2              | 5866         | 94             | 2896         | 23             | 996          | 24             |
| Kicking Unhealthy Habits                                   |             | 7              | 7808         | 7              | 3486         | 16             | 2001         | 169            | 1845         | 124            | 2316         | 189            | 1878         | 159            | 1147         | 95             |
| Maternal Depression                                        |             | 5              |              | 6              |              | 5              |              | 4              |              | 2              |              | 1              |              | 6              | 4744         | 119            |
| Post-Partum Check-Ups, Well-Child Visits, and Vaccinations |             | 8              |              | 8              |              | 8              |              | 2              |              | 3              |              | 4              |              | 4              |              | 3              |
| Pregnancy & New Mom Toolkit                                |             | 156            |              | 542            |              | 1004           |              | 595            |              | 941            |              | 653            |              | 1057           |              | 940            |
| Pre-Natal Visits & Transportation                          | 7808        | 1477           | 3606         | 1462           | 2193         | 584            | 2121         | 713            | 2606         | 507            | 2058         | 602            | 1806         | 420            | 1607         | 290            |
| Start Eating Healthy                                       |             | 7              |              | 3              |              | 10             | 6366         | 438            | 3115         | 290            | 1775         | 119            | 1664         | 127            | 1361         | 98             |
| The Dangers of Sexually Transmitted Infections             |             | 1              |              | 2              | 6823         | 299            | 3280         | 111            | 1891         | 82             | 1759         | 35             | 2230         | 79             | 1151         | 60             |
| UAMS                                                       |             |                |              |                |              |                |              |                | 6073         | 0              | 2999         | 0              | 1721         | 0              | 1085         | 0              |
| <b>Total</b>                                               | <b>7808</b> | <b>1673</b>    | <b>11414</b> | <b>2044</b>    | <b>12502</b> | <b>1948</b>    | <b>13768</b> | <b>2043</b>    | <b>15530</b> | <b>1958</b>    | <b>16773</b> | <b>1703</b>    | <b>17871</b> | <b>1974</b>    | <b>14109</b> | <b>1645</b>    |



# Pregnant Women and New Mom Toolkit



Pre-Natal Visits and  
Transportation



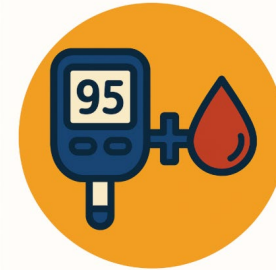
Kicking Unhealthy Habits



The Dangers of Sexually  
Transmitted Infections



Get Help Eating Healthy



Gestational Diabetes



Dangerous Conditions  
During and After Pregnancy



Maternal Depression



Family Planning

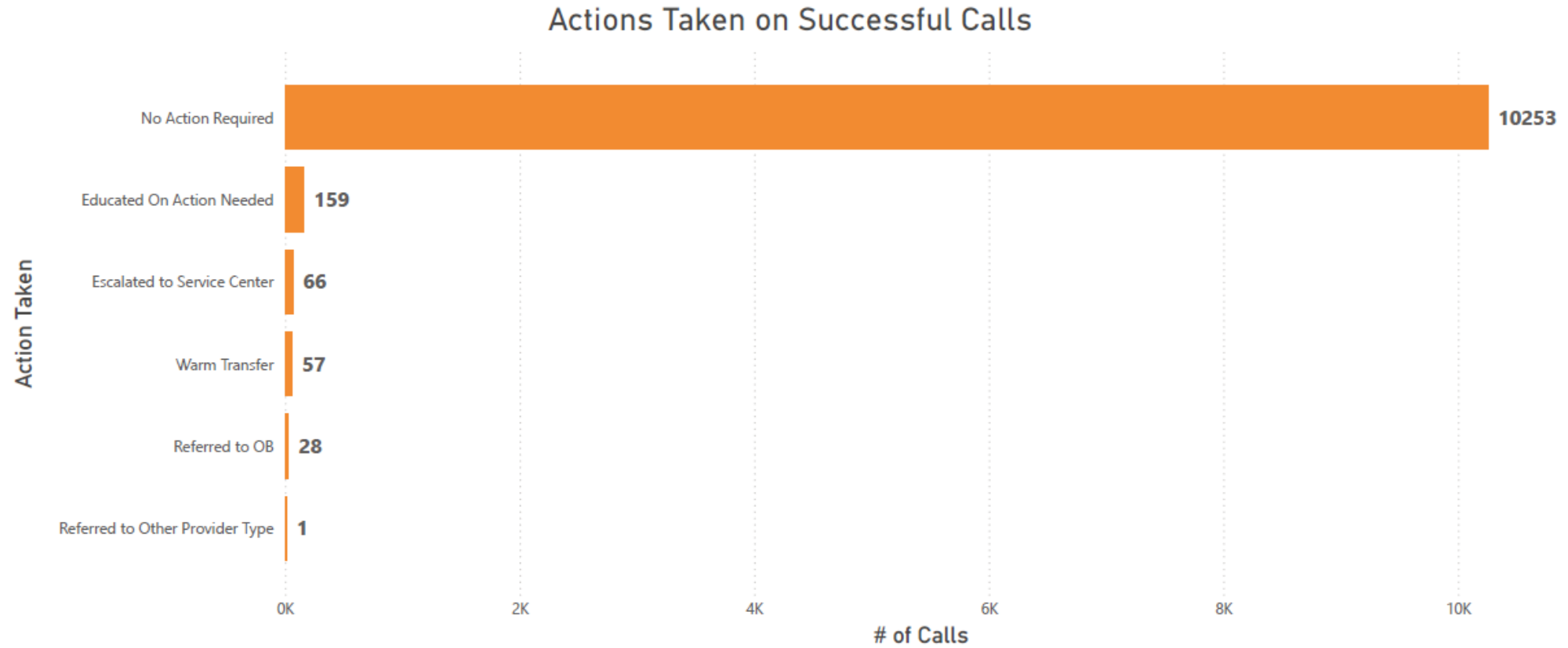


Bringing Your Baby Home

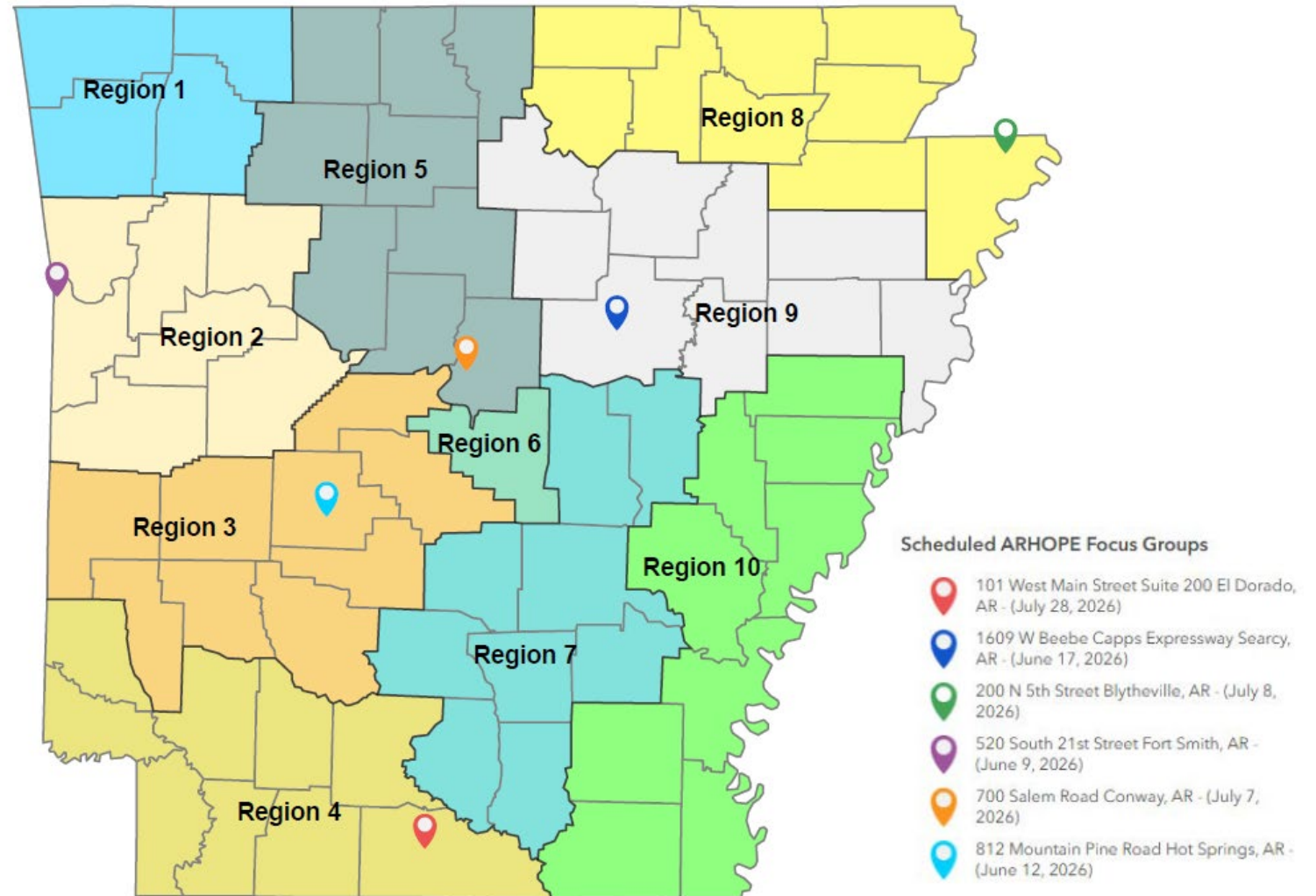


Post-Partum Checkups,  
Well-Child Visits, and  
Vaccinations

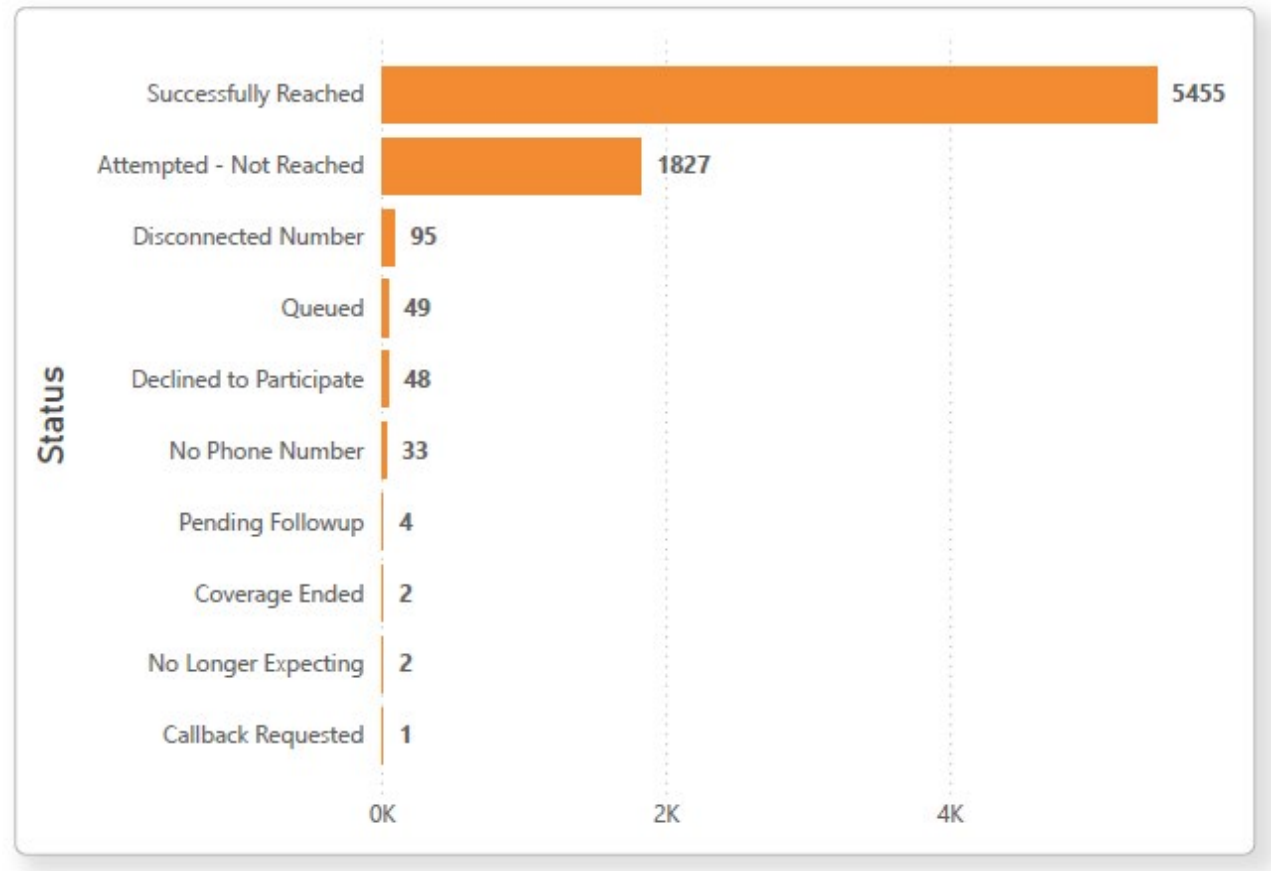
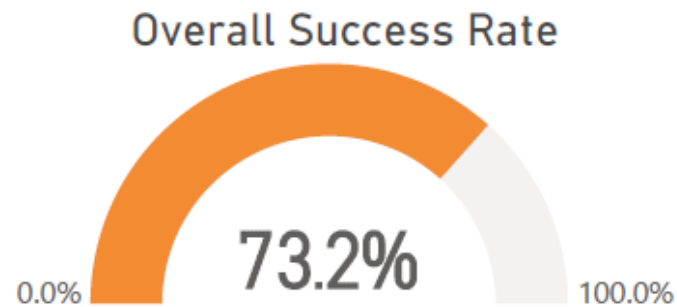
# ARHOPE



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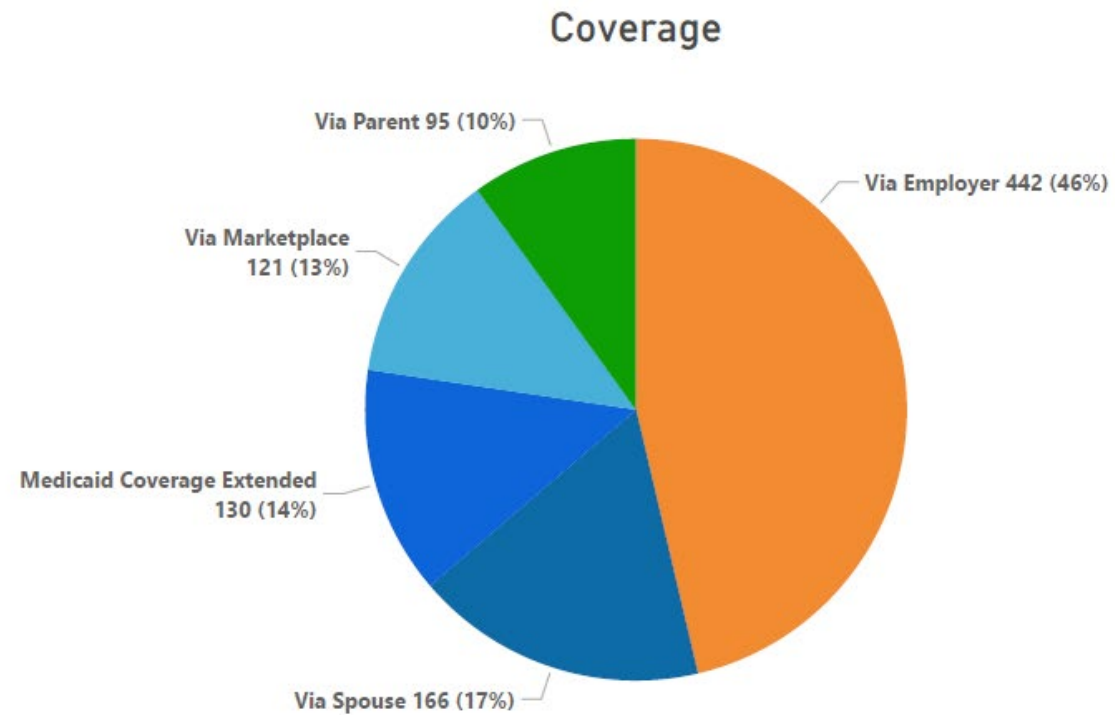
# Maternal Outreach



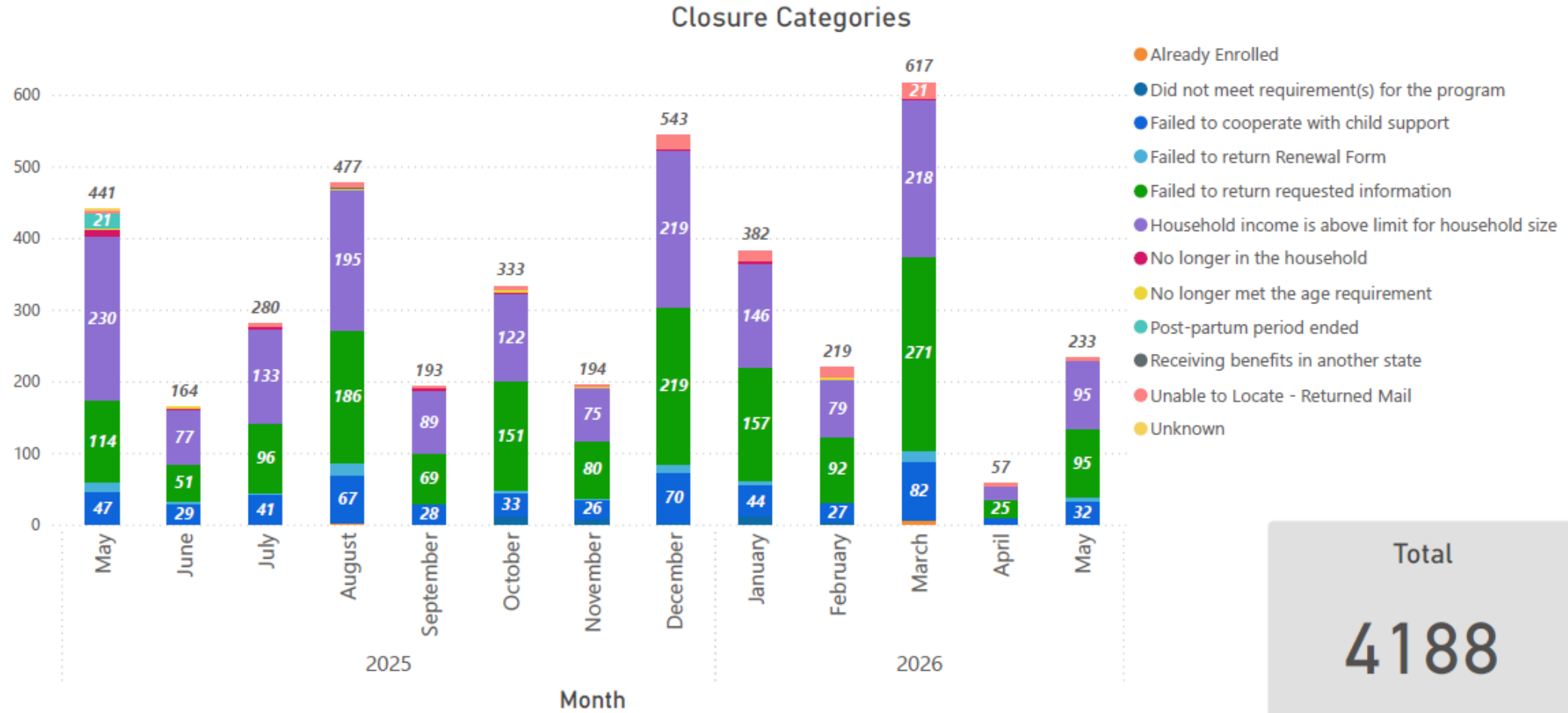
# Maternal Outreach

954

Reported Having Coverage



# Maternal Outreach



# Questions?



# Closing Remarks

- Open forum—Please share any news or updates from your organization!

# Thank you!

**Next virtual meeting:**  
October 2026

Interested in presenting on a maternal health topic?  
Please email Lance Hall at [lhall@uams.edu](mailto:lhall@uams.edu).



**PRIMROSE**