

BlueResourceSM

From the Leader in Health Care Communication Solutions



Health and Wellness



BlueCross BlueShield
of New Mexico

Are you looking for a way to talk to your employees about health and wellness resources that can help them:

- Fight childhood obesity
- Lose weight
- Reduce stress
- Deal with depression
- Avoid back injuries
- Stop smoking

Employers are more aware that being overweight and obesity, lack of physical activity, and tobacco use adversely affect the health and productivity of their employees, which impacts the businesses' bottom line. By changing the way they live, employees could change their personal health status and, ultimately, the corporate health landscape.*

Blue Cross and Blue Shield of New Mexico can help. Check out the messages and artwork. Copy for all PDFs is provided in Word doc format, and most files shown are available in both English and Spanish. Locate the files you want on the CD provided by your Blue Cross and Blue Shield of New Mexico Representative or at www.bcbsnm.com/employer.

BlueResource files have been designed for you to use electronically, cut and paste copy from Word docs, or print from PDFs and distribute. It's your choice!

Be sure to keep each edition of BlueResource you receive. The theme of each booklet is different, and taken together, they offer a very useful collection of employee communications.

Would you like to co-brand posters, flyers and paycheck stuffers with your group's logo? Contact your BCBSNM Representative to have your logo added to the files and returned to you – ready to go! It's all part of our service to you—at no cost—because communications are key to your employees' health and improving plan utilization, which helps reduce health care costs for everyone.

**U.S. Department of Health and Human Services*

Look for new and updated files at www.bcbsnm.com



Asthma Poster
47552.0807NM - English
40030.0807NM - Spanish

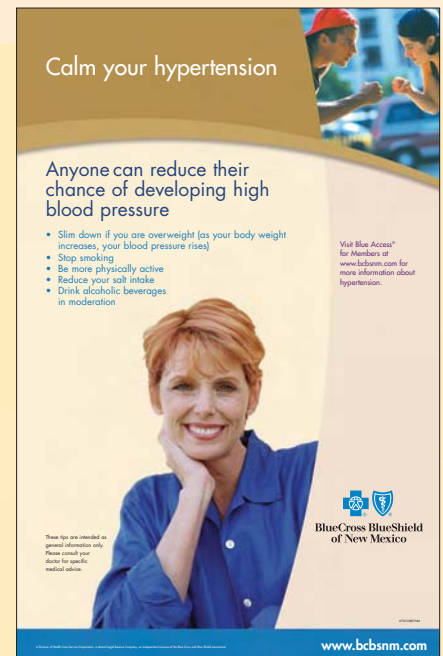


Congestive Heart Failure Poster
47553.0807NM - English
40034.0807NM - Spanish



Diabetes Poster
47554.0807NM - English
40035.0807NM - Spanish

Tip!
Print and hang posters
in employee break rooms.



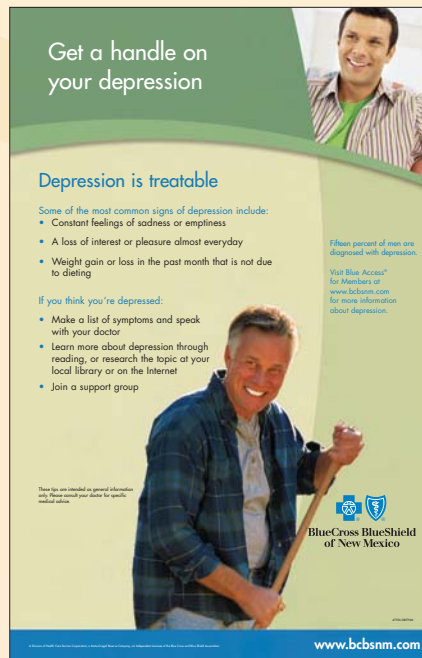
Hypertension Poster
47555.0705NM - English
40033.0705NM - Spanish

Tip!
Use as handouts at health fairs or
add to enrollment packets.

Look for new and updated files at www.bcbsnm.com

Tip!

Educating your employees about health and wellness helps them make informed choices.



Get a handle on your depression

Depression is treatable

Some of the most common signs of depression include:

- Constant feelings of sadness or emptiness
- A loss of interest or pleasure almost everyday
- Weight gain or loss in the past month that is not due to dieting

If you think you're depressed:

- Make a list of symptoms and speak with your doctor
- Learn more about depression through reading, or research the topic at your local library or on the Internet
- Join a support group

Visit Blue Access® for Members at www.bcbsnm.com for more information about depression.

BlueCross BlueShield of New Mexico

www.bcbsnm.com

Depression Men Poster
47556.0807NM - English
40038.0807NM - Spanish



Take your laughter seriously

Add more laughter to your life

Make a conscious effort to smile and laugh everyday:

- Add more of what makes you laugh to your life - comic strips, sitcoms or stand-up comedy
- Spend time with children, who laugh up to 50 times a day
- Enjoy a weekly lunch date with a person who makes you laugh
- Look for humor in everyday situations

Visit Blue Access® for Members at www.bcbsnm.com for more information about improving your well-being.

With every chuckle, your body undergoes physiological and chemical changes that have immediate, positive effects on your well-being, such as improved immunity, reduced stress and increased cardiovascular activity.

BlueCross BlueShield of New Mexico

www.bcbsnm.com

Laughter Poster
47557.0807NM - English
40040.0807NM - Spanish



How to manage stress

There are easy and enjoyable ways to minimize stress.

Visit Blue Access for Members® at bcbsnm.com for more information about stress.

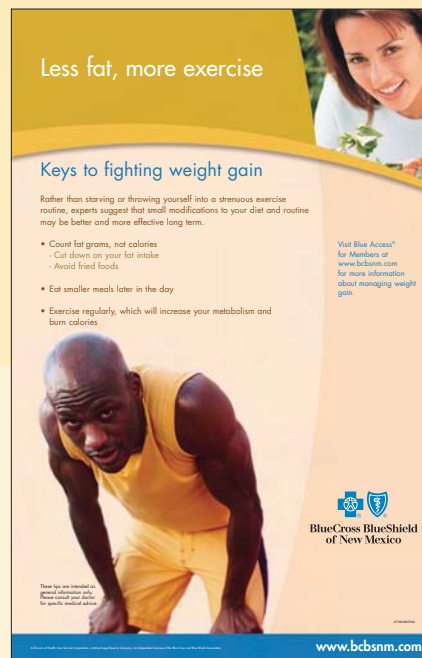
Some ways include:

- Pursuing a hobby
- Using daily relaxation techniques (deep rhythmic breathing, stretching or meditation)
- Becoming involved in a social or activity group that meets regularly
- Finding someone to listen to you or writing down what you feel

BlueCross BlueShield of New Mexico

www.bcbsnm.com

Manage Stress Poster
47166.0807NM - English
40037.0807NM - Spanish



Less fat, more exercise

Keys to fighting weight gain

Rather than starving or throwing yourself into a strenuous exercise routine, experts suggest that small modifications to your diet and routine may be better and more effective long term.

- Count fat grams, not calories
 - Cut down on your fat intake
 - Avoid fried foods
- Eat smaller meals later in the day
- Exercise regularly, which will increase your metabolism and burn calories

Visit Blue Access® for Members at www.bcbsnm.com for more information about managing weight gain.

BlueCross BlueShield of New Mexico

www.bcbsnm.com

Less Fat, More Exercise Poster
47558.0807NM - English
40042.0807NM - Spanish



You can be smoke-free and stay that way

Say goodbye to smoking

Benefits of Quitting:

- Healthier lungs and reduced risk of heart disease and certain cancers
- Increased fertility and lowered risk of miscarriage
- Stronger sense of taste and smell

Ready to stop smoking and start living a healthier life?

- Talk to someone who supports your decision to quit
- If withdrawal causes irritability, try using relaxation techniques, exercising regularly and avoiding stressful situations
- Fight possible insomnia by avoiding caffeine or other stimulants, and by having a relaxing bedtime routine
- Wait out cravings and use distractions
- If your appetite increases, eat healthy snacks and drink more water
- Develop strategies to avoid triggers that tempt you to smoke, and then develop alternatives

Visit Blue Access® for Members at www.bcbsnm.com for more information on how to quit smoking.

BlueCross BlueShield of New Mexico

www.bcbsnm.com

Smoking Poster
47167.0807NM - English
40031.0807NM - Spanish

Be kind to your spine

There are ways to avoid a back injury

Reaching for high places can strain your back

- Reach only as high as your shoulders
- Use a stool or step ladder if you need to get closer to the load

Lifting is one of the most common causes of back injuries

- Keep your head up
- Get a firm footing and assume a wide stance with your hips above knee level
- Tighten your abdominal muscles to support your back
- Lift with your legs
- Keep the load close to your body

At one time or another, eight out of 10 Americans will be incapacitated with back pain — unable to work or enjoy life.

Visit Blue AccessSM for Members at www.bcbsnm.com for more information about preventing back pain and injury.

These tips are intended as general information only. Please consult your doctor for specific medical advice.



BlueCross BlueShield of New Mexico

www.bcbsnm.com

Back Injury Poster
 47559.0807NM - English
 40041.0807NM - Spanish

Keep obesity from gaining on you


With the right plan and attitude, you can lose weight

- Choose healthy foods. Such as fruits, grains, vegetables and lean sources of protein.
- Increase physical activity. Take the stairs, park further out in the parking lot, ride an exercise bike during TV shows or while talking on the phone, or walk during your lunch hour.
- Set small goals. Don't set expectations too high. Take small steps toward your goal and stick with your plan.
- Track your progress. Your doctor may recommend a food and activity diary to reinforce good habits and identify behaviors that may need to change.
- Don't give up. You may have setbacks along the way, but don't give up! Remember to motivate yourself with healthy rewards.

Losing excess pounds may reduce your risk of:

- High blood pressure
- Cardiovascular disease and stroke
- Diabetes
- Cancer
- Sleep apnea
- Osteoarthritis

These tips are intended as general information only. Please consult your doctor for specific medical advice.



BlueCross BlueShield of New Mexico

www.bcbsnm.com

Obesity Poster
 47562.0807NM - English
 40214.0807NM - Spanish

There are easy and enjoyable ways to minimize stress


How to reduce stress

Some ways include:

- Pursuing a hobby
- Using daily relaxation techniques (deep rhythmic breathing, stretching or meditation)
- Becoming involved in a social or activity group that meets regularly
- Finding someone to listen to you or writing down what you feel

These tips are intended as general information only. Please consult your doctor for specific medical advice.

Visit Blue AccessSM for Members at www.bcbsnm.com for more information about stress.



BlueCross BlueShield of New Mexico

www.bcbsnm.com

Reduce Stress Poster
 47168.0807NM - English
 40036.0807NM - Spanish

Put the breaks on childhood obesity

Be a positive role model

Watch your own lifestyle habits and how they may contribute to obesity in your child.

Get active


- Walk or bike with the whole family.
- Don't eat while watching TV. Sit down to eat a meal, and then leave the table for after activities.
- Try to eat meals with food.
- Celebrate by playing a game or going to the park.
- Limit television, video and computer time.
- Limit these activities to no more than one or two hours a day to avoid a sedentary lifestyle.
- Set positive goals.

Losing weight may be viewed as negative. Focus on a goal, such as being able to run for 20 minutes without getting tired.

Remember steps may help your child learn to breathe better.

Visit Blue AccessSM for Members at www.bcbsnm.com for more information about childhood obesity.

These tips are intended as general information only. Please consult your doctor for specific medical advice.



BlueCross BlueShield of New Mexico

www.bcbsnm.com

Childhood Obesity Poster
 47560.0807NM - English
 40032.0807NM - Spanish

Treating your depression

Depression is treatable

Some of the most common signs of depression include:

- Trouble waking up or difficulty getting to sleep
- A nagging feeling of guilt or worthlessness
- Difficulty with concentration, memory or decision making


If you think you're depressed:

1. Make a list of symptoms and speak with your doctor
2. Learn more about depression through reading, or research the topic at your local library or on the Internet
3. Join a support group

Up to 24 percent of women are diagnosed with depression.

Visit Blue AccessSM for Members at www.bcbsnm.com for more information about depression.

These tips are intended as general information only. Please consult your doctor for specific medical advice.



BlueCross BlueShield of New Mexico

www.bcbsnm.com

Depression Woman Poster
 47561.0807NM - English
 40039.0807NM - Spanish

Posters are designed in an 11x17-inch format. To scale down to an 8.5 x 11-inch format, use Adobe Acrobat (full version) and follow these steps:

- Select File, then Page Setup.
- Click on the Properties box, and select the Effects tab.
- Check the Print Document On box, then select Letter in the drop-down box, and check Scale to Fit. Click on OK.

Look for new and updated files at www.bcbsnm.com



You'd bend over backwards to stop your arthritis, if you could



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www.bcbsnm.com

Arthritis Paycheck Stuffer
 47542.0807NM - English
 47543.0807NM - Spanish


ing can be a painful experience if you suffer from arthritis. Arthritis generally strikes but can also affect very young children and people over 50. There are several ways to cal limitations of arthritis including:

commended


, but **you can live a more productive life.** Get the latest arthritis fighting Blue Access® for Members.

www.bcbsnm.com

47542.0807NM



Do you know your hepatitis ABCs?



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www.bcbsnm.com

Hepatitis Paycheck Stuffer
 47538.0807NM - English
 47539.0807NM - Spanish

people worldwide are infected at one time or another with one of the six forms of **preventive measures to avoid being infected.**

ers on how each form of hepatitis is transmitted and always make sure needles are sterile
 thers while you're actively infected
 when appropriate
 ighly after using the bathroom
 or toothbrushes

itis, log on and get the facts at Blue Access® for Members.

www.bcbsnm.com

47538.0807NM



Is that square meal good for you?



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www.bcbsnm.com

Nutrition Paycheck Stuffer
 47545.0807NM - English
 47546.0807NM - Spanish

important to eat three square meals a day. The fact is people come in all shapes and d children all have different nutritional needs and daily calorie requirements. **Make good nutrition guidelines** that fit your personal lifestyle, and take these steps to get good health:

oods and snacks
 ndations, such as the USDA Food Guide Pyramid
 ated fat, cholesterol and sodium
 in check
 diet

ure shapes up to be a healthy one? Visit Blue Access® for Members on our

Web site to learn more about what good nutrition can do for you.

www.bcbsnm.com

47545.0807NM



Tip!

Planning to use paycheck stuffers electronically?

Crop marks can be eliminated in Adobe Acrobat (full version) by using the Crop Tool.



Is your number up?

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Cholesterol Paycheck Stuffer
47540.0807NM - English
47541.0807NM - Spanish

...ults have unhealthy blood cholesterol levels. Lifestyle changes are your first course of
...ad cholesterol levels. **Some important steps you can take include:**

...than 30 percent of total daily calories
...al
...er
...diet
...minutes at least three times a week

...er number is, and then log on to Blue Access® for Members and
...ber in check.

www.bcbsnm.com

47540.0807NM



Protect your best investment

 BlueCross BlueShield of New Mexico

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Heart Disease Paycheck Stuffer
47547.0807NM - English
47548.0807NM - Spanish

...f your most important assets — beats about 100,000 times and pumps about 2,000
...ughout your body. Unfortunately, coronary heart disease is America's leading killer.

Do to reduce your risk factors:

...acco products
...s, vegetables and low-fat foods

...ercise, most days of the week
...ormal ranges

...tock in your best asset? Learn more by logging on to Blue Access® for Members.

www.bcbsnm.com

47547.0807NM



Remember when your mother told you to stand up straight?

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Lower Back Pain Paycheck Stuffer
47549.0807NM - English
47550.0807NM - Spanish

...k pain, you are one of 80 percent of Americans who do. Common causes include poor
...ck of muscle tone, daily stress and tension, and excess weight in the mid-section.

Preventing tips:

...flexibility to help support and align your back
...standing or sitting
...r back straight and letting your legs do the work
...and use pillows for support
...riefcase, purse or shoulder bag

...back pain by logging on to Blue Access® for Members.

www.bcbsnm.com

47549.0807NM



Look for new and updated files at www.bcbsnm.com

Tip!

Share messages with your employees electronically or in print.

Take your laughter seriously

Did you know that laughter does wonders for your mind and body? That's what humor researchers have been finding out for the past 20 years.

With each chuckle, your body undergoes physiological and chemical changes that have immediate, positive effects on your well-being, such as improved immunity, reduced stress and increased cardiovascular activity.

Make a conscious effort to smile and laugh every day:

- Pay attention to what makes you laugh – comic strips, sitcoms or stand-up comedy. Then add more of this comic

Laughter

48185.0807NM - English
48186.0807NM - Spanish

Take control of your diabetes

Test your blood sugar daily. Write down the results. Regular testing helps ensure your treatment plan is working.

Eat right. Choose foods and recipes with less sugar, less fat and low sodium. Eat meals that are high in fruits, vegetables and whole grain.

Stay active. You can walk, bike, swim or hike. Everyone is different, so check with your physician to see if you should have any limits in your exercise program.

Take prescribed medicines as directed. Ask your health care provider if other medication that you may be taking, either

Diabetes

48187.0807NM - English
48188.0807NM - Spanish

Tip!

Integrate copy in your company's intranet site and existing materials, such as enrollment booklets.

Beat congestive heart failure

Take care of yourself

- Stop smoking because it damages your blood vessels, reduces the amount of oxygen in your blood and makes your heart beat rapidly. Ask your physician to recommend a program to help you quit.
- Extra body weight makes your heart work harder. If you are overweight, talk to your physician about ways to get your weight within an acceptable range.

See your physician

- Keep regular appointments with your physician, so that he or she can monitor your condition and adjust your medications, if necessary, to help minimize your symptoms. If you notice

Congestive Heart Failure

48191.0807NM - English
48192.0807NM - Spanish

Less fat, more exercise

Keys to fighting weight gain

Maintaining your normal weight often becomes a battle. Rather than starving or throwing yourself into a strenuous exercise routine, experts suggest that small modifications to your diet and routine may be better and more effective.

Learn the right moves:

- Count fat grams, not calories.
- Cut down on your fat intake by making subtle changes in your diet, such as:
 - Buying low-fat milk, sour cream, mayonnaise, salad dressing and margarine.
 - Avoiding fried foods when possible. Consider steaming, broiling or

Weight Loss

48189.0807NM - English
48190.0807NM - Spanish

Tip!

Repeating simple messages reminds your employees to make healthy choices.

How to manage stress

Stress is a response brought about by change and it may include physical and mental tension. Many daily life occurrences can cause tension, including work pressures, financial worries and relationship problems. Muscle tension, headaches and illness can often be attributed to stress.

There are many ways to cope with, manage and even prevent stress:

- Recognizing that you are not responsible for everything
- Balancing personal and professional issues
- Eating nutritionally balanced meal
- Limiting the amount of life changes at

Manage Stress

48193.0807NM - English
48194.0807NM - Spanish

Be kind to your spine

At one time or another, eight out of 10 Americans will be incapacitated with back pain, unable to work or enjoy life. Back pain is ranked second only to headaches as the most frequent cause of pain. Learn the right moves:

Reaching for supplies, especially in high places, can strain your back. Remember to:

- Reach only as high as your shoulders.
- Use a stool or stepladder if you need to get closer to the load.

Lifting is one of the most common causes of back injuries. Remember to:

- Keep your head up.
- Get a firm footing and assume a wide

Back Injury

48197.0807NM - English
48198.0807NM - Spanish

Tip!

When you request co-branding, you'll receive a custom CD of artwork files that display your group's logo.

How to reduce stress

Stress is a response brought about by change and it may include physical and mental tension. Many daily life occurrences can cause tension, including work pressures, financial worries and relationship problems. Muscle tension, headaches and illness can often be attributed to stress.

There are easy and enjoyable ways to minimize stress. Some ways include:

- Pursuing a hobby
- Using daily relaxation techniques (deep/rhythmic breathing, stretching or meditation)
- Becoming involved in a social or activity group that meets regularly

Reduce Stress

48195.0807NM - English
48196.0807NM - Spanish

Treating your depression

Up to 15 percent of men are diagnosed with depression every year. The good news is, although a serious disorder, depression is treatable.

Some of the most common signs of depression include:

- Trouble waking up or difficulty getting to sleep
- A nagging feeling of guilt or worthlessness
- Difficulty with concentration, memory or decision making

If you think you're depressed:

1. Make a list of symptoms.
2. Learn more about depression. Ask

Male Depression

48199.0807NM - English
48200.0807NM - Spanish

Look for new and updated files at www.bcbsnm.com

Tip!

Merge wellness articles into existing communications, such as employee newsletters.

Tip!

Use copy provided to create messages specifically for your employees.

Get a handle on your depression

Up to 24 percent of women are diagnosed with depression every year. The good news is, although a serious disorder, depression is treatable.

Some of the most common signs of depression include:

- Constant feelings of sadness or emptiness.
- A loss of interest or pleasure almost everyday.
- Weight gain or loss in the past month that is not due to dieting.

If you think you're depressed:

1. Make a list of symptoms.
2. Learn more about depression. Ask

Female Depression

48201.0807NM - English
48202.0807NM - Spanish

Calm your hypertension

If you have mild hypertension, your physician might suggest that you lose weight, cut down on alcohol, get more exercise, or eat less salt. Even if you need to take medication, changing these daily habits may help your medication work more effectively.

Anyone, regardless of race, age, sex or heredity, can reduce his or her chances of developing high blood pressure with lifestyle changes such as:

- When planning meals choose foods which are low in calories, fat and sodium (salt)
- Lose weight if you are overweight (as your body weight increases, your blood

Hypertension

48203.0807NM - English
48204.0807NM - Spanish

Take control of your asthma

Warning signs of asthma episodes

The key to controlling asthma is knowing how to spot the early warning signs of an asthma episode. This is not always easy because warning signs are not the same for everyone and they may change from episode to episode. Warning signs may include:

- Drop in your peak flow reading
- Chronic cough, especially at night
- Difficult or fast breathing
- Feeling of chest tightness or discomfort
- Becoming short of breath more easily than usual
- Fatigue
- Itchy, watery or glassy eyes
Itchy, scratchy or sore throat

Asthma

48205.0807NM - English
48206.0807NM - Spanish

Tip!

Use BlueResource elements on your intranet site.





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