

BlueResourceSM

From the Leader in Health Care Communication Solutions



Experience. Wellness. Everywhere.SM

Health Observances



BlueCross BlueShield
of New Mexico

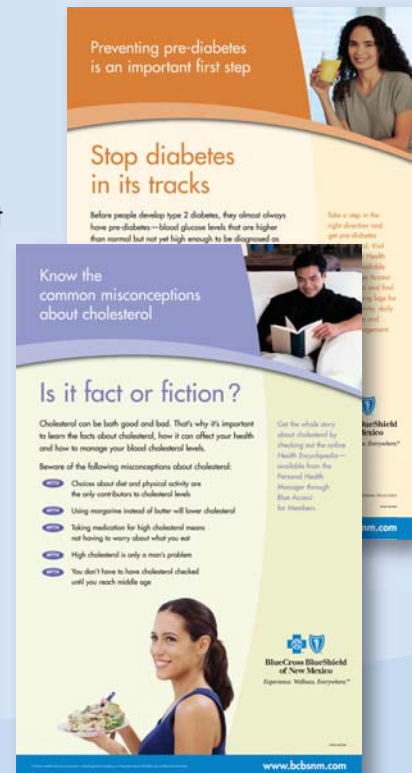
Showing just one wellness message is probably not likely to change employees' behavior. However, exposing your employees to multiple messages, many times through different media conveys the importance of good health and encourages your employees to *Experience. Wellness. Everywhere.*

Behavioral change takes time, and education that promotes healthy choices should be sustained throughout the year. That's why we developed BlueResource – Health Observances. This BlueResource edition offers a year-long wellness communications campaign that targets specific health observances coordinated by the National Health Information Center.

Repetition is Key

By following the recommended schedule in this booklet and using these communications at your worksite, you'll ensure that your employees receive health promotion messages similar to those publicized by various media sources. Monthly topics include:

- January – weight loss
- February – heart health
- March – nutrition
- April – sports and safety
- May – physical fitness
- June – stress management
- July – workplace safety
- August – immunizations
- September – cholesterol
- October – healthy lungs
- November – diabetes
- December – alcohol abuse prevention



Check out the messages and artwork. Copy for all PDFs is provided in Word files and is available in both English and Spanish. Locate the files you want on the CD included with this booklet.

Integrate into Your Existing Communications

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

Posters are designed in an 11x17-inch format. To scale down to an 8.5x11-inch format, use Adobe Acrobat (full version) and follow these steps:

- Select File, then Print 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.

January – Weight Loss

Smart beverage choices can help cut calories

Rethink your drink

If you've ever tried to lose weight, you probably focused solely on food. But another way to cut calories may be to think about what you drink. Calories in drinks are not hidden—they're listed on the Nutrition Facts label—yet many people don't realize how these calories can add up each day. Try these healthful substitutes the next time you're ready to grab a drink:

- Sparkling water with natural lemon flavor (not sweetened) instead of sweetened iced tea from the vending machine
- Water with a slice of lemon or lime rather than a glass of lemonade
- Bottled water or diet soda in place of a 20-ounce bottle of regular cola
- Small café latte (12 ounces) made with fat-free milk instead of a medium café latte (16 ounces) made with whole milk

Thirsting for more knowledge about weight loss and nutrition? Visit Blue Access for Members and see what's on tap with all the helpful resources, tools and tips available to you from the Personal Health Manager.

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Source: Centers for Disease Control and Prevention

www.bcbsnm.com

Rethink Your Drink poster
47854.0507 - English
47855.0507 - Spanish

Eating because something's eating you?

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Emotional Eating e-banner
47956.0507 - English
47957.0507 - Spanish

Eating because something's eating you?

If a chocolate bar, slice of cake or bag of chips has become your "friend" when you're stressed or anxious, you may be an emotional eater. It's likely that you've been conditioned to turn to food for comfort if you find that it is one of the few things ...

Emotional Eating e-mail
47932.0507 - English
47933.0507 - Spanish

February – Heart Health

Reducing risk makes the heart grow stronger

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Reducing Heart Risk e-banner
47958.0507 - English
47959.0507 - Spanish

Reducing risk makes the heart grow stronger

Are you in a risky relationship with your heart? It may be tempting to believe that doing just one healthy thing will take care of your heart disease risk. For example, you may hope that if you exercise regularly, you can still eat a lot of fatty ...

Reducing Heart Risk e-mail
47934.0507 - English
47935.0507 - Spanish

Seafood is a great source of omega-3 fatty acids

Catch the benefits of fish

When it comes to safeguarding your heart health, fish is the "real" deal. Rich in omega-3 fatty acids, fish can benefit the hearts of healthy people and those who are at risk for or who have cardiovascular disease.

The American Heart Association recommends eating fish (particularly fatty fish) at least two times a week. Fish is a good source of protein and doesn't have the high saturated fat found in fatty meat products. Examples of fish that are good sources for omega-3 fatty acids include:

- Mackerel
- Lake trout
- Herring
- Albacore tuna
- Sardines
- Salmon

Get hooked on all the Personal Health Manager resources available through Blue Access for Members. You'll find heart-healthy nutrition tips in the Eat Right section and a sea of other helpful information for your healthy lifestyle.

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Source: American Heart Association

www.bcbsnm.com

Catch the Benefits of Fish poster
47882.0507 - English
47883.0507 - Spanish

March - Nutrition

Office Food Safety Tips e-banner
47960.0507 - English
47961.0507 - Spanish



Office Food Safety Tips e-mail
47936.0507 - English
47937.0507 - Spanish

Office food safety tips that work overtime

Do you frequent the "desktop diner?" If you're one of the 70 percent of Americans who regularly eat at their desks, you can stay healthy by following these food safety tips:

- Store your brown bag in the office fridge as ...

Dietary fiber has heart health benefits, too

Beyond bran...

We're all pretty familiar with how dietary fiber can keep our digestive system functioning like it should. What many people don't realize is that fiber also provides other health benefits, such as helping maintain a healthy heart.

Eating the recommended amounts of dietary fiber can help lower cholesterol and high blood pressure, and help prevent obesity, which are all risk factors in developing heart disease. Use these tips to increase your daily fiber intake:

- Eat more fruits and vegetables—or at least two cups of fruit and two cups of vegetables a day
- Choose a variety of fiber sources such as berries, oatmeal, beans, whole grain bread and cereal
- Serve meat entrees on a bed of grilled zucchini, sautéed spinach or sliced onions
- Snack on air-popped popcorn, dry-roasted nuts and seeds

Built up on your knowledge about fiber and other healthy nutrition facts by contacting the Personal Health Manager's For Your Health section of Blue Access for Members.

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Source: American Dietetic Association
www.bcbsnm.com

Fiber Rich Foods poster
47884.0507 - English
47885.0507 - Spanish

Sports injury prevention tips that work

Playing it safe

Sitting on the sidelines at your child's sports event can be fun—and scary. Sports help children and adolescents keep their bodies fit and feel good about themselves. However, the more contact in a sport, the greater the risk of injury.

Most injuries occur to ligaments, tendons and muscles. Only about five percent of sports injuries involve broken bones. To keep your kids injury-free, have them follow these preventive tips:

- Wear the correct protective gear, such as knee pads, shin guards and helmets
- Increase flexibility by stretching before the activity starts
- Strengthen muscles with conditioning exercises
- Take breaks during practice and games
- Drink plenty of fluids

Need a game plan to keep your sports pro healthy and strong? Log on to Blue Access for Members and check out the Personal Health Manager's Ask A Trainer feature.

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Source: American Academy of Pediatrics
www.bcbsnm.com

Sports Injury Prevention poster
47886.0507 - English
47887.0507 - Spanish

April - Sports and Safety



Warm Up to Stretching e-banner
47962.0507 - English
47963.0507 - Spanish

Warm up to stretching to prevent injury

If you really want to make your muscles hustle, then incorporate stretching into your exercise routine. How much should you stretch? As a general rule, stretch whenever you exercise. ...

Warm Up to Stretching e-mail
47938.0507 - English
47939.0507 - Spanish





Active at Any Size poster

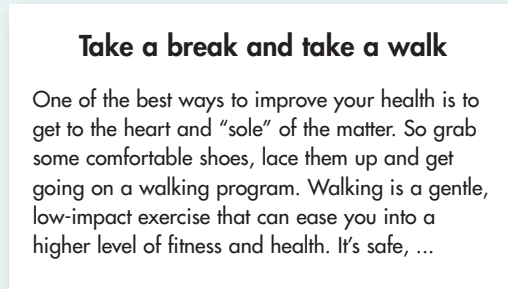
47888.0507 - English
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May – Physical Fitness



Walking During Breaks e-banner

47964.0507 - English
47965.0507 - Spanish



Walking During Breaks e-mail

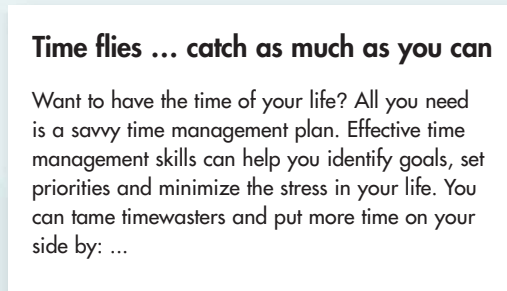
47940.0507 - English
47941.0507 - Spanish

June – Stress Management



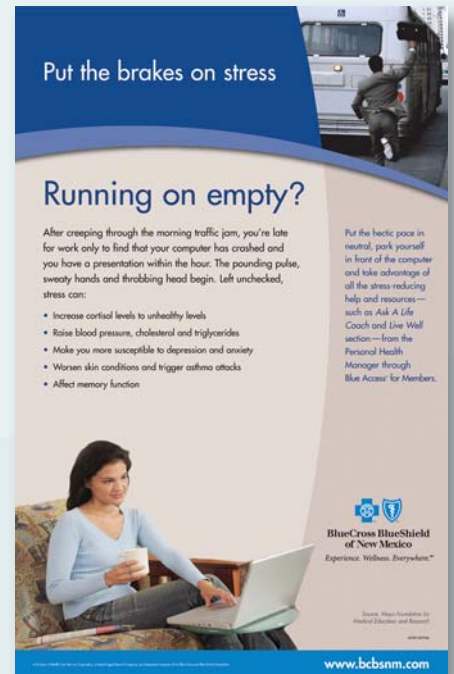
Time Management e-banner

47966.0507 - English
47967.0507 - Spanish



Time Management e-mail

47942.0507 - English
47943.0507 - Spanish



Effects of Stress poster

47890.0507 - English
47891.0507 - Spanish

July – Workplace Safety

Workplace Safety Risk e-banner
 47968.0507 - English
 47969.0507 - Spanish



Workplace Safety Risk e-mail
 47944.0507 - English
 47945.0507 - Spanish

Do your job to promote workplace safety

Workplace safety is no accident when you speak up and do your part. Common sense and personal interest in safety are still the greatest guarantee of your safety, wherever you are. Always think of safety as you perform your job, or as you learn ...



Workplace Safety poster
 47892.0507 - English
 47893.0507 - Spanish



Childhood Immunizations poster
 47894.0507 - English
 47895.0507 - Spanish

August – Immunizations



Adult Immunizations e-banner
 47970.0507 - English
 47971.0507 - Spanish

Give good health a shot in the arm

If you're an adult, you are not immune to getting vaccinations. Immunizations are readily available for a number of common adult illnesses, and your doctor can let you know what immunizations are needed to keep you healthy.

Follow these guidelines to keep preventable ...

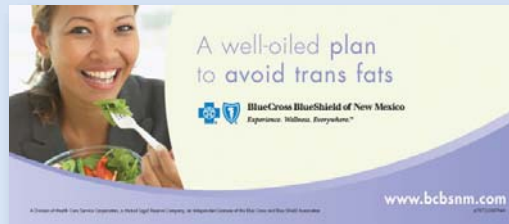
Adult Immunizations e-mail
 47946.0507 - English
 47947.0507 - Spanish



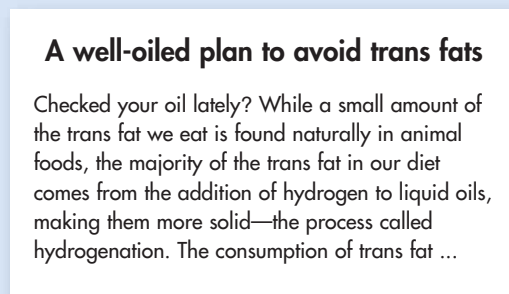


Cholesterol Myths poster
47896.0507 - English
47897.0507 - Spanish

September - Cholesterol

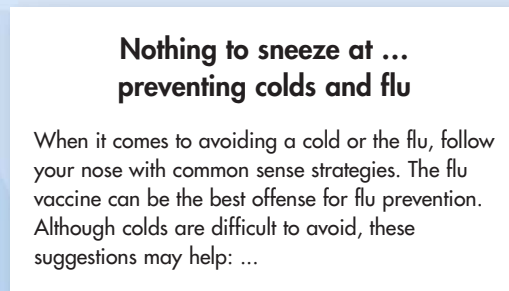


Avoiding Trans Fats e-banner
47972.0507 - English
47973.0507 - Spanish



Avoiding Trans Fats e-mail
47948.0507 - English
47949.0507 - Spanish

Preventing Colds and Flu e-banner
47974.0507 - English
47975.0507 - Spanish



Preventing Colds and Flu e-mail
47950.0507 - English
47951.0507 - Spanish

October - Healthy Lungs



Second-hand Smoke poster
47898.0507 - English
47899.0507 - Spanish

November – Diabetes

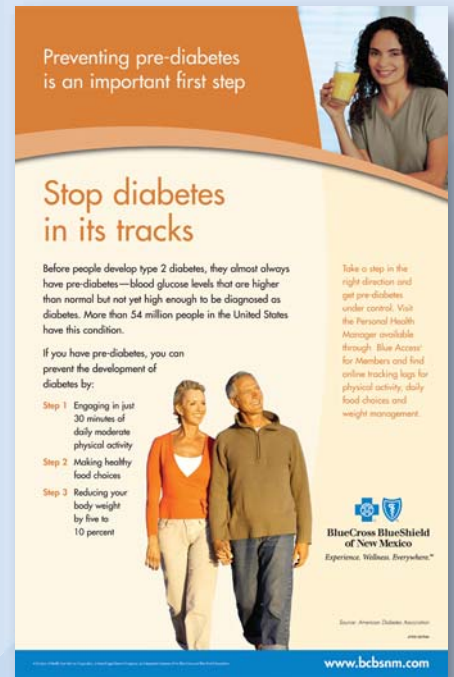
Diabetes Risk Reduction e-banner
 47976.0507 - English
 47977.0507 - Spanish



Diabetes Risk Reduction e-mail
 47952.0507 - English
 47953.0507 - Spanish

Make diabetes prevention your intention

You can do a lot to lower your chances of getting diabetes. Exercising regularly, reducing fat and calorie intake, losing a little weight, cutting out tobacco products, lowering blood pressure and cholesterol levels can enhance your health. ...



Preventing Pre-diabetes poster
 47900.0507 - English
 47901.0507 - Spanish



Alcohol Awareness poster
 47902.0507 - English
 47903.0507 - Spanish

December – Alcohol Abuse Prevention



Drinking in Moderation e-banner
 47978.0507 - English
 47979.0507 - Spanish

Eat, drink—and be wary

The holidays are here and that means parties, family celebrations and get-togethers with friends. Often, the festivities include drinking alcohol. While drinking in moderation is okay, it's in your best health interest not to become too "merry." ...

Drinking in Moderation e-mail
 47954.0507 - English
 47955.0507 - Spanish



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2008 Calendar

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Health Observances calendar
 47928.0507 - English
 47929.0507 - Spanish

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Are you the type 2 diabetes type?

Type 2 diabetes is the most common form of diabetes. In type 2 diabetes, often the body does not produce enough insulin or the cells ignore the results. Insulin is necessary for the body to be able to use sugar.

There are 23.6 million children and adults in the United States with diabetes—most more than one kind of them. That's more than 1.2 million people.

One way to prevent against type 2 diabetes is to know your risk factors. You may be at risk if you:

- Are overweight
- Don't get enough exercise
- Have a parent or sibling with diabetes
- Are of Asian or Pacific Islander, or Hispanic or Mexican descent
- Are a woman who has had a baby weighing more than nine pounds at birth

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Rules of the game for injury-free sports

As the temperature rises, so does the participation in outdoor sports—and the injuries that can result from them. Common sports injuries include sprains and strains, knee injuries, muscle cramps and fractures.

Some injuries are from accidents, while others can result from your training practices or improper gear.

Doing these tips can help keep you or your child in the game:

- Always stretch and warm up before you exercise or play any sport
- Don't heat or leave your gear from half way when doing team sports
- Avoid training in areas where stretching and keep feet on flat as possible
- When jumping, land with your knees bent
- Cool down after each sports or outdoor
- Wear shoes that fit properly, are stable, and shock absorbent
- Don't eat or drink anything or consume
- Know your physical activity limits and try not to overdo it

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April 2008

www.bcbsnm.com

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Slim down year-round

It's a new year, and like many of us, you may have weight loss on your list of resolutions.

You can achieve weight loss beyond that first month or two of the year by incorporating lifestyle changes.

The tried and true formula of eating fewer calories and burning more calories with physical activity is your ticket to successful weight loss. And remember that a reasonable rate of weight loss is a pound or two each week.

Make this your best year ever by adopting these key behaviors of successful fitness:

- Make time for physical activity each day
- Reduce calories and fat intake
- Eat regular meals, including breakfast
- Weigh yourself regularly
- Don't let small slips turn into large weight regain

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January 2008

www.bcbsnm.com

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Asthma relief is in the air

Asthma is a chronic lung disorder that makes it difficult to breathe. Symptoms include coughing, wheezing, shortness of breath, chest tightness and an overproduction of mucus.

Asthma can be a life-threatening condition if not properly managed.

Common asthma triggers to watch for include:

- Allergens in the environment
- Cold air, dry air and wind
- Sudden changes in the weather
- Airborne pollen, mold and dust
- Other substances (such as perfume)
- Things in the environment that irritate your eyes, nose or throat
- Cigarette smoke

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October 2008

BlueCross BlueShield of New Mexico

Calling the shots

It's always better to prevent a disease than to treat it—there's only one exception: an ear infection.

Remember, kids get ear infections often and can be...

While ear infections have a high success rate, there is some public concern about their safety. However, the prescription drug, when used correctly, is of proven safety. But most often, you can prevent the infection. If you have concerns, talk to your health care provider.

The health benefits of vaccines far outweigh the side effects when you consider:

- Outbreaks of vaccine-preventable diseases still occur
- Without vaccines from parents, the vaccine-preventable diseases that kids can catch have increased
- Most other countries don't have the same level of protection as the U.S., and they continue to have outbreaks of vaccine-preventable diseases
- Many kids are still getting sick every year

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August 2008

BlueCross BlueShield of New Mexico

HDL vs. LDL cholesterol: Keep it up...and down

When it comes to your cholesterol, you have to consider the good and the bad.

If you haven't already, your health care provider will check your cholesterol.

High-density lipoprotein, HDL cholesterol, is known as "good" cholesterol because high levels of HDL seem to protect against heart attack. On the other hand, low levels of HDL cholesterol, or LDL cholesterol, contribute to the blood clog that can cause your arteries, increasing your risk of heart attack and stroke.

Follow these tips to keep HDL up and LDL down:

- Eat less fat, especially saturated fat
- Eat more fiber
- Get regular physical activity
- Follow your health care provider's recommendations
- Consider a statin and discuss your health
- Consider a statin and discuss your health

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September 2008

www.bcbsnm.com

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Group dynamics for healthier eating

The best choices you make every day affect your health—but you can't make decisions about it all on your own. You may be eating plenty of fruit, but not eating the right foods that give your body the nutrients it needs to be healthy. Eating right isn't just about you—it's the best way to give your body the balanced nutrition it needs to be healthy every day.

The best way to give your body the balanced nutrition it needs is to eat a variety of nutrient-packed foods every day.

Just be sure to stay within your daily calorie needs.

A healthy eating plan includes:

- Vegetables, fruits, grains, whole grains and fat-free or low-fat dairy products
- Includes lean meats, poultry, fish, beans, eggs and nuts
- Is low in saturated fat, trans fat, cholesterol, salt and added sugars

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March 2008

www.bcbsnm.com

Health Observances printable letter-size calendars

- | | |
|---------------------------|----------------------------|
| 47904.0507 - Jan. English | 47916.0507 - July English |
| 47905.0507 - Jan. Spanish | 47917.0507 - July Spanish |
| 47906.0507 - Feb. English | 47918.0507 - Aug. English |
| 47907.0507 - Feb. Spanish | 47919.0507 - Aug. Spanish |
| 47908.0507 - Mar. English | 47920.0507 - Sept. English |
| 47909.0507 - Mar. Spanish | 47921.0507 - Sept. Spanish |
| 47910.0507 - Apr. English | 47922.0507 - Oct. English |
| 47911.0507 - Apr. Spanish | 47923.0507 - Oct. Spanish |
| 47912.0507 - May English | 47924.0507 - Nov. English |
| 47913.0507 - May Spanish | 47925.0507 - Nov. Spanish |
| 47914.0507 - June English | 47926.0507 - Dec. English |
| 47915.0507 - June Spanish | 47927.0507 - Dec. Spanish |

Helpful Application Tips

- Coordinate a wellness e-mail campaign using copy and artwork provided. If electronic communications aren't used in your worksite, insert the e-mail banners above the copy in a Word document, print and distribute to your employees.
- Enhance your employee e-mail by including e-mail banners. In your e-mail program's menu, select either Create or Insert, then click on Picture to upload the banner into the e-mail message.
- Integrate copy in your company's intranet site and existing materials, such as enrollment booklets and newsletters.
- Print and hang posters in employee break rooms and other common areas.





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