

BlueResourceSM



Experience. Wellness. Everywhere.SM

Stress Management



**BlueCross BlueShield
of New Mexico**

BlueResource | Introduction

Research shows that job stress is more strongly associated with health complaints than financial or family problems. Almost 80 percent of Americans describe their job as stressful, and most state their stress levels have worsened over the past 10 years.** High levels of employee stress can increase work-related accidents, disability, absenteeism, turnover and health care costs, plus lower productivity—all factors that can stress out an organization's bottom line.*

How is employee stress affecting your business? Health care expenditures are approximately 50 percent greater for workers under high levels of stress.* Health problems include:

- Cardiovascular disease
- Musculoskeletal disorders
- Mental health disorders
- Workplace injuries

Encourage healthy behaviors

Promoting stress management along with developing a supportive work environment can help combat your employees' stressors. This edition of **BlueResource** features **Stress FUNDamentals**, communications for a six-week stress management program that your organization can use to alleviate employee stress. Topics include:

- Addressing stressors with stress management techniques
- Easing distress with sleep
- Laughing stress away
- Taming financial stress
- Finding work-life balance
- Stressing less during hectic holidays

Check out the **BlueResource** messages and artwork. Text from all PDFs is provided in Word files, and most files are available in both English and Spanish. Locate the files you want on the CD provided in the back of this booklet.



* National Institute for Occupational Safety and Health (NIOSH)

**Wellness Councils of America (WELCOA)



BlueResource | *How to Use This Booklet*

A complete package

Stress FUNDamentals files have been designed for you to implement the entire six-week program, or you can use the communications as stand-alone pieces. Consider integrating select files into your existing employee communications, or develop a stress management e-mail campaign. The flexibility of **BlueResource** allows you to find the right communication approach for your organization.

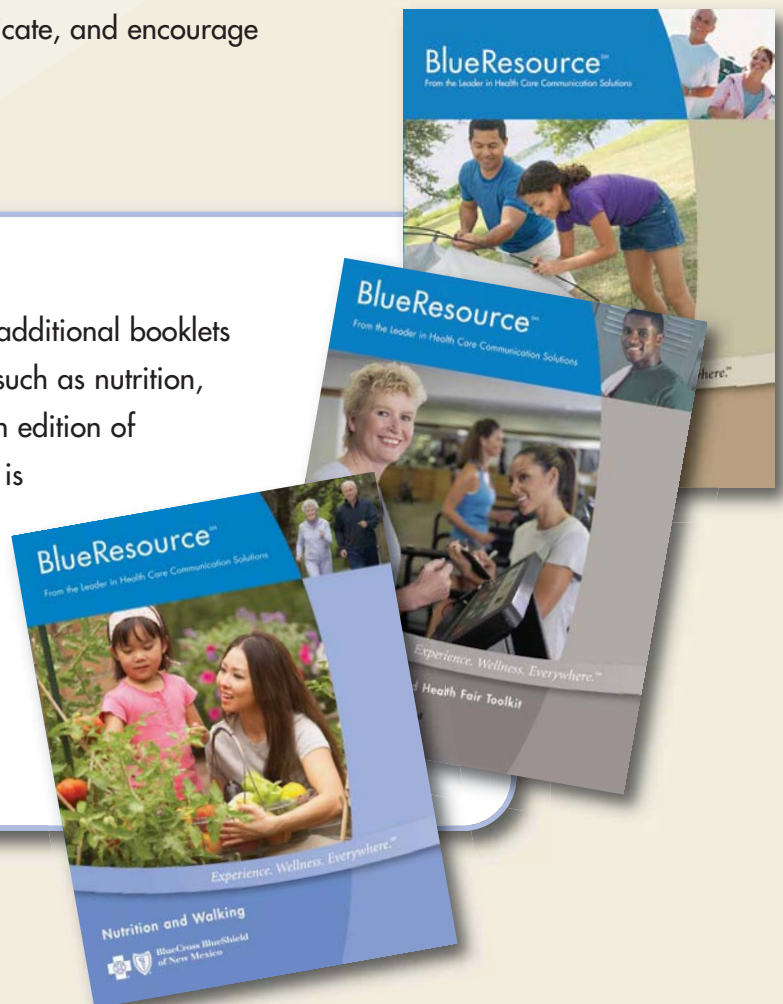
Increase employee participation

Launch **Stress FUNDamentals** by using the e-banner and e-mail copy provided. If you prefer, print paycheck stuffers and distribute them to your employees. Display introductory posters throughout your worksite to encourage employees to join the program. And during the six-week implementation:

- Attach Employee Guides and handouts to weekly e-mails or post the files on your intranet site—or if you prefer, print the materials and distribute to your employees.
- Use coordinating **BlueResource** posters from other booklets to complement the stress management messages.
- Integrate messages into your employee newsletter to spotlight the program, or contact your BCBSNM representative and ask about *Wellness Works*, a quarterly employee wellness newsletter provided as a PDF.
- Congratulate participants with the completion certificate, and encourage employees to complete the program evaluation.

Additional communications

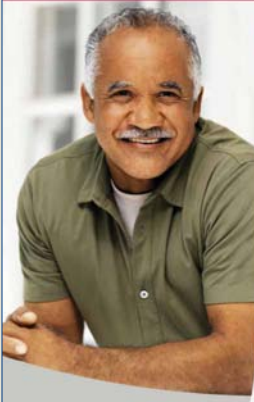
The **BlueResource Communication Program** includes additional booklets that focus on a variety of health and wellness topics, such as nutrition, physical activity and weight loss. Be sure to keep each edition of **BlueResource** you receive. The theme of each booklet is different—and, taken together, they offer a very useful collection of employee wellness messages. Effective communications are key to your employees' health and to improving plan utilization through the various wellness programs offered by Blue Cross and Blue Shield of New Mexico.



front

Welcome to Stress FUNdamentals!

Launch



Employee Guide

Congratulations for choosing to participate in **Stress FUNdamentals**. This six-week program will provide easy-to-use tips and tools on healthy stress management tactics that you can apply to every aspect of your life.

Stress FUNdamentals will address your stress patterns, identify stressors and your reactions, and help you develop stress management goals and strategies. The program is divided into the following sessions:

- Week 1 – Address the stress**
Identify personal stressors and develop healthy stress management strategies.
- Week 2 – Ease distress with rest**
Understand how sleep arms the body to battle stress, and learn tips to assess and improve your sleeping habits.
- Week 3 – Laugh the stress away**
Learn the benefits of laughter and how it aids the body to reduce stress.
- Week 4 – Stress less about money matters**
Receive budgeting information and helpful tips to combat stress caused by financial issues.
- Week 5 – Balance your work and personal time**
Discover ways to harmonize job responsibilities and your personal time away from work.
- Week 6 – Simplify the holiday season**
Face the holidays with less stress once you equip yourself with holiday survival skills.


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Program Launch Employee Guide
49652.0408 - English
51122.0408 - Spanish

back

Getting started




Identify goals you would like achieve
Think about how stress is affecting your life. Are you over committed and need to focus on time management skills? Is stress keeping you from sleeping through the night? Set down a stress management goal or two that you would like to address during the next six weeks. For example, one of your goals could be going to bed by 10 p.m. each night, or you might want to concentrate on spending quality time with your family every day.

Identify your health risks
Health risks can sneak up on you if you ignore them. Get the upper hand by logging on to Blue Access® for Members at www.bcbsnb.com and give the Health Risk Assessment (HRA) a whirl. The HRA will provide information on your health risks and may provide insight on where you should focus your stress management tactics.

Sign your Personal Contract
Make a commitment to yourself for your health and complete the **Stress FUNdamentals** Personal Contract. By signing this contract, you are making a commitment to better stress management. Include clearly defined personal goals and why you want to achieve the goals. Post your contract in your office or at home to remind you of your goals. Put yourself on the back for making a commitment to a healthier, less stressful life!

Get ready to dive into Week 1 of **Stress FUNdamentals** and learn effective and healthy ways to manage your stress.



www.bcbsnm.com

Tip!

Throughout **Stress FUNdamentals**, you will find references to various online tools and resources provided by the Personal Health Manager (PHM). Talk to your BCBSNM representative to find out if your employees have access to the PHM.



The stress of the matter

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Program Launch Stuffer
49653.0408 - English
49654.0408 - Spanish

My Personal Contract

I hereby pledge to:

- Follow the Stress FUNdamentals program for six weeks
- Use what I learn to reduce stress in my life
- Get more quality sleep
- Laugh more
- Develop a financial management plan
- Focus on improving my work-life balance
- Simplify my holidays to reduce stress

Signature: _____ Date: _____

My personal goal for joining this program is: _____

Five reasons why I want to achieve my goal:

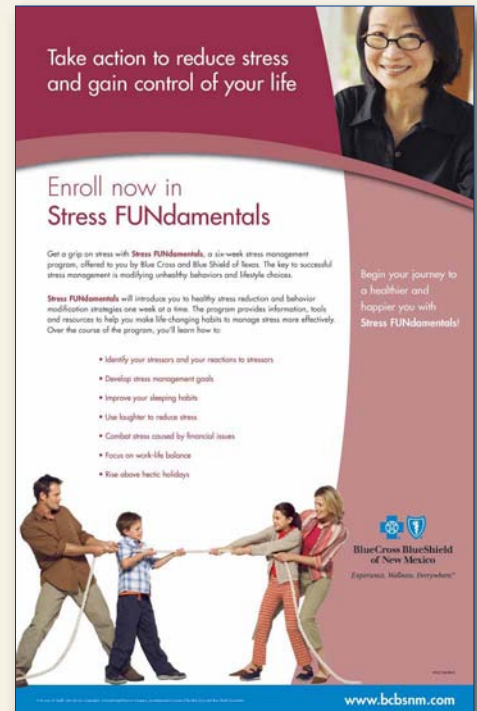
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Personal Contract Flier
49661.0408 - English
49662.0408 - Spanish



Program Launch e-banner
49655.0408 - English
49656.0408 - Spanish



Program Launch Poster
49657.0408 - English
49658.0408 - Spanish

Hit the “pause” button

Life is on fast forward, and with it comes chronic stress that can impair your health, relationships and finances. Now you can rewind and start over — with the ...

Teaser e-mail
51193.0408 - English
51194.0408 - Spanish

Hunting for stress relief?

It may be a jungle out there, but that’s no excuse for letting your emotions run wild. Learn to tame your stress by participating in the Stress FUNDamentals program from ...

Program Launch e-mail
49659.0408 - English
49660.0408 - Spanish

Tip!

Send a series of stress management communications to your employees each week. Use the e-mail messages provided below and apply the e-banner for eye-catching appeal. If you don’t plan to implement the entire **Stress FUNDamentals** program, offering these weekly e-mails is a good alternative.

Week 1 e-mail

49605.0408 - English
49606.0408 - Spanish

Stressed out? Breathe in!

If you feel that stress is about to send you over the edge, take some time out and breathe in. Deep breathing changes your brain’s chemical balance and helps to calm you down. Try ...

Week 4 e-mail

50980.0408 - English
50981.0408 - Spanish

Energize your savings

Studies show that the average U.S. family spends more than \$1,600 a year on home utility bills. And a lot of that energy use is wasted. Try these tips to power down and save up ...

Week 2 e-mail

49607.0408 - English
49608.0408 - Spanish

Driving in the “zzz” zone?

Before you hit the road, make sure you’ve had enough sleep. Being awake for 18 hours is equal to a blood alcohol level of 0.08, which is legally drunk and leaves you at equal risk ...

Week 5 e-mail

50092.0408 - English
50093.0408 - Spanish

Pull the plug on stress

Technology—you either love it or you hate it. Cell phones and the Internet make it possible to stay connected to friends and family any time, and from just about anywhere. And that ...

Week 3 e-mail

49609.0408 - English
49610.0408 - Spanish

Stress relief is a laughing matter

We’ve all probably heard that laughter is the best medicine. Did you know that it really can help change your body’s chemistry and offset the unhealthy physical effects of stress? When you ...

Week 6 e-mail

50941.0408 - English
50942.0408 - Spanish

Keep stress away for the holidays

Are the holidays a stressor for you? If so, you’re not alone. Americans list lack of money (61 percent), the pressures of gift giving (42 percent), lack of time (34 percent) ...



Week 2

Week 2 Employer Guide
49565.0408 - English

Week 2 Employee Guide
49566.0408 - English
49567.0408 - Spanish

Skimp on Sleep Flier
49568.0408 - English
49569.0408 - Spanish

Question	Chosen of Results
1. How often do you wake up at night?	
2. How often do you wake up in the middle of the night?	
3. How often do you wake up in the morning?	
4. How often do you wake up in the afternoon?	
5. How often do you wake up in the evening?	
6. How often do you wake up in the night?	
7. How often do you wake up in the morning?	
8. How often do you wake up in the afternoon?	
9. How often do you wake up in the evening?	
10. How often do you wake up in the night?	

Sleep Assessment Flier
49570.0408 - English
49571.0408 - Spanish

Sleep Tips Flier
49572.0408 - English
49573.0408 - Spanish

Date	Time to Bed	Time to Wake	Time to Get Up	Time to Leave Bed	Time to Get Dressed	Time to Get Ready	Time to Leave Home	Time to Get Home	Time to Get to Bed	Time to Get Up	Time to Leave Bed	Time to Get Dressed	Time to Get Ready	Time to Leave Home	Time to Get Home	Time to Get to Bed

Sleep Log Flier
49574.0408 - English
49575.0408 - Spanish

Relaxation Techniques Flier
49576.0408 - English
49577.0408 - Spanish

Tip!
Seek executive and senior management support, and encourage their involvement throughout the program.

Week 3

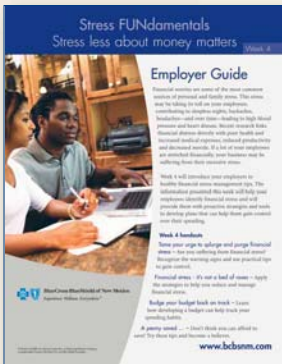
Week 3 Employer Guide
49578.0408 - English

Week 3 Employee Guide
49579.0408 - English
49580.0408 - Spanish

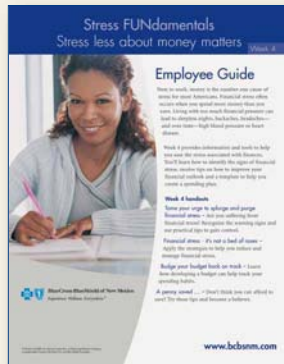
Laugh More Flier
49581.0408 - English
49582.0408 - Spanish

Embrace Laughter Flier
49583.0408 - English
49584.0408 - Spanish

Week 4



Week 4 Employer Guide
49585.0408 - English



Week 4 Employee Guide
49586.0408 - English
49587.0408 - Spanish



Spending Plan Flier
49588.0408 - English
49589.0408 - Spanish



Financial Stress Flier
49590.0408 - English
49591.0408 - Spanish



How to Save Flier
49592.0408 - English
49593.0408 - Spanish



Tame Spending Flier
49594.0408 - English
49595.0408 - Spanish

Tip!

Feature messages from fliers in your existing communications to promote wellness.

Week 5



Week 5 Employer Guide
50079.0408 - English



Week 5 Employee Guide
50080.0408 - English
50081.0408 - Spanish



Organization Flier
50082.0408 - English
50083.0408 - Spanish

Tip!

Personalize, print and distribute certificates as employees complete the program.

Week 5 - Continued

Go from feeling taxed to relaxed

The demands of work and personal life can add up to a lot of stress. It's not always obvious when you're feeling taxed. You might feel irritable, have trouble concentrating, or feel like you're always running out of time. Whether you focus on work or home, you can find ways to feel more relaxed and less stressed.

Consider these stress-reducing techniques:

Take a break
If you're feeling stressed, take a break from work. Go for a walk, listen to music, or do something you enjoy. Even a short break can help you feel more relaxed.

Get organized
If you're feeling overwhelmed, get organized. Make a list of things you need to do, and prioritize them. This can help you feel more in control of your work and home life.

Practice relaxation techniques
There are many relaxation techniques you can use to help you feel more relaxed. Some examples include deep breathing, progressive muscle relaxation, and meditation.

Get help
If you're having a hard time managing your stress, talk to your doctor or a mental health professional. They can help you develop a stress management plan.

Helpful information and family resources are available at the following link:
www.bcbsnm.com

Switch to the slow lane with success

When you're stressed, it's easy to feel like you're in a fast lane. You might feel like you're always running out of time, and you might be making mistakes. Switching to the slow lane can help you feel more relaxed and successful.

Here are some tips for switching to the slow lane:

- Take your time** - Don't rush. Take your time to do things. This can help you feel more relaxed and successful.
- Be patient** - Don't get frustrated if things take longer than you expect. Be patient with yourself and others.
- Focus on the present** - Don't worry about the future or the past. Focus on the present moment.
- Take breaks** - Take breaks from work and home. This can help you feel more relaxed and successful.
- Get help** - If you're having a hard time managing your stress, talk to your doctor or a mental health professional.

Helpful information and family resources are available at the following link:
www.bcbsnm.com

A mother lode of strategies for working moms

When you're a working mom, you know you have a lot of things to do. You have to work, take care of your kids, and manage your household. It can be a lot of stress. Here are some strategies to help you manage your time and stress.

Make a list
Write down all the things you need to do. This can help you feel more organized and less stressed.

Delegate
Don't try to do everything yourself. Delegate tasks to other people. This can help you feel more relaxed and successful.

Take breaks
Take breaks from work and home. This can help you feel more relaxed and successful.

Get help
If you're having a hard time managing your stress, talk to your doctor or a mental health professional.

Helpful information and family resources are available at the following link:
www.bcbsnm.com

Care for the elder caregiver

Caring for an elderly loved one can be a lot of stress. You have to take care of their needs, and you might be feeling overwhelmed. Here are some tips for caring for an elderly caregiver.

Take care of yourself
Don't forget to take care of yourself. Get enough sleep, eat healthy food, and exercise. This can help you feel more relaxed and successful.

Get help
If you're having a hard time managing your stress, talk to your doctor or a mental health professional.

Helpful information and family resources are available at the following link:
www.bcbsnm.com

★ **Work-life Balance Flier**
50084.0408 - English
50085.0408 - Spanish

★ **Slow Down Flier**
50086.0408 - English
50087.0408 - Spanish

★ **Working Mom Flier**
50088.0408 - English
50089.0408 - Spanish

★ **Caregiver Flier**
50090.0408 - English
50091.0408 - Spanish

Week 6

Stress FUNdamentals Take a holiday from stress

Employer Guide

When you're an employer, you know you have a lot of things to do. You have to manage your employees, and you might be feeling overwhelmed. Here are some tips for managing your employees during the holidays.

Communicate
Communicate with your employees. Let them know what you expect of them during the holidays. This can help them feel more relaxed and successful.

Be flexible
Be flexible with your employees. If they need to take time off, be understanding. This can help them feel more relaxed and successful.

Get help
If you're having a hard time managing your stress, talk to your doctor or a mental health professional.

Helpful information and family resources are available at the following link:
www.bcbsnm.com

Stress FUNdamentals Take a holiday from stress

Employee Guide

When you're an employee, you know you have a lot of things to do. You have to work, and you might be feeling overwhelmed. Here are some tips for managing your work during the holidays.

Communicate
Communicate with your employer. Let them know what you need during the holidays. This can help you feel more relaxed and successful.

Be flexible
Be flexible with your work. If you need to take time off, be understanding. This can help you feel more relaxed and successful.

Get help
If you're having a hard time managing your stress, talk to your doctor or a mental health professional.

Helpful information and family resources are available at the following link:
www.bcbsnm.com

Have a happy, healthy holiday season

The holidays can be a time of joy and celebration. But they can also be a time of stress. Here are some tips for having a happy, healthy holiday season.

Be healthy
Eat healthy food, get enough sleep, and exercise. This can help you feel more relaxed and successful.

Be happy
Spend time with the people you love. This can help you feel more relaxed and successful.

Get help
If you're having a hard time managing your stress, talk to your doctor or a mental health professional.

Helpful information and family resources are available at the following link:
www.bcbsnm.com

Put peace back into your holidays

The holidays can be a time of peace and joy. But they can also be a time of stress. Here are some tips for putting peace back into your holidays.

Be peaceful
Don't get into arguments. Be peaceful with everyone. This can help you feel more relaxed and successful.

Be joyful
Spend time with the people you love. This can help you feel more relaxed and successful.

Get help
If you're having a hard time managing your stress, talk to your doctor or a mental health professional.

Helpful information and family resources are available at the following link:
www.bcbsnm.com

Week 6 Employer Guide
50932.0408 - English

Week 6 Employee Guide
50930.0408 - English
50931.0408 - Spanish

Healthy Holiday Flier
50933.0408 - English
50934.0408 - Spanish

Holiday Stress Flier
50935.0408 - English
50936.0408 - Spanish

How to weather the holidays when you're alone

The holidays can be a time of joy and celebration. But they can also be a time of stress. Here are some tips for weathering the holidays when you're alone.

Be happy
Spend time with the people you love. This can help you feel more relaxed and successful.

Be healthy
Eat healthy food, get enough sleep, and exercise. This can help you feel more relaxed and successful.

Get help
If you're having a hard time managing your stress, talk to your doctor or a mental health professional.

Helpful information and family resources are available at the following link:
www.bcbsnm.com

Decking the halls without wrecking your budget

The holidays can be a time of joy and celebration. But they can also be a time of stress. Here are some tips for decking the halls without wrecking your budget.

Be smart
Don't overspend. Be smart with your money. This can help you feel more relaxed and successful.

Be happy
Spend time with the people you love. This can help you feel more relaxed and successful.

Get help
If you're having a hard time managing your stress, talk to your doctor or a mental health professional.

Helpful information and family resources are available at the following link:
www.bcbsnm.com

Stress FUNdamentals Participant completion certificate

Congratulations! You have completed the Stress FUNdamentals program. This is a great accomplishment. We wish you all the best in your journey to a healthier lifestyle!

Employee Name: _____
Employee Name: _____

For completing Stress FUNdamentals:
Date: _____

We wish you all the best in your journey to a healthier lifestyle!

Helpful information and family resources are available at the following link:
www.bcbsnm.com

Stress FUNdamentals Program evaluation

Check to complete your program below.

Did you complete the six-week Stress FUNdamentals program?	YES	NO
Do you feel that you are now better prepared to manage your stress than when you started the program?	YES	NO

Also participating in Stress FUNdamentals, did you:

Practice stress management techniques?	Never	Sometimes	Frequently	Always
Attempt to get away to quiet hours of sleep?	Never	Sometimes	Frequently	Always
Engage in your favorite hobby?	Never	Sometimes	Frequently	Always
Address your financial issues?	Never	Sometimes	Frequently	Always
Share to balance work and personal time?	Never	Sometimes	Frequently	Always
Have fun to enjoy the holidays?	Never	Sometimes	Frequently	Always

What did you like about Stress FUNdamentals?

Have any suggestions you would make to the program?

Helpful information and family resources are available at the following link:
www.bcbsnm.com

Holiday Survival Tips Flier
50937.0408 - English
50938.0408 - Spanish

Holiday Budgeting Flier
50939.0408 - English
50940.0408 - Spanish

Completion Certificate
49596.0408 - English
49597.0408 - Spanish

Program Evaluation
49598.0408 - English
49599.0408 - Spanish

Tip of the Week—Emphasize Wellness throughout the Year

Send weekly e-mail messages to encourage your employees to make healthy choices. We've provided 52 wellness tips for a year-long campaign.



Tip of the Week e-banner
51120.0408 - English
51121.0408 - Spanish

Physical activity for all shapes and sizes

All of us can benefit from physical activity—no matter how out-of-shape you are or how long you've been inactive—and the benefits of ...

Tip of the Week Messages

50864.0408 - English

59865.0408 - Spanish

Trying to lose weight?

Add high-fiber foods to your diet. They're filling and nutritious—plus fiber helps reduce the number of calories that your body absorbs. Use these tips to increase your daily fiber intake ...

Variety is the spice of life

The best way to give your body the balanced nutrition it needs is by eating various nutrient-packed foods and staying within your daily calorie goals. A healthy eating plan should ...

You can't turn back the clock

As each year goes by it becomes a little bit harder to lose or maintain weight. Our lifestyles change, we pick up different eating habits, and our metabolism naturally slows down ...

Not getting your 40 winks?

Then you're one of the 63 percent of Americans who don't sleep the recommended eight hours needed for good health. Try these tips for a better night's sleep: ...

Chew away your cancer risk

Choose foods that have antioxidants (substances that keep your body's cells healthy) and help decrease your risk of developing cancer. Load your diet with foods high in these antioxidants ...

Small steps, big rewards

Do you have pre-diabetes? This means you have higher than normal blood glucose levels, but you don't yet have diabetes. Here's some good news if you have this condition. You may only ...

Adults need recess, too

If you've been inactive for a while, try to find time to fit in physical activity—even if it's just for 10 minutes. Give these suggestions a whirl: ...

Save your smile

No matter how old you are, you need to take care of your teeth and gums. When your mouth is healthy, you'll be able to eat the foods you need for good nutrition. Plus, you'll feel better ...

The good, the bad and the ugly

There are two types of cholesterol in your blood—HDL, the "good" cholesterol, and LDL, the "bad" cholesterol. High levels of HDL can help protect against heart disease ...

Manage stress, don't let it manage you

Stressful events are a fact of life, but you can take steps to manage the impact these events have on you. You can start by: ...

Before you hit the road, Jack

Make sure you have an adequate amount of sleep. Being awake for 18 hours is equal to a blood alcohol concentration of 0.08, which is legally drunk, and leaves you at equal risk ...

Overwhelmed by the holidays?

You're not alone. Many people feel stressed out during this hectic time of year. Try these tips to help manage holiday stress: ...

Tip!

If an electronic campaign isn't a good fit with your employees, print and post weekly tips in your break rooms.

BlueResource | *Additional Resources*

Be Smart. Be Well.

This unique Web site focuses on prevalent, yet largely preventable, health and wellness issues through engaging video documentaries. Video clips include everyday life lessons learned by real people, and are geared toward making an immediate, positive impact. Encourage your employees to visit www.besmartbewell.com. New health topics, stories, facts and more are regularly introduced.

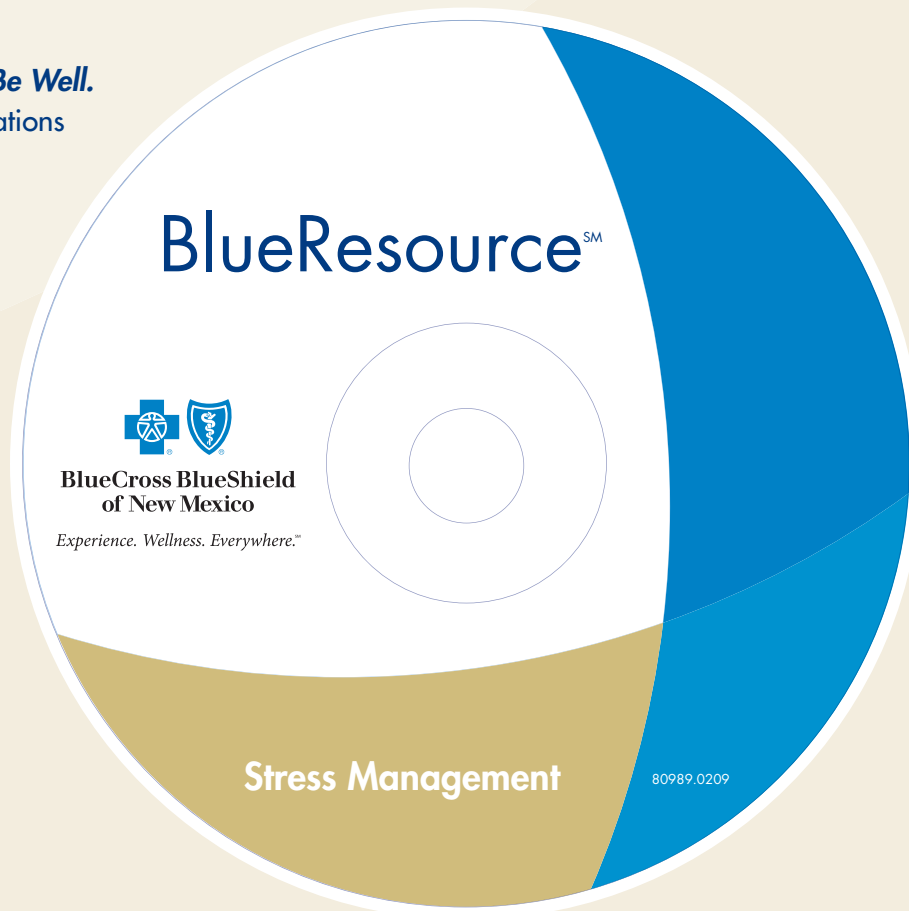
where awareness and prevention meet

be smart. be well.™



Tip!

Promote **Be Smart. Be Well.** using the communications found on the CD.





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