

BlueResource

From the Leader in Health Care Communication Solutions



Fit for Work

2006 First Edition



BlueCross BlueShield
of Texas

An enormous threat to business productivity is “presenteeism”—employees who show up to work but aren’t fully functioning, which is estimated to cost U.S. companies \$150 billion.* How does this affect your business?

Presenteeism represents a major problem for employers—when employees don’t feel good, they don’t do their best work. Workplace stress, illness, injury, and work-life balance are factors.** Encouraging your employees to recognize and manage their health problems is key. If you’d like your employees to be **Fit for Work**, this edition of BlueResource may be what you need!

This booklet showcases a variety of communications that promote:

- Workplace stretches
- Desk ergonomics
- Proper lifting techniques
- Stress management
- Work-life balance

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 Texas Representative or at bcbstx.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!

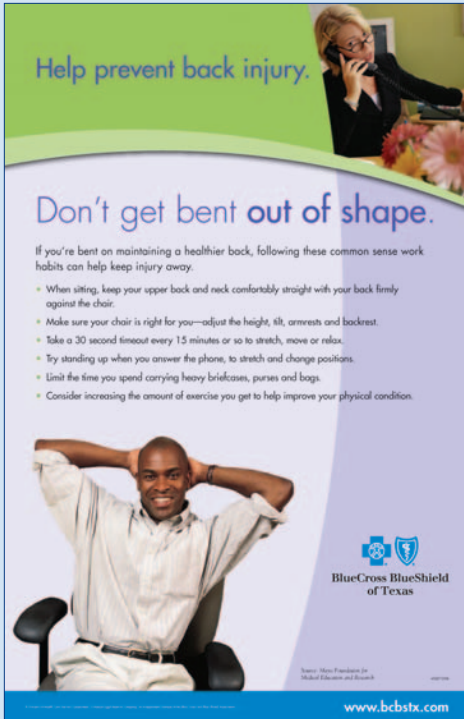
Be sure to keep each edition of BlueResource you receive. The theme of each booklet is different, and taken together, they offer a very useful collection of employee communications.

Would you like to co-brand these messages with your group’s logo? Contact your BCBSTX 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.

*Harvard Business School, 2004

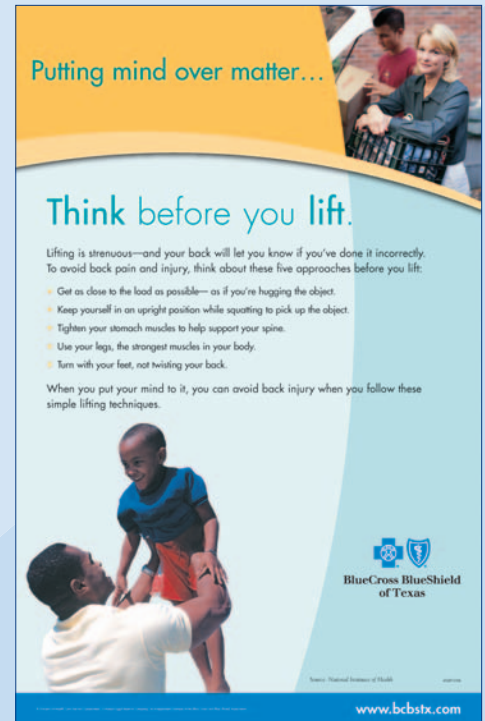
**Journal of Occupational and Environmental Medicine, 2005

Look for new and updated files at bcbstx.com



Back Injury Poster
45267.0306 - English
45268.0306 - Spanish

Tip!
Print and hang posters in employee break rooms.



Proper Lifting Poster
45269.0306 - English
45270.0306 - Spanish



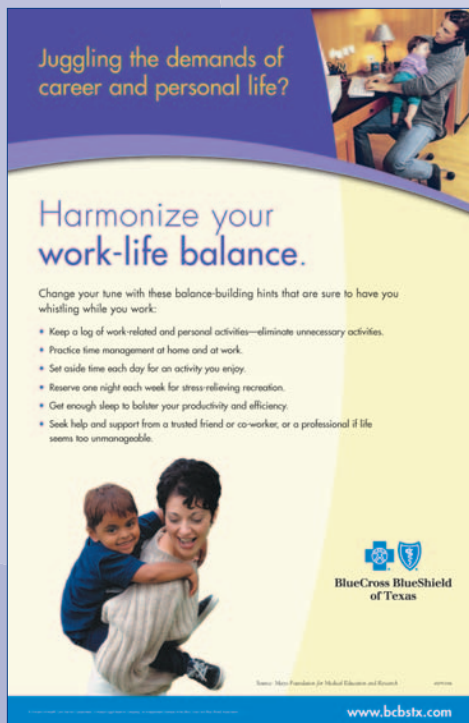
Eyestrain Poster
45271.0306 - English
45272.0306 - Spanish

Tip!
Use BlueResource elements on your intranet site.

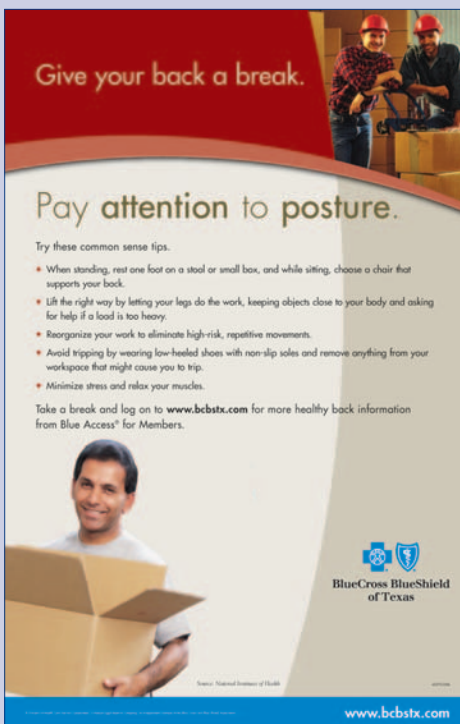
Look for new and updated files at bcbstx.com

Tip!

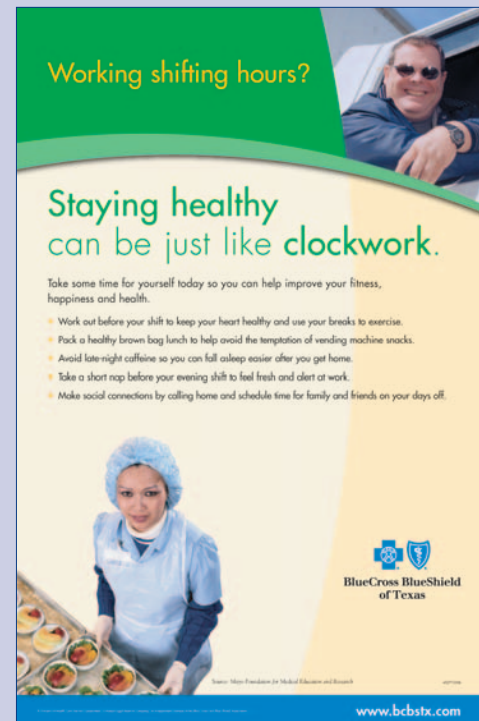
Request that your group's logo be added to the PDF files to create a co-branded communication campaign.



Work-Life Balance Poster
45279.0306 - English
45280.0306 - Spanish



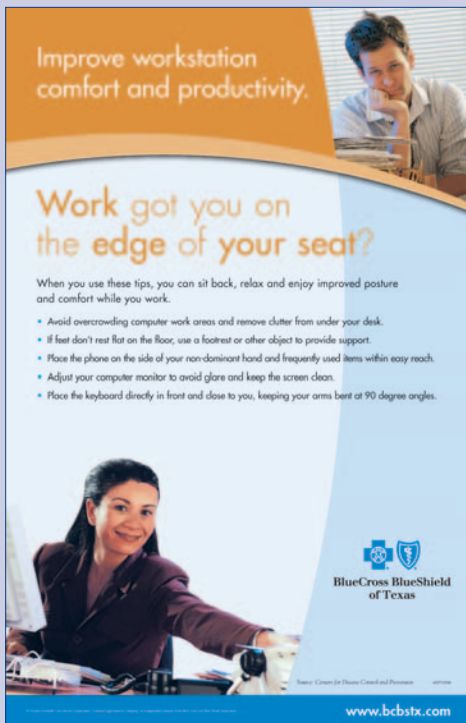
Healthy Back Poster
45275.0306 - English
45276.0306 - Spanish



Shift Workers Poster
45277.0306 - English
45278.0306 - Spanish

Tip!

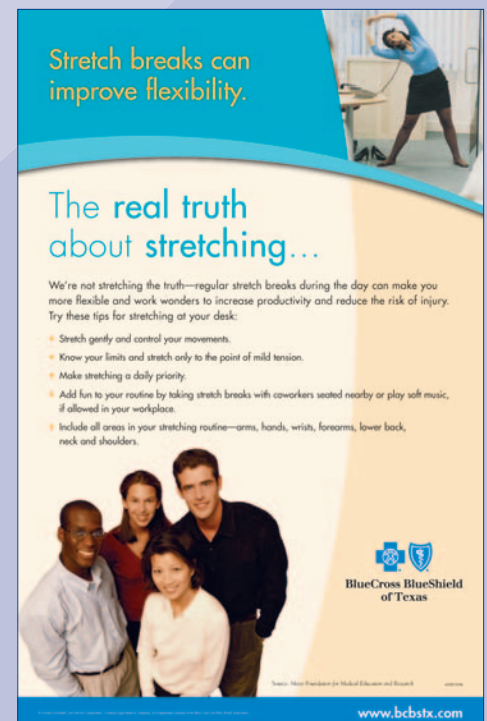
When you request co-branding, you'll receive a custom CD of artwork files that display your group's logo.



Functional Workstation Poster
45273.0306 - English
45274.0306 - Spanish



Burnout Poster
45281.0306 - English
45282.0306 - Spanish



Desk Stretches Poster
45283.0306 - English
45284.0306 - 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 bcbstx.com

Tip!

- Use **Exercise at Your Desk** to promote employee stretch breaks.
- Encourage employees to keep up with their progress using the **Exercise at Your Desk** tracking log.

The workout for your workplace...

Putting the Exercise at Your Desk program into action
Working Americans spend about 2,000 hours a year in the workplace.* So it's no surprise that all those hours can take a toll on your eyes, back, arms and neck. Exposure to adverse working conditions can result in short-term pain or possibly long-term injury. Fortunately, a careful approach to ergonomics in the workplace can help prevent injuries and even help increase productivity and efficiency.

Is your workplace in a "slump"?
The Exercise at Your Desk program from Blue Cross and Blue Shield of Texas can provide you with straight answers about overcoming ergonomic challenges in the workplace. Following an easy-to-use program, employees learn how to perform a series of eight simple stretches divided into two groups, morning and afternoon, lasting about five minutes each. Take a look at the reverse side of this flyer to find easy suggestions for promoting Exercise at Your Desk in your workplace.

BlueCross BlueShield of Texas

www.bcbstx.com

Employer Guide Flyer (2 pages)
45289.0306 - English

Give flextime a whole new meaning

You can reenergize with simple stretches at work
Stretching is a great source of relaxation for stiff, sore muscles and can also help reduce tension and stress. You don't have to be a star athlete or in great shape to do stretching exercises. All you need is a little time and motivation and, before you know it, stretching will become a way of life.

Remember that stretching should not be painful—it should feel good. Just stretch to the point of tension and hold. And always consult your physician before starting any new exercise program, especially if you have been inactive or are recovering from surgery.

Exercise at your desk
Perform the Exercise at Your Desk program's stretches either alone or in a group each day. Practice good form and remember to relax and continue breathing while you stretch. Performing these stretching exercises can help you:

- Reduce stress and tension
- Ease anxiety
- Relax
- Increase your alertness
- Enhance flexibility and reduce injury
- Improve circulation

In just ten minutes a day, you'll be on your way to a flexible new you!

BlueCross BlueShield of Texas

www.bcbstx.com

Desk Stretches Flyer (2 pages)
45285.0306 - English
45286.0306 - Spanish

Exercise at your desk

You can perform Exercise at Your Desk stretches alone or with a group—just set aside time each day in the morning to do upper body stretches and in the afternoon to complete stretches for your lower body. Each stretching session should take no more than five minutes.

Keep good form, relax and continue to breathe while you stretch

Morning Stretches – neck, shoulders and chest
Afternoon Stretches – back, hands and legs

Tracking Log

Week 1	morning	afternoon	Week 2	morning	afternoon
Monday	<input type="checkbox"/>	<input type="checkbox"/>	Monday	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	Tuesday	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	Wednesday	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	Thursday	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	Friday	<input type="checkbox"/>	<input type="checkbox"/>
Week 3	morning	afternoon	Week 4	morning	afternoon
Monday	<input type="checkbox"/>	<input type="checkbox"/>	Monday	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	Tuesday	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	Wednesday	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	Thursday	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	Friday	<input type="checkbox"/>	<input type="checkbox"/>

BlueCross BlueShield of Texas

www.bcbstx.com

Tracking Log flyer
45287.0306 - English
45288.0306 - Spanish

Tip!

Enhance your employee e-mail messages by including e-mail banners. In your e-mail program's menu, select either Create or Insert, then click on Picture. Find file 45290.0306 on your BlueResource CD, and click on Import or OK.



Exercise at Your Desk E-banner

45290.0306 - English

45291.0306 - Spanish

Get Fit Where You Sit with *Exercise at Your Desk*

Ready for a moving experience? It's within reach with the Exercise at Your Desk Program from Blue Cross and Blue Shield of Texas. This simple stretching program will limber you up and cool your stress level down with routines you can perform daily in your workspace. Not only will you have easy access to a step-by-step program, you can get additional helpful resources available through Blue Access® for Members at www.bcbstx.com.

Introduction E-Mail

45292.0306 - English

45293.0306 - Spanish

Tip!

Upload the PowerPoint presentation to your intranet site to provide employees tips for proper stretching techniques.



PowerPoint Presentation

45298.0306 - English Only

Look for new and updated files at bcbstx.com

How to Put More “Ooh and Ah” into Your Day

*Relaxation techniques can help
lower stress*

Stress is your body's natural defense mechanism. This can be good in emergencies, such as getting out of the way of a speeding car. But stress can cause physical symptoms, and even cause or worsen health problems, if not managed correctly when responding to life's daily challenges and changes. And no one likes to feel anxious, afraid, worried and uptight from out-of-control stress.

What changes may cause stress? Any type of change can make you feel stressed, even

Relaxation Techniques
45308.0306 - English
45309.0306 - Spanish

Helping Your Wrists Resist Carpal Tunnel Syndrome

You've probably heard of Carpal Tunnel Syndrome (CTS), but what is it exactly, and what can you do to prevent it? Simply stated, CTS develops when a large nerve—the median nerve—is compressed inside your wrist. This nerve controls feeling in most of your hand. The condition gets its name from the eight carpal bones that form the base and sides of the tunnel in your wrist. The tunnel is very small, so anything that makes it smaller, or makes the tendons that pass through it larger, makes pressure build up. This cuts off circulation to the nerve resulting in pain, numbness and tingling in the fingers, the

Carpal Tunnel Syndrome
45310.0306 - English
45311.0306 - Spanish

Stretch Yourself

*Make stretching at your desk
a daily habit*

Feeling the aches and pains of spending too many hours tackling the pile of work on your desk or leaning forward hunched over the keyboard? Sitting at a desk all day puts pressure on your lower back, neck and shoulders. When the day is over, you may feel the effects with symptoms like soreness or exhaustion.

Fortunately, proper stretching is something you can do to give your muscles and tendons the rest, recovery and nutrients they need for health and injury prevention. Even if you have a comfy,

Desk Stretches
45312.0306 - English
45313.0306 - Spanish

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

Put Your Best Foot Forward

How to protect your back when lifting

Occupations such as construction, factory work or other physical types of jobs can place significant demands on your back. Exerting too much force on your back may cause injury. If your job is physical in nature, you might face injury if you frequently lift or move heavy objects. The good news is that you can avoid back pain and injuries by paying attention to what causes them and focusing on prevention. Here are safeguards to keep in mind when you lift: **Start in the best position** Think through your task first, before lifting. Decide where you'll place the load and how you'll get there.

Back Health
45314.0306 - English
45315.0306 - Spanish

Keeping Good Company at Your Company

*How to building winning
relationships with co-workers*

Everyone could probably agree that a job is only as good as the relationships you have with your co-workers. When you consider all the time you spend together, strong relationships are an important foundation for a positive work experience. Still, it is a fact of life that at some point you'll most likely have to deal with someone who is rude, a bully or who sabotages your work. We all have bad days, too, which means our co-workers will also have to deal with us.

Employee Relationships
45316.0306 - English
45317.0306 - Spanish

Take Five and Take Charge of Your Stress

*Five steps to healthier stress
management*

Stress is what you feel when you react to pressure. Many things can contribute to stress including work, family or friends, health issues, a death, divorce or moving. Stress is a normal reaction and is caused by your body's instinct to protect itself from emotional or physical pressure, or in extreme situations, from danger.

Stress becomes unhealthy when we react to these events in a negative way or try to control them too much. Feeling depressed, laughing or crying for no reason, blaming

Stress Management
45318.0306 - English
45319.0306 - Spanish

Look for new and updated files at bcbstx.com

front

All things equal...

Creating work-life balance adds up to better health

The boundaries between work and personal life are no longer as clear as they used to be. In fact, work life may be spilling over into your personal life. Blurring the line between your work and your family. Why is this happening more today? Several factors are contributing:

- Globalization of business with work continuing 24 hours a day for some employees who are called upon for troubleshooting or consulting
- Improvements in communication technology enabling people to work from virtually anywhere
- Longer hours required to move up the career ladder or, for some workers, mandatory overtime
- Changes in family roles with today's married worker typically part of a dual-career couple

Despite today's challenges in juggling the demands of work and personal life, you can find the balance that's best for you and your unique situation.

Do something for yourself

Get out and carry this wallet-sized card and use it as a quick reference to help balance your work-life priorities. Creating work-life balance can improve your outlook and help you enjoy a more rewarding life.

Work-Life Balance Goals

Setting goals is an important step to achieve balance in your work and personal life. Take these steps to help get your work-life balance on track:

- Consider your life important relationships.
- Ask for help when you need support from others.
- Find ways to reduce stress, like physical activity and relaxation techniques.
- Be open-minded to try something new, such as a hobby or activity that is fun for your family during your free periods whenever and where if you need it.

BlueCross BlueShield of Texas

Work-Life Balance Flyer
45300.0306 - English
45301.0306 - Spanish

back

Check your balance | What you can do

Health is a state of both your mind and your body. Strive to make thoughtful, healthy choices and strike a balance between work and home—it's one of the most important investments you will make in your life.

Stress less

We all feel stress at times. How you react to stress will determine its effect on you. Take steps to prevent stress when you can and manage it when you can't. Practicing time management and relaxation techniques are some positive steps you can take in handling stress.

Lead an active life

Parents can set a good example by being active, eating healthy and living a balanced lifestyle. If you are a parent, commit to making healthy choices and involve your kids. Ask them what your family can do to make healthy changes in your lives.

Play every day

Everyone needs time to play—and that means grownups, too. Carve out some time for individual and family fun each day. Limit screen time (TV, computer and video games) and suggest other options like reading, board games and outside activities.

Make a clean break

A clean home is nice, but an unmade bed won't alter the course of your life. Give yourself a break by doing what needs to be done and let the rest go. If you can afford it, pay someone else to clean your house.

Move to succeed

People sometimes turn to popular diets to achieve quick weight loss. For lasting changes and healthy eating, balance what you eat to meet your need for nutrition and enjoyment. Enjoy a variety of foods while keeping key food groups in mind and use moderation when choosing less nutritious foods.

Source: American Academy of Family Physicians and Alan Foundation for Medical Education and Research

Resources for a balanced life

Balance is all about the choices you make. **Choose Blue Access® for Members at www.bcbstx.com and discover all the resources available to you:**

- Health Management Programs
- Healthy Living Centers
- Workplace Stress Self-Assessment
- Ask a Specialist for health-related questions
- Clinics to test your health knowledge
- Information on family health topics

www.bcbstx.com

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

front

Tip!
Use copy provided to create messages specifically for your employees.

Set up right, sit up right

A guide to planning a comfortable workstation

Having a well planned and designed computer workstation can help increase your energy, minimize stress and even boost morale. Of course, everyone has different tasks and different body types, so a workstation setup must suit your particular situation.

The ultimate goal of ergonomics is to design a workspace that is comfortable and safe. Seat adjustment, lighting levels, location of desk accessories and tools and repetitive tasks can make or break the functionality of a workstation. When set up correctly, a properly adjusted workstation can make all the difference in how you view and perform your job responsibilities.

Refer to the following steps in **12 Tips for an Ergonomic Computer Workstation** for sensible ideas on planning a workstation that's up to the task.

www.bcbstx.com

Functional Work Station Flyer
45302.0306 - English
45303.0306 - Spanish

back

12 Tips for an ergonomic computer workstation:

1. Use chair adjustments properly and practice good posture. Stack your ears, shoulders and hips in a straight line.
2. Make sure the top of the computer monitor screen is level with your eyes.
3. Locate the screen away from windows to minimize glare.
4. Sit at arm's length from the monitor, about 20 to 40 inches from your eyes.
5. Keep feet on the floor. If necessary, use a stable footrest or make your own using a stool or several books.
6. Use a document holder preferably in line with the computer screen.
7. Avoid bending or flexing your wrists while using the computer keyboard.
8. Relax your arms and elbows, keeping them close to the body with elbows bent at a 90-degree angle.
9. Center the monitor and keyboard in front of you.
10. Keep key objects, such as the phone or pencil holder, in easy reach.
11. Use a stable work surface.
12. Take stretch breaks.

Source: Alan Foundation for Medical Education and Research

www.bcbstx.com

Look for new and updated files at bcbstx.com



Tip of the Week E-Banner

45304.0306 - English

45305.0306 - Spanish

Tip!

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

Tip of the Week Copy

45306.0306 - English

45307.0306 - Spanish

There are 1,440 minutes in every day.

How about scheduling 30 of them for physical activity? Aerobic exercise gets your heart pumping and increases your oxygen intake, and benefits range from

Go nuts over almonds!

Like all nuts, almonds are a great source of protein. Plus, they're good for your heart. Most of the fat in this nut is monounsaturated—a healthier type of fat that may help lower your blood

Trying to lose weight?

Here's another reason to pack your diet with fruits and vegetables – they have high water content. When you prepare dishes and drinks with fruits and vegetables—such as stews, soups and smoothies—you

Has your coffee gone beyond basic black?

A plain cup of coffee has only a couple of calories and zero fat, but when you "dress it up" with sugar, milk or cream, the calorie, fat and sugar count can make

Take your laughter seriously.

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

Perk up your diet with some peppers!

Green peppers have about three times more vitamin C as oranges. Better yet, red and yellow peppers have twice as much vitamin C as green ones – a

Is work causing a pain in your neck?

If so, maybe it's time to take a stretch break. Sitting at your desk all day can put pressure on your lower back, neck and shoulders, leaving you sore and exhausted by the

Become a menu-reading pro!

To stay away from high-fat entrées, watch out for these terms: creamed, crispy, breaded, à la king, croquettes, carbonara, parmigiana, meuniere, tempura, fritters, fritto, Alfredo, au gratin, au beurre,

Thirty steps closer to good health – just climb the stairs!

Climbing stairs is primarily an aerobic activity, an activity that provides a cardiovascular workout. Stair climbing machines are also a good option.

Physical activity is good for your psyche, too!

Not only can exercise improve your mood and reduce anxiety, but it can also help relieve clinical depression. Brain chemicals that influence our mood are affected by

Is heartburn keeping you up at night?

Try sleeping on your left side, which helps reduce acid backup. Elevating the head of your bed might also help. Source: University of California, Berkeley Wellness

Make TV time active time.

If you watch TV, why not add some activity at the same time?

- Stretch, lift weights or do yoga.
- Challenge your kids to a contest—who can do the most jumping jacks or push-

Tip of the Week *continued*

Fight colds and other illness, hands down.

If you have a cold or the people around you do, wash your hands frequently. Colds are usually spread by hand contact. Source: University of California, Berkeley

Go for the greens!

Get the most out of leafy green vegetables by choosing the darkest greens (and red, too)—these are the ones that have the most beta carotene and other vitamins, nutrients and phytochemicals. Your best

What's the magic bullet against aging? Physical activity!

Regular physical activity prevents or even reverses many of the problems commonly associated with aging. A long-term regimen of three to five brisk 30-minute walks

What's your doctor's name?

Many people can't answer that question because they don't have an ongoing relationship with a primary care physician. Developing this relationship is the best way to make sure you get the care that's

Observe the three-fourths plate rule.

That's how much of the food on your dinner plate should be grains, vegetables, legumes and fruit. The remaining one-fourth is for meat, chicken or fish.

Walk off your weight.

A 200-pound person who starts walking a mile and a half a day and keeps eating the same number of daily calories will lose, on average, 14 pounds in a year.

Tip!

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

Tip!

Find additional weekly tips on your BlueResource CD.





**BlueCross BlueShield
of Texas**

www.bcbstx.com