

BlueResourceSM

From the Leader in Health Care Communication Solutions



Experience. Wellness. Everywhere.SM

Preventive Health



**BlueCross BlueShield
of Texas**

Were you aware that more than 25 percent of health care spending is driven by controllable lifestyle decisions?*

Employers can help reduce health care spending by providing employees with health and wellness education that emphasizes healthy lifestyles and encourages employees to make informed decisions. This edition of BlueResource provides health information and tips for preventing and managing:

- Allergies
- Diabetes
- Headaches
- Heart disease
- Infectious diseases
- Sleep problems

Check out the messages and artwork in this booklet. Copy for all PDFs is provided in Word document 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 www.bcbstx.com/employer.html.

BlueResource files have been designed for you to use electronically, cut and paste copy from Word docs, or print from PDFs and distribute. The choice is yours!

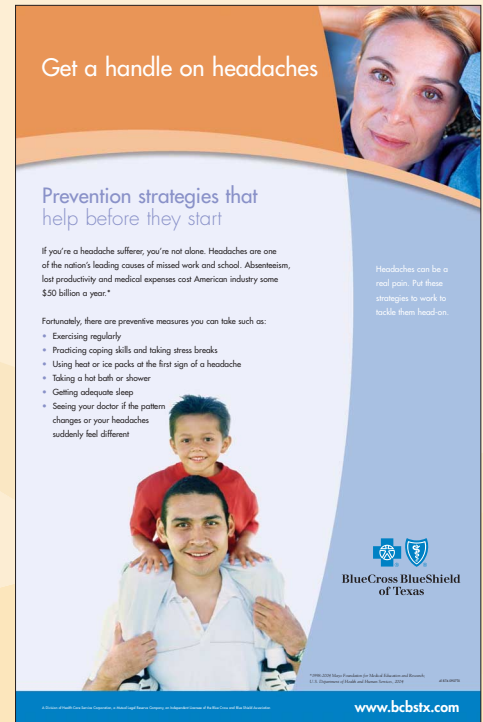
Be sure to keep each edition of BlueResource you receive. The theme of each booklet is different, and taken together, they offer a very useful collection of employee communications.

*Human Resource Executive, 2003

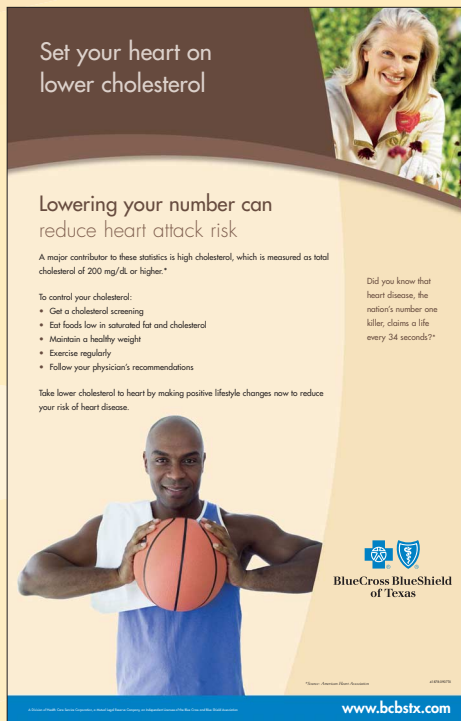
Look for new and updated files at www.bcbstx.com



Heart Disease Poster
41880.0907TX English
41898.0907TX Spanish



Headache Poster
41874.0907TX English
41892.0907TX Spanish



Cholesterol Poster
41878.0907TX English
41896.0907TX Spanish

Tip!

Use BlueResource elements on your intranet site.

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

Tip!

Print and hang posters in employee break rooms.

Nip allergies in the bud

You can manage and even prevent hay fever

Pollen, mold, pets, dust mites or other allergens can trigger allergic reactions in those who are sensitive to them. Try these suggestions to help your symptoms:

- Keep windows and doors closed and air conditioning on during allergy season
- Install a good air filter at home
- Avoid mowing the lawn or raking leaves as much as possible
- Repair any moisture problems in your home
- Use dust-proof covers on your mattress and pillows
- Keep your pet out of the bedroom and out of the house as much as possible

Without hay fever symptoms, life can be a little rosier. Start living allergy-free today.

You'd love to stop and smell the roses, but your nose knows better.

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Allergies Poster
41877.0907TX English
41895.0907TX Spanish

If you don't snooze, you lose

Important tips for a good night's sleep

Does getting enough sleep seem like a dream? It's no wonder with today's hectic schedules and busy lifestyles. Adequate sleep is important because it can impact your attitude, concentration and even your susceptibility to disease.

There is rest for the weary with these practical tips:

- Go to bed and wake up at the same time every day
- Develop a bedtime routine
- Avoid eating, talking on the phone or watching television while you're in bed
- Keep your bedroom quiet and dark
- Leave the room if you have trouble sleeping and sit quietly for 20 minutes before going back to bed

If you're experiencing too many "rude awakenings," consider these ideas and sleep on them, too.

BlueCross BlueShield of Texas

www.bcbstx.com

Sleep Poster
41876.0907TX English
41894.0907TX Spanish

Exercise costing you an arm and a leg?

Plenty of low-cost alternatives are available to help you get fit

Try these low-cost ideas to get in shape:

- Start with modest investments like dumbbells, jump ropes, resistance tubing and bands, and exercise videos
- Improve and make low-cost weights by filling milk or water bottles with water or sand or use canned goods or bags of potatoes for strength training
- Look for opportunities to buy used exercise equipment, share exercise costs with a friend or start a walking program

There are many ways to get in good shape without spending a lot of money. Your arms and legs will thank you for it, and your budget will, too.

You don't have to pump iron at the gym to be a serious exerciser.

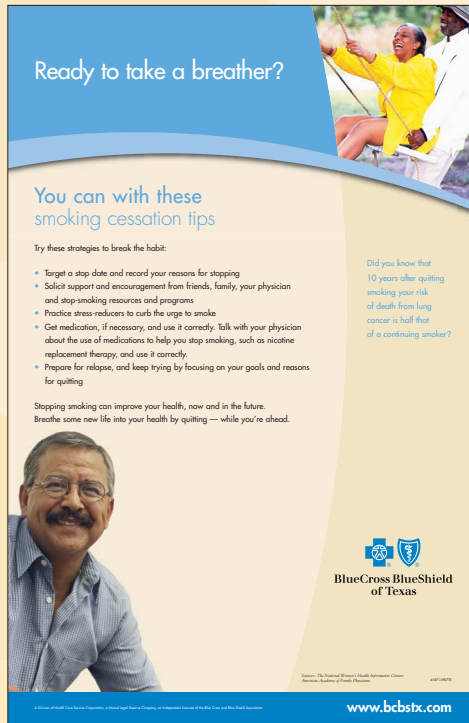
BlueCross BlueShield of Texas

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Fitness Poster
41879.0907TX English
41897.0907TX Spanish



Adult Immunization Poster
 41875.0907TX English
 41893.0907TX Spanish



Smoking Cessation Poster
 41871.0907TX English
 41891.0907TX Spanish



Hand Washing Poster
 41881.0907TX English
 41899.0907TX 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 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.

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Are you in a high-pressure situation?



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one in four U.S. adults who suffer from hypertension, or high blood pressure.*
 pressure can lead to diseases like stroke, heart attack, heart failure and kidney disease.
 manage hypertension, which may include reducing the fat in your diet, eating less salt
 y losing weight and getting regular physical activity. Quitting smoking and reducing your
 And, ask your physician whether you need blood pressure-lowering medicine in addition
 es.
ension, you can take control of the situation. When you do, you'll reduce
 e disease.

Hypertension Stuffer
 41887.0907TX English
 41905.0907TX Spanish

www.bcbstx.com

41887.0907TX

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You can't change the past



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ou, especially when it comes to **protecting your health against type 2 diabetes.**
 maintaining a healthy weight, staying active most days of the week and eating low-fat meals
 eals and whole grain foods can prevent or delay the onset of type 2 diabetes.*
 our risk factors for developing the condition, which include aging, obesity, family history of
 ational diabetes, impaired glucose tolerance, physical inactivity, and race or ethnicity.
 nt. Adopt healthy changes now and help make type 2 diabetes a thing of the past.

Type 2 Diabetes Stuffer
 41886.0907TX English
 41904.0907TX Spanish

www.bcbstx.com

41886.0907TX

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Someone else getting your second wind?



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the only one exposed to the associated health risks.
 ercent of American children ages two to 11 are exposed to second-hand, or passive, smoke at home.*
 s who smoke are more likely to develop illnesses, such as bronchitis, pneumonia and asthma.
 ore likely to cough and spread germs to their children. In addition, exposure to tobacco smoke
 , pass on it — so you won't pass on second-hand smoke.

Second-hand Smoke Stuffer
 41882.0907TX English
 41900.0907TX Spanish

www.bcbstx.com

41882.0907TX

www.bcbstx.com

Tip!

Planning to use paycheck stuffers or postcards electronically?

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

There are currently almost 40 million Americans who suffer from

The most common sleep disorders include sleep apnea, narcolepsy, restless legs syndrome and insomnia. If left untreated, losing your wits on a regular basis can lead to serious conditions, such as depression and anxiety.

If you think you may have a sleep disorder, don't toss and turn over it. Contact your health care provider to discuss your symptoms and treatment options.

*Source: The National Women's Health Information Center



Here's a wake-up call



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41883.0907TX

www.bcbstx.com

Sleep Stuffer
41883.0907TX English
41901.0907TX Spanish


Getting an annual flu shot is your best defense against getting the

Influenza, commonly known as the flu, is a serious disease, and people of any age can get it. On average, 36,000 deaths annually in the United States, mostly among those aged 65 years and older, and 200,000 hospitalizations.*

The "flu season" is usually from November through April each year, so it's best to get your shot in November. Once you get vaccinated, your body makes protective antibodies in about two weeks.

Aiming for better health this year? Don't miss the shot so you can protect yourself against the flu.

*Source: Centers for Disease Control and Prevention



Take your best shot at the flu



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41884.0907TX

www.bcbstx.com

Flu Stuffer
41884.0907TX English
41902.0907TX Spanish

You can when you practice regular hand washing, one of the simplest, most effective ways to reduce the risk of spreading the germs that trigger common and serious illnesses.

Results of new studies show that many people aren't washing their hands in public places and at home. They wash their hands much less than they think.*

When you wash your hands, make sure you use soap and warm, running water and wash all surfaces of your hands thoroughly, including under your fingernails. Rub your hands together for at least 10 to 15 seconds and then dry using a clean or disposable towel.

With this simple practice of good hygiene everyone can join hands to prevent the spread of illness.

*Source: American Society for Microbiology



Want to take disease off your hands?



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41885.0907TX

www.bcbstx.com

Hand Washing Stuffer
41885.0907TX English
41903.0907TX Spanish



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front

Give it up and **live** it up

You can have a healthier, smoke-free life

Smoking-related diseases cause an estimated 440,000 deaths in the United States each year. Smoking is responsible for an estimated one in five U.S. deaths and costs the U.S. over \$150 billion each year in health care costs and lost productivity.*

But here's the good news. Quitting smoking can lead to immediate and lifetime health benefits. Stopping isn't easy, but when you know what your options are and where to go for help, you'll have a better chance of staying smoke-free.

Get help and support

Cut out and carry this wallet-sized card and use it as a quick guide for helpful tips and resources on smoking cessation.

Having the right support and resources can help you break free from smoking, and stay that way.

*National Center for Chronic Disease Prevention and Health Promotion, American Cancer Society, American Lung Association

Smoking Cessation Tips

Ready to stop smoking and start living a healthier life? Refer to these important tips to stay on course with your stop smoking plan:

- Target a stop date and record your reasons for stopping.
- Get support from friends, family, your physician and stop-smoking resources and programs.
- Reduce stress to curb the urge to smoke.
- Take medication, if necessary, and use it correctly.**
- Prepare for relapse by focusing on your goals and reasons for quitting.

**Smoking cessation medication may not be covered by member's health plan.

back

Stop smoking | Steps you can take:

Prepare the way

Now that you've decided to stop smoking, you will need to set a quit date. Also, change your environment by getting rid of all cigarettes and ashtrays in your home, car, and workplace, and don't let people smoke in your home. Now is a good time to review your past attempts to quit. Think about what did and didn't work. Once you have quit, don't smoke at all.

Plan your defense

Studies have shown that you have a better chance of being successful if you have help.* Solicit support from family, friends and coworkers, talk to your health care provider and get individual, group or telephone counseling. Programs are also available at local hospitals and health centers. Call your local health department for information about programs in your area.

Behave yourself

Smoking has been a habit, so it's only natural to think about it when you're trying to quit. Learning new behaviors can help distract you from the urges to smoke. Try talking to someone, going for a walk, or getting busy with a task. Changing your routine can help, too. Take a different route to work or drink tea instead of coffee. Make sure you reduce your stress and plan something enjoyable to do every day. Drink plenty of water and other fluids.

Get a dose of success

Thinking about trying medications to help you quit the habit? Medications not only help you stop smoking and lessen the urge to smoke, they double your chances of quitting for good. There are currently five medications that the U.S. Food and Drug Administration (FDA) has approved to help you quit smoking.* Ask your health care provider for advice before you try any medications and carefully read the information on the package.

Try, try again

Most relapses occur within the first three months after quitting. Don't be discouraged if you start smoking again. Remember that most people try several times before they finally quit. Watch out for difficult situations, such as drinking alcohol, being around other smokers, gaining weight and feeling depressed, and look for positive ways to counteract them. Review your reasons for quitting, and focus on the health and lifestyle benefits of not smoking.

Visit www.bcbstx.com for more information about smoking cessation.

Helpful Resources for Smoking Cessation

American Cancer Society (ACS)
1.800.ACS.2345

American Heart Association
1.800.AHAUSA1

American Lung Association
1.800.LUNGUSA

The Smoking Outline of the National Cancer Institute
1.877.44U-QUIT

Tip!

Share messages with your employees electronically or in print.

Smoking Cessation Flier
41888.0907TX English
41906.0907TX Spanish

front

Choose **well**

Everyday lifestyle choices can keep you healthier

Everyone wants to have good health. Our quality of life depends on it. But deciding on which approach to take for a healthy lifestyle can be challenging. Read a newspaper, watch television, listen to the radio, or visit a bookstore and you're sure to be bombarded by information about staying healthy.

All it really takes is common sense and making simple, everyday choices when it comes to your lifestyle habits. By understanding and following the basics of healthy living, you'll feel better, look better and may very well increase your longevity.

Be your healthy best

Cut out and carry this wallet-sized card and use it as an easy reference for healthy lifestyle information and tools.

Making smart lifestyle choices can have a very positive impact on your health and well being.

Healthy Lifestyle Tips

The choices you make each day can affect your health, now and in the future. Follow these guidelines for optimal health:

- Eat right
- Don't smoke
- Exercise regularly
- Get regular health screenings
- Keep immunizations on schedule

Healthy Lifestyle Flier
41889.0907TX English
41907.0907TX Spanish

back

Everyday choices | You can make:

Serve yourself right

Make healthy choices that include a wide variety of foods, and add some spice to your life with flavor-enhancing herbs and spices. Keep food portions in check and beware of "portion distortions" in restaurant and home-cooked meals. Be a label-reader to help you plan ahead and stay tuned in to healthy food choices.

Make no ifs, ands or "butts"

If you smoke, quit the habit by getting help and support from smoking cessation programs, encouragement from family, friends and coworkers and medications available through your doctor. Find an approach that works for you and keep a positive, determined attitude.

Get a move on

You don't have to pump iron or be a marathon runner to stay in shape. Swimming, gardening, dancing, hiking, skipping rope and paddling a canoe are great ways to get fit. Walking can also be a very effective exercise activity. Try walking on your lunch hour or after dinner, or on the sidelines during your child's sports practice. Work up to at least 30 minutes a day five or more days a week.*

Make a date with your doctor

Give yourself a healthy present each year on your birthday by scheduling a checkup with your doctor. Ask your doctor about maintaining or achieving a healthy weight, find out how often you need to schedule health screenings and verify that your adult vaccinations are up-to-date.

* Sources: American Cancer Society, American Diabetes Association, American Heart Association

Get more help, tips and facts about your healthy lifestyle by visiting Blue Access® for Members at www.bcbstx.com

Resources for a Healthier Life

Want the latest, most reliable healthy living programs and tools? Log on to Blue Access® for Members at www.bcbstx.com and look for these great resources available to you:

- The Personal Health Manager to help you make informed choices about your health and wellness
- Healthy Risk Assessment
- Blue Points™ rewards program
- Health screening reminder messages

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Sleeping on the Job?

How you can stay awake

Do you feel like nodding off at work on a regular basis? If you are, the boss probably isn't giving you the nod since sleepiness at work can affect the quality and amount of work you complete. Facts show that there are many people who do get sleepy at work. A National Sleep Foundation study revealed that 51 percent of all U.S. workers report that sleepiness interferes with the amount of work they do*.

If you're always sleepy at work, you may have a sleep disorder such as sleep apnea, narcolepsy or insomnia.

Sleep Newsletter Article

41931.0907TX English
47773.0907TX Spanish

Immunizations...

They're not just for kids anymore

When was the last time you received a vaccination? If it was during your childhood, you may be behind schedule for certain immunizations. Many adults assume incorrectly that the childhood vaccines they received will protect them for the rest of their lives. This assumption can be true in many cases, but some adults were never vaccinated as children and there are new vaccines that weren't available when some adults were children. Also, immunity can begin to fade over time, and aging can make us more susceptible to serious disease caused by common infections like the

Adult Immunizations Newsletter Article

41933.0907TX English
47774.0907TX Spanish

Heading off Headaches

Know the types and when to see your doctor

"Oh, my aching head!" It's something all of us have felt at some point in our lives when dealing with headache pain. An occasional headache is one thing, but the regular pain of unrelenting headaches poses a tremendous burden in terms of lost productivity and quality of life. Consider that headache disorders currently affect two-thirds of adult men and more than 80 percent of women in developed countries, and four to five percent of the general population suffer from chronic, daily headaches*.

Headaches Newsletter Article

41932.0907TX English
47775.0907TX Spanish

Tip!

Repeating simple messages reminds your employees to make healthy choices.

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

A Change of Heart

Healthy lifestyle changes can prevent heart disease

Are you at risk for heart disease? You could be, considering that heart disease is the leading killer of Americans today*. Certain lifestyle factors play a major role in contributing to heart disease. That means you have the power to control many of the risk factors that can lead to this life-threatening condition. Change isn't always easy, but when you get support from health care providers, family and friends and helpful resources, you can introduce healthy habits into your daily routine.

Heart Disease Newsletter Article

41934.0907TX English
47776.0907TX Spanish

Allergy Tips for Your Nose Woes

Itchy, watery eyes, runny nose and sneezing – they can make you feel like you're allergic to life. You want relief from these allergy symptoms, but you're not sure what your options are. You may even be taking allergy medications, but your symptoms still persist. How can you avoid allergy attacks and make living with allergies more bearable?

One of the best steps you can take is to avoid the substances (allergens) you're allergic to*. This holds true for allergic rhinitis — allergies to mold, pollen and pet dander — or allergies to specific foods or drugs. Strategies may vary depending on what you're allergic to.

Allergies Newsletter Article

41935.0907TX English
47777.0907TX Spanish

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

Smoking Cessation & Resources to Help

Think good things come in small packages? Not when they come in those little packs of cigarettes. Study after study has proven that smoking increases your risk of getting many types of chronic diseases including:

- Cancer of the lung, mouth, throat, esophagus, bladder, kidney, pancreas, liver, cervix, stomach, colon and rectum, and some leukemias
- Lung diseases like emphysema and chronic bronchitis
- Heart disease, stroke and coronary

Smoking Resources E-mail

41926.0907TX English
47778.0907TX Spanish

Hand Washing to Prevent Infectious Disease

It only takes a few minutes of your time and some very basic tools, but it makes a huge difference in taming infectious germs. It's none other than hand washing, that simple but good idea that mom pestered you about long ago.

Here's how to do it the right way*:

- Use soap and warm, running water.
- Wash all parts of your hands and wrists thoroughly, including under your fingernails.
- Rub your hands together for at least 10 to 15 seconds.

Hand Washing E-mail

41928.0907TX English
47779.0907TX Spanish

The Importance of Getting a Flu Shot

Would you give your right arm to avoid getting the flu? You can when you get a flu shot, the best way to protect yourself against the flu each fall.

Flu season can begin in October and last as late as May, so it's best to get vaccinated in October or November. However, you can still get vaccinated in December or later*.

The flu can lead to more serious health problems or even deaths, so keep in mind that the flu vaccine:

- Is one of the safest medicines

Flu Shots E-mail

41927.0907TX English
47780.0907TX Spanish

Tip! Send a series of e-mail messages to encourage preventive health and wellness.

Fruits & Vegetables—Getting Your Five a Day

What's the formula for good health? The right answer is five fruits and vegetables each day*. That's because fruits and vegetables are loaded with vitamins and minerals, so they can improve your health and may reduce the risk of cancer.

Try these easy ideas to give your health a high-five:

- Start the day with 100 percent fruit or vegetable juice.
- Add sliced bananas or strawberries to your cereal.
- Have a salad with lunch.

Nutrition E-mail

41929.0907TX English
47781.0907TX Spanish

Tip!

Use copy provided to create messages specifically for your employees.

Staying Motivated with Your Fitness Routine

Exercise routine leaving you inspired — or just downright tired? You're not alone. Many people have good intentions about exercising but stop when it gets boring or doesn't show quick results.

Here are some tips to help you "get up and go" for the long-term*:

- Set simple, realistic goals and then progress to longer-range goals.
- Start slowly to help avoid pain and injury that could interfere with your fitness program.
- Choose an activity that fits your

Fitness E-mail

41930.0907TX English
47782.0907TX Spanish

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Preventive Health

41852.0907



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