

Healthy Families – Pediatric Lifestyle Choices

The Health Families program was designed to make members the steward of their own health care. As the Account Communications Manager, McKesson produced topical campaigns for the BCBSA Federal Employer Program, including relevant information and useful tips to help choose health behaviors, reduce risks, and care for chronic conditions.

The illustrations below highlight two different award-winning campaigns. ***In both instances, based on industry statistics, response rates outperformed standard campaign performances.***

Illustration One

A two-phased **pediatric healthy lifestyle** campaign to educate kids and parents on why and how to improve eating habits and be physically fit.

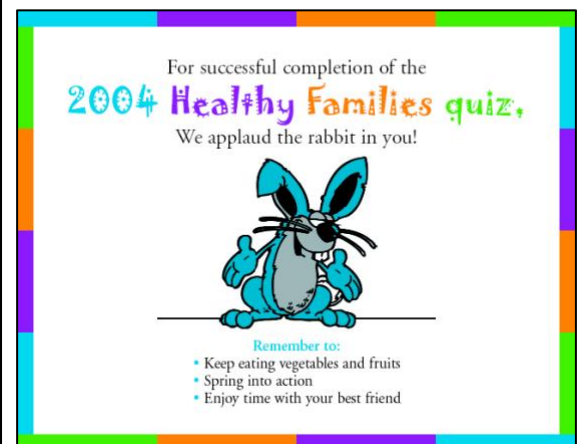
Phase One Summary:

Preteen and fitness made fun - August

Audience: children 7 - 11 years old.

- Initial mailing with peel off stickers, quiz and postage paid reply envelope.
- Mailed to: 231,594 children
- Quiz respondents received an animal-specific certificate - October
 - There was a 5% response rate to the initial mailing resulting in 12,204 certificates

Total: \$248,000 + samples \$13,500



Phase Two of Campaign One Summary:

A follow-up to 12,204 respondents included an animal-branded pedometer, a 50-page journal, and a call to action suggesting the report back their number of steps and how they're making healthy lifestyle changes.

Respondents send in letters, pictures, & drawings. Some are to be incorporated into the website and electronic newsletter. A number of respondents requested additional health education information, which McKesson fulfilled with mailed printouts.

Healthy Families
Blue Cross Blue Shield of Michigan
Member Employer Program

The Healthy Families Approach
Healthy Families is a program designed to make you the steward of your own health care. You will periodically receive relevant information and useful tips to help you choose healthy behaviors, reduce risks and care for chronic conditions. All to make it easier for you and your physician to make the best health decisions for your family.

Dear Parent,

We were very encouraged to see how many kids, like yours, embraced the Healthy Families mailing on pre-teen health. The response rate to the annual quiz prompted us to send additional tools to help you keep the message alive during the coming winter months.

Winter chill often leads to a decrease in activity level and an increase in sweets and other high calorie, high fat foods. To help combat the winter blues we're sending kids who responded to the previous mailing their own pedometer and Healthy Choices Journal. The pedometer is a fun way for them to see how many steps they take each day and challenges them to find ways to get the count higher. The journal allows kids to keep track of what activities they enjoy, how they feel when they make good food decisions, and what goals they want to try to achieve. In an effort to learn more about how pre-teens are responding to this message, we're also enclosing a postage paid business reply envelope. Please encourage your child to use a page of their journal to send us a picture, a quick note on how they are doing against a goal, an idea for how to stay active and eat healthier, or how they've increased their step count. We would like to have all responses before the end of February so some of the responses can be included in our newsletter, on our Web site and in future mailings as a way of sharing ideas from one pre-teen to another.

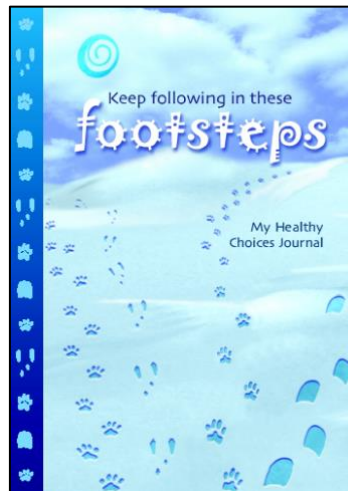
We hope you will incorporate the use of these tools along with your own ideas for fostering healthy food and activity choices. By doing so you will reduce your child's risk of obesity and chronic illnesses, such as diabetes and heart disease, in the future.

For more information on this topic, check out any of the resources below:

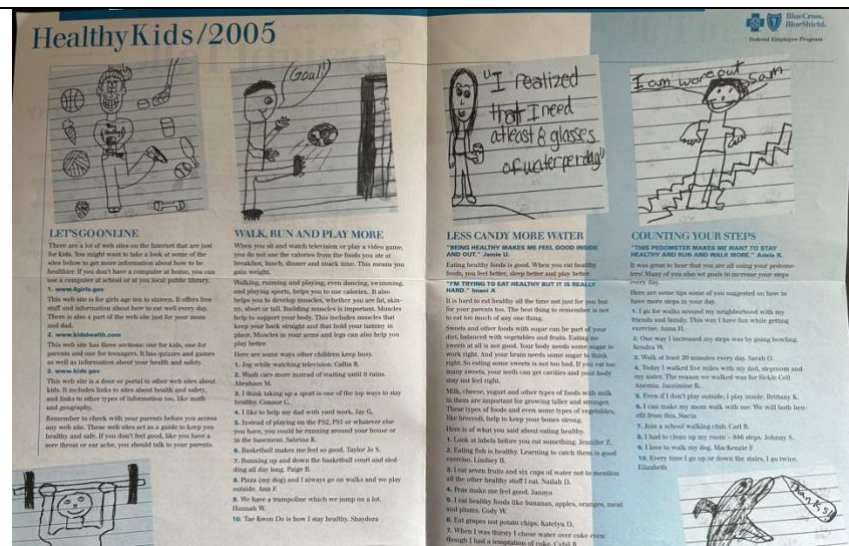
- Blue Health Connection newsletter, clinical reference, Weekly Wise and Just for You features on www.fghblac.org
- Interactive parent/teen tools at www.VERBparents.com
- Audiotape topics from 1-888-BLUE-432, option 2
 - #6959, Nutrition for children
 - #7424, Exercise: Are your children getting enough?
 - #6969, Overweight child
 - #6903, Basics of a balanced diet
 - #6973, Reading food labels
 - #6943, Healthy snack foods

In good health,
Blue Cross and Blue Shield Service Benefit Plan

2015-470



- At the time of producing the report, we received approximately 300 responses back, reflecting a 2.5% response rate.
- Throughout the entire campaign, member-supplied data was securely transferred to the client.



Phase Two – An entirely separate campaign targeting new families of youth

With this campaign, we incorporated age-specific content in a Healthy Families segment of the member portal. Healthy Families promotion is incorporated into the carousel of rotating banners. On the next page, you feel the banner and a Wireframe reflecting the user experience.

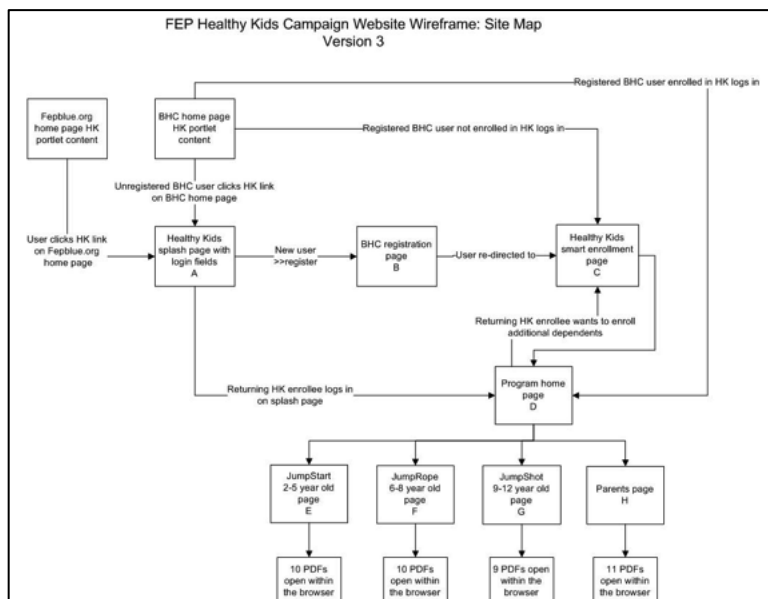
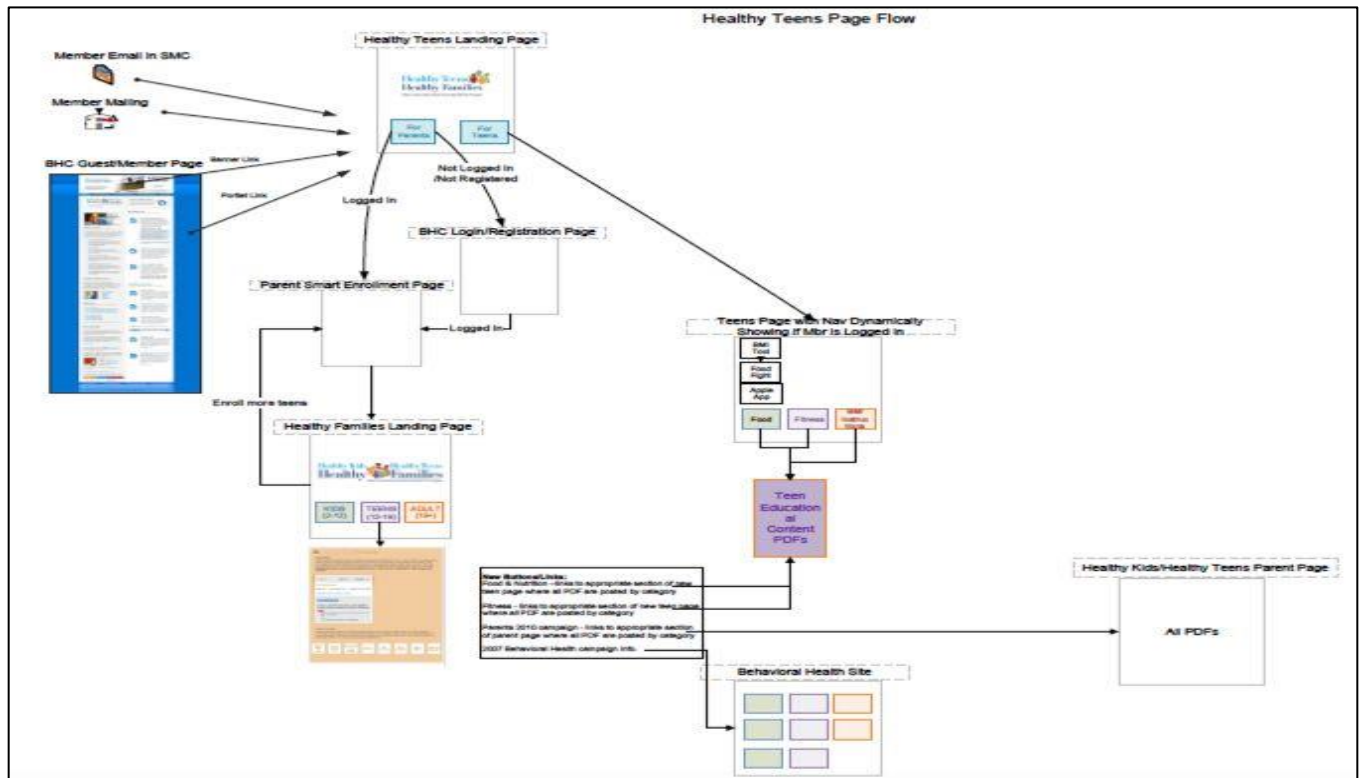


Healthy Kids Healthy Families
A Blue Cross & Blue Shield Service Benefit Plan Program



Interactive. Insightful. Easy-to-use.
Helping families just like yours get healthier, one step at a time!

» Tips and tools for adults, teens and kids.



With the targeted education broken out into three different age groups, the landing page clearly depicts the three segments for quick user navigation. Within each category are educational pieces and engagement activities. The Illustration is on the next page.

[illegible]

The Childhood Obesity Awareness Campaign, Phase 2 included an Introductory Letter, Body Mass Index Tool (licensed from Boston Children's Hospital), an Enrollment form, and three age-specific quizzes. The program received a National Health Information Award as depicted below.



Healthy Kids Start Here!

Dear Parents or Guardians,

Congratulations on enrolling your child in the Jump 4 Health Program and for making your child's health a priority! Welcome to Jump 4 Health for children ages 9-12 years - the Healthy Kids Jump 4 Health Program designed especially for school children and their families. We want families to know how important it is for kids to maintain a healthy lifestyle and we are here with some great tools to help you along the way.

Let's Get Moving!

Now that you've signed your child up for the Jump 4 Health Program - let's get them moving! In this package, you'll find some fun things to jump-start the healthy lifestyle changes your child is making.

Jump Rope - Get your child ready to jump into action! Use the enclosed jump rope to get your child started with some heart healthy fun. Help your child find a clear space outside to try it out. Ask them if they know that different types of athletes use jump rope training to improve their physical fitness and stay in shape. It works for moms and dads too!

Jump Rope Fun - Not sure how to start? Don't worry - we've included two jump rope games to help your child get started. Take a look inside the enclosed Jump Rope 4 Health booklet for some quick how-to tips.

Healthy Tips for Healthy Kids - Now that your child is jumping to it, it's equally important to pay attention to the food choices your family is making. Spend some time with the enclosed Serving Sizes 4 Healthy Kids to map out some healthy changes or additions to your family's food choices.

Game Plan 4 Health - Ready to jump to the next level? Turn to the last page of the Jump Rope 4 Health booklet and you'll find the Game Plan 4 Health. Detach this handy log sheet and post it on a bulletin board or your refrigerator to help track your child's daily routine. Writing down your child's healthy food and fitness choices is a great way to keep track and see the healthy changes your family is making.

Online Resources to Keep You Going - Visit us online at <http://fcp.carehance.com/kids> for additional Healthy Kids resources to keep your family in the game for health.

Blue is Always Here for You!

Questions about this program or how to make better choices around food and activities? Call the **Blue Health Connection** 24/7 Nurse Advice Line at 1-888-258-3432 and press option 9. You can speak with a registered nurse or ask to set up a longer one-to-one consulting session with a Blue Health Nurse Coach. Be sure to visit us online at <http://fcp.carehance.com/kids> to access additional Healthy Kids resources and get your child in the game for health.

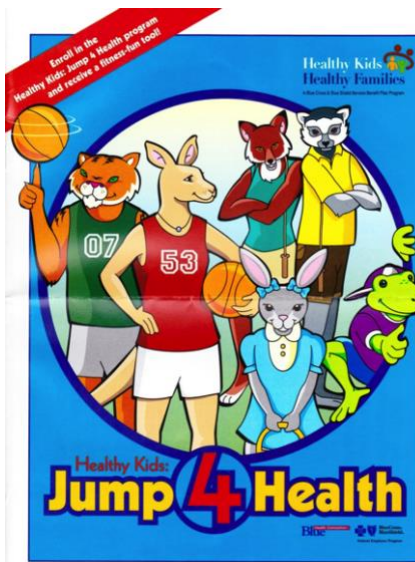
In good health,

David M. Yoder, PharmD, MBA
Executive Director of Integrated Care

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Get in the Game 4 Health

Enroll Today and Get in the Game

Ready to get in the game? Enroll your child today in the Healthy Kids Jump 4 Health program that's tailored to their age group. Visit <http://fcp.carehance.com/kids> to enroll your child, or take a few minutes to complete the enclosed registration form and return it in the postage-paid envelope.

You'll need to confirm some key information like your child's height, weight, BMI number and Scorecard result. Enroll your child by November 15, 2009, and you'll receive a game plan to track your child's progress, along with a fitness fun tool to jumpstart their way to making healthy lifestyle changes - while having fun!



Scorecard 4 Health

Pre-School, Ages 9-12 years

Your Score:

How to take the quiz:

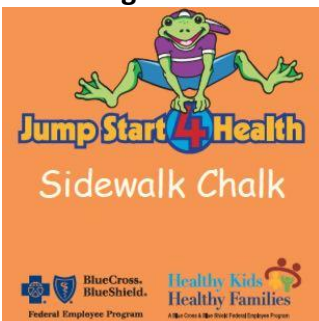
1. Help your child circle one answer per question. The answers should 1. Enter your child's score in the box. Find the best reflect their current likes or what your child would usually do.
2. Calculate your child's points using the key. Scorecard results on page 4.

1. The foods my child likes the most are:
A - Vegetables and fruits
B - Bread, cereals, and pasta
C - Chicken, fish and meat
D - Ready-made foods such as burgers, chicken fingers, Mac & Cheese
2. My child usually drinks:
A - Low fat or skim milk
B - Whole milk and juice
C - Kool-Aid, punch, soda
D - Water
3. My child likes activities where they can:
A - Go slow and take snack breaks
B - Watch TV or movies
C - Run fast and fast
D - Climb, dance or jump
4. When my child gets mad, they:
A - Stay mad for a long time
B - Forgive and forget
C - Turn and walk away
D - Tell and scream
5. When it comes to friends, my child:
A - Is shy and keeps to themselves
B - Has lots of friends
C - Likes to have one best friend
D - Prefers a few close friends
6. When it comes to eating, my child likes to:
A - Wait and eat meals with the family
B - Eat quickly and be done with it
C - Have a couple of snacks during the day
D - Always be chewing on something
7. When it comes to sleep, my child likes to:
A - Go to bed early and wake up early
B - Stay up late and wake up late
C - Sleep a lot
D - Stay during the day and then stay up late
8. If my child had to pick one of the following snacks, they would choose:
A - Cheese and crackers
B - Chips, soda, candy
C - Microwave snacks like pizza rolls or meat pockets
D - Carrots or apple slices
9. Besides walking, my child:
A - Runs and chases
B - Is slow and steady
C - Prefers to stay quiet
D - Slips or dances
10. When it comes to swimming, my child likes to:
A - Lay in the sun and just get their feet wet
B - Jump right in
C - Wade in the shallow part
D - Stay away
11. My child has the most fun playing:
A - Single game or playground
B - Interactive electronic tool
C - Grass
D - House



Fulfillment after enrollment is age-specific

Chalk with game idea



Basketball



Jump Rope



Online Enrollment and Resources by age-group

Landing page upon completion, quiz, child and parent resources, sample resource.

A sampling of the Health Families Age-Specific Portal Pages

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[Healthy Kids Home](#) | [2-5 Year Olds](#) | [6-8 Year Olds](#) | [9-12 Year Olds](#) | [For Parents](#) | [BMC Home](#)

Thank you for enrolling your children in the Healthy Kids: Jump 4 Health program, Sally.

We're pleased that you've decided to help your family practice healthy choices to improve health and maintain a healthy weight.

Use the links above to quickly locate age-appropriate activities, tools and information to teach your children the basics of healthy eating and exercise. With these resources, you'll be well on your way toward helping your family make small changes that will benefit them for a lifetime.

New Enrollments

If you have not enrolled your child in the Healthy Kids: Jump 4 Health program, please enter your child's height and weight information, then select "Calculate BMI" to automatically calculate your child's body mass index. Next, take the Scorecard 4 Health quiz on your child's behalf, select the "Scorecard Quiz" button.

Returning Participants

Your child's body mass index and Scorecard 4 Health quiz results are reflected below. To recalculate your child's body mass index, enter your child's current height and weight information and select the "Calculate BMI" button. To retake the Scorecard 4 Health quiz on your child's behalf, select the "Scorecard Quiz" button.

Here are a list of your kids enrolled in the program. It's not too late to enroll your Sally in the program.

Sally	Age: 11	Height: 0' 0" Feet 0" Inches	Weight: 0 pounds, 0 Fractions of a pound	BMI: 22.9	BMI%: 93.0%	Score Card results: 25
<p>What do these numbers mean?</p> <p>What does the quiz score mean?</p>						

Sally	Age: 3	Height: 0' 0" Feet 0" Inches	Weight: 0 pounds, 0 Fractions of a pound	BMI: 14.3	BMI%: 10.0%	Score Card results:
<p>What do these numbers mean?</p> <p>What does the quiz score mean?</p>						

Sally	Age: 9	Height: 0' 0" Feet 0" Inches	Weight: 0 pounds, 0 Fractions of a pound	BMI:	BMI%:	Score Card results:
<p>What do these numbers mean?</p> <p>What does the quiz score mean?</p>						

Sally	Age: 3	Height: 0' 0" Feet 0" Inches	Weight: 0 pounds, 0 Fractions of a pound	BMI:	BMI%:	Score Card results:
<p>What do these numbers mean?</p> <p>What does the quiz score mean?</p>						

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Older Elementary School, Ages 9-12 years

How to take the quiz:

- Select one answer per question. Note that the system will only allow you to have one answer per question.
- Once all questions are answered, click the complete quiz.
- Your child's score will be populated on the enrollment page.

1. The foods I like the most are:

- ☐ A - Vegetables and fruits
- ☐ B - Breads, cereals, and pasta
- ☐ C - Chicken, fish and meat
- ☐ D - Fast and easy foods like burgers, chicken fingers, Mac & Cheese

2. I usually drink:

- ☐ A - Low fat or skim milk
- ☐ B - Whole milk and juice
- ☐ C - Soda and sports drinks
- ☐ D - Water

3. The activities I like most include:

- ☐ A - Going for walks or coasting on my scooter or skateboard - but slow enough so that I can talk with friends and take snack breaks
- ☐ B - Watching TV, playing video games, text messaging on the phone
- ☐ C - Running or playing sports like basketball, soccer, baseball, volleyball or gymnastics
- ☐ D - Playing catch with friends, riding bikes, rollerblading, jumping on the trampoline

4. When I get mad, I usually:

- ☐ A - Stay mad for a long time
- ☐ B - Forgive and forget
- ☐ C - Turn and walk away
- ☐ D - Yell and scream

5. When it comes to friends, I:

- ☐ A - Am shy and keep to myself
- ☐ B - Have lots of friends
- ☐ C - Like to have one best friend
- ☐ D - Prefer just a few close friends

6. When it comes to eating, I like to:

- ☐ A - Wait and eat meals with my family
- ☐ B - Eat quickly and be done with it
- ☐ C - Have a couple of snacks during the day
- ☐ D - Always be chewing on something

7. When it comes to sleep I like to:

- ☐ A - Go to bed early and wake up early
- ☐ B - Stay up late and wake up late
- ☐ C - Sleep a lot
- ☐ D - Nap after school then stay up late

8. If I had to pick one of the following snacks I would choose:

- ☐ A - Cheese, crackers or granola bars
- ☐ B - Chips, soda, candy
- ☐ C - Microwave snacks like pizza rolls, meal pockets or buttered popcorn
- ☐ D - Canned, an apple, or an orange

9. I have the most fun:

- ☐ A - Playing sports and being on a team
- ☐ B - Playing video games or talking on the phone with a friend
- ☐ C - Staying home and doing stuff by myself
- ☐ D - Having friends come to my home to play

10. When it comes to swimming, I:

- ☐ A - Lay in the sun and just get my feet wet
- ☐ B - Jump right in
- ☐ C - Wade in the shallow part, splashing friends and talking
- ☐ D - Stay away all together

11. I have the most fun playing on or in the:

- ☐ A - Driveway or at the park
- ☐ B - Computer
- ☐ C - Grass
- ☐ D - House

[Complete Quiz](#) | [Cancel and Go Back](#)

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Welcome to the Jump Shot 4 Health program for boys and girls 6-8 years old!

Get ready to have some fun with your children while you learn about foods, games and activities that help your bodies stay healthy and strong.

Jump Shot 4 Health
Play Basketball, Build, Age 6-8

Parents, please bookmark this page and return daily until you've had a chance to complete each of these activities with your child. We strongly encourage you to actively participate and guide your child through the program, while emphasizing the important concepts of healthy choices. All items can be reprinted, downloaded and printed using Adobe Reader. Download a free copy of Adobe Reader now.

Games, activities and tools for 6-8 year olds:

Healthy Kids Weekly Log Sheet - Keep track of your child's daily food choices and fitness activities. Try to incorporate at least one new healthy food choice and add fifteen minutes of physical activity to your child's daily routine.

Healthy Kids Coloring Pages - Help your child get connected to the Healthy Kids program with some coloring fun. Download and print the Healthy Kids coloring pages and spend some hands-on time together talking about the benefits of healthy choices. Ask your child to draw a picture of your own family making healthy choices.

Healthy Kids Bookmarks - Keep healthy choices at the top of your mind with a handy bookmark. Download and print the page that includes multiple bookmarks. Then have your child cut them out and share them with everyone in the family. Talk about the last activity or meal your family shared together, and how you can modify it in the future to be even healthier.

Healthy Kids Serving Size Insights - Download and print this handout describing appropriate portion sizes and use it to teach your family about healthy servings. Hang this sheet on your refrigerator. It's a great reminder of portion control basics.

Healthy Kids Nutritional Pie Chart - Review each of the basic food groups with your child. Try to identify at least one new food from each group for your child to try this week. Hang the sheet on your refrigerator as a reminder to make smart choices from each food group.

Basketball Games - Download and print these basketball game instructions and rules and play a few with your child at home or at a local park. Invite siblings or neighbors to participate.

SnackSides - Check out these fun and interesting "facts about snacks" to share with your family for lively downtime conversation.

Word Scramble - Print this for your child, and have him or her search for the healthy words hidden within the puzzle. Incorporate a timer for added fun!

Fill-in-the-Blank - Work on this challenging yet age-appropriate fill-in-the-blank activity with your child. Invite other family members to answer the questions the next time you sit down for a meal together.

Animal Facts - The Healthy Kids: Jump 4 Health program involves some cool animals. Download and print this handout to learn more about all these animals that jump.

Healthy Kids Jump 4 Health - Basketball Games

Healthy Kids Healthy Families
Official Site of the BlueCross BlueShield of Michigan Health Services Benefit Plan

To stay healthy, be sure to do plenty of activities. Almost everyone knows someone with a basketball. Here are some fun basketball games you can play to have fun and be more healthy!

Play a Game of HORSE

Rules: Players line up. The first player announces what shot he is going to make and takes his shot. If he misses, he goes to the end of the line. If he makes the basket, the next player must make the same shot. If the second player misses, he gets an "H," and it is the next player's turn to announce a shot and try to make it. Each time a player fails to make a shot that his opponent made, he gets another letter until someone has spelled "HORSE." At that point the player who spells "HORSE" is out. The other players continue play until only one player is left.

Beat the Clock

Here's an easy game: See how fast you can make 10 baskets. Try to beat your (or your friends') best time.

Play "Dribble Survivor"

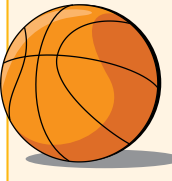
Rules: Use chalk or tape on the ground to design an island for the players. Each player starts dribbling the ball and at the same time, tries to knock the other players' balls off the island. If a player's ball goes off the island, they are kicked off the island. Players can move anywhere on the island, but players have to move and dribble all the time. The last player with a ball on the island wins!

Snack Attack

Play any of these basketball games for one hour, and you have burned 200 calories, enough to enjoy a snack of "ants on a log" (peanut butter and raisins on celery) when you're done!

Other great snack ideas:

- Dip fresh fruit into low-fat yogurt or chocolate pudding
- Dip fresh vegetables into low-fat ranch dressing
- Sprinkle grated parmesan cheese on hot air-popped popcorn
- Put a banana and your favorite fruit in a blender with low-fat yogurt or milk to make a smoothie
- Instead of cookies, try graham crackers with peanut butter



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