

blood pressure



High Blood Pressure

1. Promote BCBSNC programs using the following tools available from your Account Representative:

a. Member Health Partnerships communication toolkit

This toolkit contains all the documents you need to create visual awareness and generate interest in this program at your worksite. Included in the Member Health Partnerships toolkit are the following:

- Brochure: An 8-page glossy flyer detailing the program and modules. Place brochures in common areas, distribute at enrollment and staff meetings, attach the brochure to an e-mail with message from your HR department or CEO.
- Poster and Flyer: Display in break rooms, printing rooms, restrooms, common areas and near time clocks; hand out flyer at enrollment and staff meetings; attach the flyer to an e-mail with a message from your HR department or CEO.
- Buckslip: Insert into/attach to paychecks/paystubs; put in employees' mailboxes.
- Newsletter article: Place article in your regular newsletter.

b. Member Health Partnerships online audio-visual presentation: Send an e-mail to employees with a message from your HR department or CEO and include a link to view the MHP online presentation or play the presentation during enrollment or staff meetings.

c. High blood pressure/high cholesterol communication toolkit

This toolkit contains all the documents you need to create visual awareness and generate interest in managing high blood pressure and high cholesterol. Included in the high blood pressure/high cholesterol communication toolkit are the following:

- Posters and Flyers: Display in break rooms, printing rooms, restrooms, common areas and near time clocks; hand out flyer at enrollment and staff meetings; attach the flyer to an e-mail with a message from your HR department or CEO.
- Buckslip: Insert into/attach to paychecks/paystubs; put in employees' mailboxes.
- Newsletter Article: Place article in your regular newsletter.

d. Promotional materials for Online Healthy Living Programs.

Our online nutrition, weight management and stress programs will help your employees manage their blood pressure through improved nutritional habits, physical activity, and learning how to deal with daily stress.

- Flyer: Display in break rooms, printing rooms, restrooms, common areas and near time clocks; hand out at enrollment and staff meetings, attach to e-mail with a message from your HR department or CEO
- Intranet: Place a link to [HYPERLINK "http://www.bcbsnc.com"](http://www.bcbsnc.com) www.bcbsnc.com on your intranet along with a description of the Online Healthy Living Programs and where to find them.

e. Physical Activity communication toolkit:

This toolkit contains all the documents you need to create visual awareness and generate interest in getting active. Included in the Physical Activity toolkit are the following:

- Posters: There are two posters in this toolkit. Place them in break rooms and near time clocks, printing rooms, restrooms, common areas, fitness centers, vending machines, cafeterias, elevators and escalators.
- Flyer: Display in break rooms, printing rooms, restrooms, common areas and near time clocks; hand out at enrollment and staff meetings; attach to e-mail with message from HR/CEO.
- Buckslip: Insert buckslips into paychecks.
- Newsletter article: Place article in your regular newsletter.

f. Promotional materials for Blue Points

Highlight the Blue Points program using the following materials:

- Brochure: Place brochures in common areas, distribute at enrollment and staff meetings, attach brochure to e-mail with message from HR/CEO.
- Flyer: Display in break rooms, printing rooms, restrooms, common areas and near time clocks; hand out at enrollment and staff meetings; attach to e-mail with message from HR/CEO.
- Newsletter testimonials: Some employees who currently participate in Blue Points may be willing to share their experiences. Ask for volunteers to submit their stories and then publish them in your regular newsletter. Include information on what Blue Points is and how to access it.

2. Promote the six free nutritional counseling visits available through Member Health Partnerships.

a. Remind employees that in order to take advantage of this benefit, they must be enrolled in Member Health Partnerships. Include information on how to enroll in the program. Attach the MHP adult health survey to your communication.

b. To locate a credentialed dietician in your area, go to HYPERLINK "<http://www.bcbsnc.com>" www.bcbsnc.com. Once signed in to Member Services, select "Find a Doctor" in the top right hand corner. Complete the zip code field or select a county from the dropdown menu. In the "Specialty" dropdown menu, choose Nutrition (licensed dietician). Complete the remaining fields or leave them blank. Click "Find Doctor Now." A list will be returned with the names, addresses, and contact information for the dieticians in your area.

c. Notify your employees about the provider(s) and the services they provide via e-mail, flyers, intraweb articles, and staff meetings. Encourage employees to call the provider of their choice and set up an appointment. Once again remind them that they must be enrolled in Member Health Partnerships to receive the six free visits. Attach the MHP adult health survey to your communication.

d. If feasible, arrange for a dietician to conduct nutrition counseling sessions at your worksite on a periodic basis (once a month, once a quarter). Reach out to the dieticians in your area to see if they would be interested in providing nutritional counseling at your worksite. Working with the dietician, determine a schedule that allows him/her to counsel the employees in individual sessions or in a lunch and learn session. The dietician will file a claim for each individual who attends a group or individual counseling session.

3. Hold a Blue Points competition among your employees.

a. During a 6-10 week period, have employees log their activities on HYPERLINK "<http://www.bcbsnc.com>" www.bcbsnc.com and earn Blue Points. At the end of the designated time period, the person with the most points wins the competition. Offer a prize to the winner or to all those who participate.

4. Offer an additional incentive to your employees who complete all four levels of Blue Points.

a. Provide employees with premium contributions, gift cards, or trinkets if they complete all four levels of Blue Points. This can be during a designated time frame or at their own pace. Have employees print out the page from the Blue Points Web site showing that they have completed Level E in order to redeem their prize with you.

5. Have groups of employees participate in one of the Online Healthy Living Programs at the same time.

a. Encourage employees interested in participating in an Online Healthy Living program to form a support team. Have them notify you when they complete the program. Ask if they are willing to share their experiences with others via a testimonial or as a support team member for others interested in participating.

6. Hold a physical activity or healthy living challenge among your employees.

BCBSNC offers several turnkey challenges in our Physical Activity Toolkit, available from your Account Representative.

7. Start a walking program.

- a. BCBSNC offers “The Amazing Walk,” which can be found in the Physical Activity Toolkit.
- b. Be Active NC offers “Active Steps at Work,” a program that includes several walking challenges. For information about this program see the following:
- Active Steps at Work Brochure: [HYPERLINK “http://www.beactivenc.org/programs/pdf/worksite_brochure.pdf”](http://www.beactivenc.org/programs/pdf/worksite_brochure.pdf) http://www.beactivenc.org/programs/pdf/worksite_brochure.pdf
 - For general information on BeActive NC: [HYPERLINK “http://www.beactivenc.org”](http://www.beactivenc.org) www.beactivenc.org
- c. Purchase pedometers:
- Blue Cross and Blue Shield offers basic pedometers for \$4.99 through the Walking Works Web site ([HYPERLINK “http://www.bcbs.com/innovations/walkingworks”](http://www.bcbs.com/innovations/walkingworks) <http://www.bcbs.com/innovations/walkingworks>)
 - Be Active NC offers advanced pedometers for \$15.00 and \$20.00 ([HYPERLINK “http://www.beactivenc.org/store/index.cfm”](http://www.beactivenc.org/store/index.cfm) <http://www.beactivenc.org/store/index.cfm>)
- d. Map out a walking route near your business for your employees to use on breaks or their lunch hour, showing safe routes and their distances. Or contact your local parks and recreation department for a map of community trails and walking areas.
- e. Sponsor teams of employees in local charity walks or runs, such as the American Heart Association, Race for the Cure, etc.

8. Encourage employees to take the stairs whenever possible.

- a. Post “Take the Stairs” promotional posters, available from your Account Representative.
- b. To make stairwells more attractive, paint them in attractive colors, install fresh carpet or stair treads, or hang artwork in the landings (this can be artwork by local school-children, employees’ children or family members, etc.).

9. Offer the NC Cooperative Extension “Workable Wellness” series to your employees. Topics relevant to weight management include “The Perfect Pantry: Healthy Meals in a Hurry” and “Adding Steps to Your Day: Simple Steps to Stay Active.” Educators from local NC Cooperative Extension county centers can bring Workable Wellness to your worksite.

- a. Call 919-515-9139 to locate an agent in your county.
- b. For more information on Workable Wellness visit [HYPERLINK “http://www.ces.ncsu.edu/depts/fcs/pdfs/WW_brochure.pdf”](http://www.ces.ncsu.edu/depts/fcs/pdfs/WW_brochure.pdf) http://www.ces.ncsu.edu/depts/fcs/pdfs/WW_brochure.pdf

10. Stock vending machines with healthier options.

- a. Participate in the Winners Circle program. For more information about this program on healthy dining, visit [HYPERLINK “http://www.ncpreventionpartners.org”](http://www.ncpreventionpartners.org) www.ncpreventionpartners.org
- b. Partner with your vending machine supplier to provide healthier choices in your food and beverage vending machines.
- Examples: bottled water, 100% fruit juice, low-fat milk, low-calorie snack packs, trail mix, peanuts, pretzels, granola bars

11. Provide healthy meal choices at company events.

- a. Conduct a policy and environment survey, available from your Account Representative.
- b. Draft company policies regarding healthy foods at company events.
- c. Partner with local caterers to provide healthy choices at company events.

12. Offer free healthy snacks at the workplace – for example, keep a basket of fresh fruit available to all employees.

13. Offer onsite weight-management programs through your local hospital, Weight Watchers, TOPS or local registered dietician.

a. Weight Watchers at Work: Call 1-800-8-AT-WORK (1-800-828-9675) to get started, or read more at HYPERLINK "http://www.weightwatchers.com/images/1033/dynamic/GCMSImages/Fact_Sheet_for_employers.pdf" http://www.weightwatchers.com/images/1033/dynamic/GCMSImages/Fact_Sheet_for_employers.pdf

b. TOPS (Take Off Pounds Sensibly): HYPERLINK "<http://www.tops.org>" www.tops.org

c. To locate a BCBSNC-credentialed dietician in your area go to HYPERLINK "<http://www.bcbsnc.com>" www.bcbsnc.com. Once signed in to Member Services, select "Find a Doctor" in the top right hand corner. Complete the zip code field or select a county from the dropdown menu. In the "Specialty" dropdown menu, choose Nutrition (licensed dietician). Complete the remaining fields or leave them blank. Click "Find Doctor Now." A list will be returned with the names, addresses, and contact information for the dieticians in your area.

d. Arrange for a dietician to conduct nutrition counseling sessions at your worksite on a periodic basis (once a month, once a quarter). Reach out to the dieticians in your area to see if they would be interested in providing nutritional counseling at your worksite. Working with the dietician, determine a schedule that allows him/her to counsel the employees in individual sessions or in a lunch and learn session. The dietician will file a claim for each individual who attends a group or individual counseling session.

14. Subsidize registration costs for Weight Watchers or other weight management programs.

a. Reimburse employees for Weight Watchers meeting costs when they enroll, if they attend a designated number of meetings, or if they participate for a designated amount of time.

15. Subsidize gym memberships for your employees or ask local gyms to provide discounts to your employees.

a. BCBSNC members receive discounts on gym memberships as part of the Alt Med Blue program. To view which fitness centers in your area participate, go to HYPERLINK

"<http://www.bcbsnc.com>" www.bcbsnc.com and log in to Member Services. Click on "Rewards and Discounts." Next, click on "Alternative Medicine Services-Alt Med Blue." Under the Alt Med Blue logo, click on "Practitioner Search" from the menu at the top of the page. Enter your zip code, then choose "Fitness Centers and Athletic Clubs" from the Specialty dropdown menu. Complete the remaining fields or leave them blank. Click "Find Practitioner now."

b. Partner with local fitness centers to offer discounts to your employees.

c. Subsidize, or reimburse employees for gym memberships or utilization of gym memberships.

16. Purchase a treadmill for the worksite.

17. Educational materials.

a. The Centers for Disease Control and Prevention (CDC) offers a number of colorful brochures on healthy eating, including "How to use Fruits and Vegetables to Manage Your Weight" available at HYPERLINK "<http://www.fruitsandveggiesmatter.gov/publications/index.html>" <http://www.fruitsandveggiesmatter.gov/publications/index.html>

b. MyPyramid.gov: Go to HYPERLINK "<http://www.mypyramid.gov>" www.mypyramid.gov to create your own food pyramid, learn steps to a healthier weight, and find a wealth of ideas that can help you get started toward a healthy diet. There are tips for each food group, physical activity, eating out, a sample menu and more.

c. Krames: www.krames.com offers a number of patient education materials in a variety of print and electronic formats.

d. American Heart Association: Visit HYPERLINK "<http://www.americanheart.org>" www.americanheart.org for resources and tools on cardiovascular disease, blood pressure and cholesterol.

18. Community Blood Pressure and Cholesterol Screenings.

a. Contact hospitals and community centers in your area that offer regularly scheduled free blood pressure and free or reduced cost cholesterol checks. Advertise these services to your employees. Check with the hospitals and community centers to see if they offer posters or flyers to help you advertise these services.

Samples

Please contact your Group Representative to get these files

HBP – Cholesterol

