

diabetes



Diabetes

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. Diabetes communication toolkit

This toolkit contains all the documents you need to create visual awareness and generate interest in diabetes awareness and management. Included in the diabetes 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 chronic condition programs will help your employees manage their diabetes through improved nutritional habits, physical activity, and support in coping with daily challenges.

- Flyer: Display in break rooms, printing rooms, rest rooms, common areas and near time clocks; hand out at enrollment and staff meetings; attach to an e-mail with message from your HR department or CEO.
- IntraWeb: Place a link to [HYPERLINK "http://www.bcbsnc.com"](http://www.bcbsnc.com) www.bcbsnc.com on your intraWeb, 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, rest rooms, common areas and near time clocks; hand out at enrollment and staff meetings; attach to an e-mail with a message from your HR department or 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, rest rooms, 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. 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

6. 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.

7. Offer free healthy snacks at the workplace.

a. If working with a dietician, ask for examples of healthy snacks for diabetics.

8. Invite a Certified Diabetes Educator (CDE) from your local hospital to your worksite to give a presentation or workshop.

a. Contact your local hospitals and endocrinology centers and find out if they offer diabetes education at worksites. To maximize participation, ask if the presenter can tailor the message of the workshop for family members of diabetics, pre-diabetics, or diabetes prevention.

9. Educational materials.

a. Centers for Disease Control: Visit [HYPERLINK "http://www.cdc.gov/diabetes"](http://www.cdc.gov/diabetes) www.cdc.gov/diabetes for information on prevention, eating right, exercise, and to learn more about diabetes. Visit the "Diabetes & Me" section.

b. American Diabetes Association: Check out [HYPERLINK "http://www.diabetes.org"](http://www.diabetes.org) www.diabetes.org for nutrition and exercise information, tips for families, recipes, and more.

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

Samples

Please contact your Group Representative to get these files

Diabetes

