

# BlueResource<sup>SM</sup>

From the Leader in Health Care Communication Solutions



*Experience. Wellness. Everywhere.<sup>SM</sup>*

## Nutrition and Walking



BlueCross BlueShield  
of Oklahoma

# BlueResource | Introduction

Obesity can be a result of poor nutrition and inactivity. In a company with 1,000 employees, obesity-related direct medical costs and the costs of absenteeism total about \$285,000 each year.\*

*Couple physical activity with healthy nutrition and the physical, mental and economic health benefits are tremendous. Regular exercise and good nutrition are key components of a healthy lifestyle and optimal weight maintenance. A sustained reduction of just 10 percent of a person's body weight can yield significant health and economic benefits—decreasing costly chronic diseases and improving employee attendance, productivity and morale. It doesn't require a big commitment. Just by walking for two hours a week (about 15 to 20 minutes per day), your employees can help decrease their chances of having a heart attack or stroke, developing diabetes and dying prematurely.\*\**

## Encourage healthy behaviors

This edition of **BlueResource** showcases **Nutrition FUNdamentals**, communications for a six-week nutrition program, and **Walking FUNdamentals**, physical activity collateral to supplement the WalkingWorks<sup>SM</sup> program developed by the Blue Cross and Blue Shield Association. Topics include:

- MyPyramid, nutrition recommendations from the U.S. Department of Agriculture
- Reading food labels
- Dining tips and recipe modification advice
- Adding physical activity to the workplace
- Steps to start a walking program
- Health benefits of walking

Check out the **BlueResource** messages and artwork. Copy for all PDFs is provided in Word files and is available in both English and Spanish. Locate the files you want on the CD provided in the back of this booklet or at [www.bcbsok.com](http://www.bcbsok.com).



\* American Journal of Health Promotion, 2006

\*\*Harvard School of Public Health, 2007



# BlueResource

## How to Use This Booklet

### A complete package

**Nutrition FUNDamentals** files have been designed for you to implement the entire six-week program, or you can integrate select files into your existing employee communications. **Walking FUNDamentals** files can be used in conjunction with **Nutrition FUNDamentals**, to complement the physical activity program, WalkingWorks, or as stand-alone pieces. It's your choice!

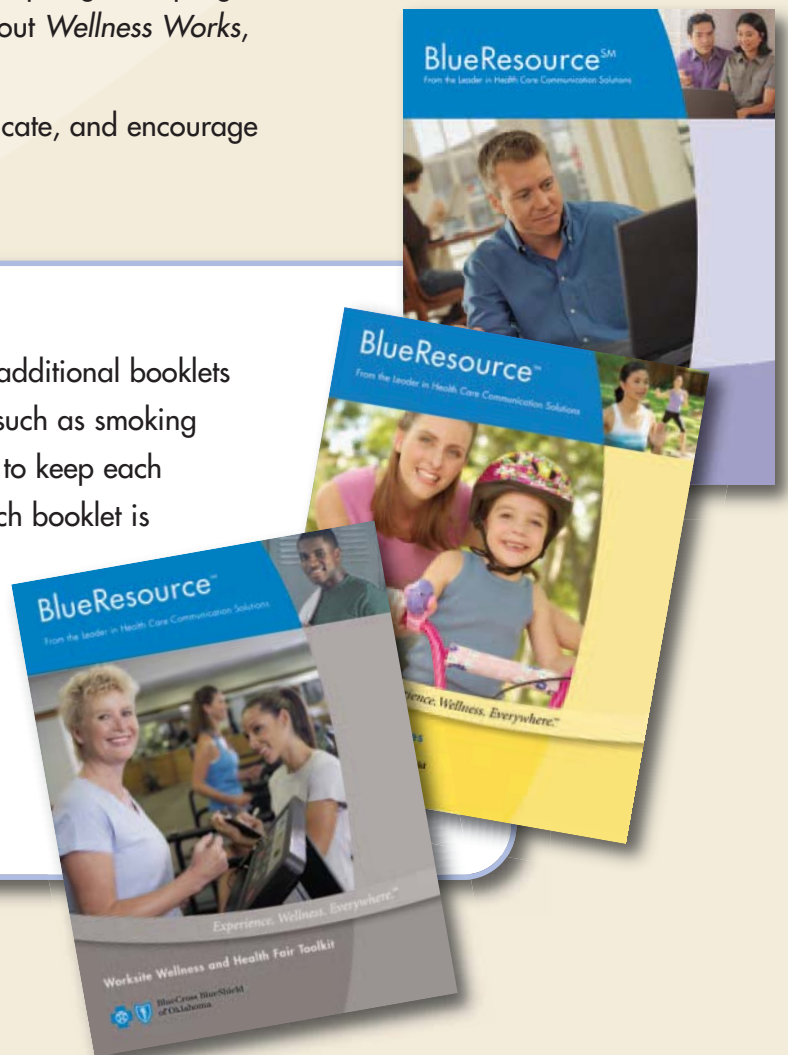
### Increase employee participation

Launch **Nutrition FUNDamentals** by using the e-banner and e-mail copy provided. Or if you prefer, print paycheck stuffers and distribute them to your employees. Display introductory posters throughout your worksite to encourage employees to join the program. And during the six-week implementation:

- Attach Employee Guides and handouts to weekly e-mails or post the files on your intranet site—or if you prefer, print the materials and distribute them to your employees.
- Use coordinating **BlueResource** posters from other booklets to complement the nutrition and physical activity messages.
- Integrate messages into your employee newsletter to spotlight the program, or contact your BCBSOK representative and ask about *Wellness Works*, a quarterly employee newsletter PDF.
- Congratulate participants with the completion certificate, and encourage employees to fill out the program evaluation.

### Additional communications

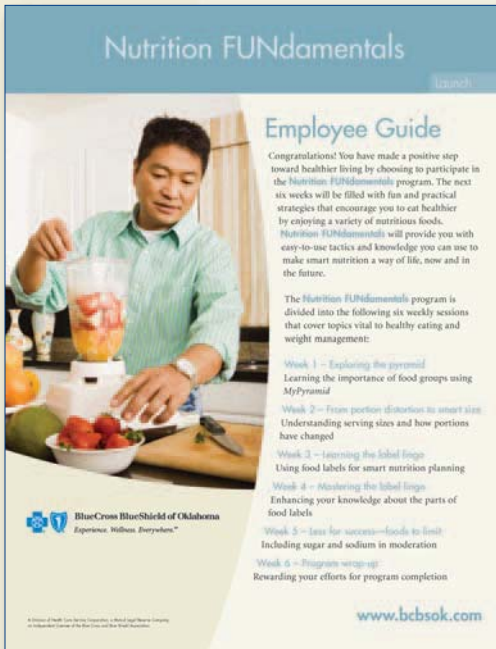
The **BlueResource Communication Program** includes additional booklets that focus on a variety of health and wellness topics, such as smoking cessation, health screenings and ergonomics. Be sure to keep each edition of **BlueResource** you receive. The theme of each booklet is different, and taken together, they offer a very useful collection of employee wellness messages. Effective communications are key to your employees' health and to improving plan utilization through various wellness programs offered by Blue Cross and Blue Shield of Oklahoma.





Look for new and updated files at [www.bcbsok.com](http://www.bcbsok.com)

front



**Program Launch Employee Guide**  
48708.0408 - English  
48709.0408 - Spanish

back



[www.bcbsok.com](http://www.bcbsok.com)

## Tip!

Throughout **Nutrition FUNdamentals**, you will find references to various online tools and resources provided by the Personal Health Manager (PHM). Talk to your BCBSOK representative to find out if your employees have access to the PHM.



**Program Launch e-banner**  
48725.0408 - English  
48426.0408 - Spanish



**Personal Contract Flier**  
49406.0408 - English  
49407.0408 - Spanish

### Choosing a good nutrition program can be like comparing apples to oranges

Do your efforts to eat healthy seem fruitless? We have something that's ripe for the picking. Coming soon from ...

**Teaser e-mail**  
50133.0408 - English  
50134.0408 - Spanish

### We're ready to dish!

Your answer to healthy nutrition is here with Nutrition FUNdamentals from Blue Cross and Blue Shield of Oklahoma. This six-week program will provide you with easy-to-use steps to help you

**Program Launch e-mail**  
48723.0408 - English  
48424.0408 - Spanish

## Exploring MyPyramid

**Nutrition FUNdamentals** is based on dietary guidelines for Americans that are demonstrated graphically through *MyPyramid* from the U.S. Department of Agriculture (USDA). *MyPyramid* translates these guidelines into a total diet plan that includes necessary nutrients from a variety of foods and teaches correct proportions and moderation. An important component of the pyramid is physical activity.

When tested in focus groups by the USDA, respondent feedback noted *MyPyramid* concepts conveyed success, achievement and positive feelings:\*

"You are in control. Everything is in your hands to eat healthier." – Male

"I liked it because it looks like they actually made their goals." – Female

"It symbolizes life every day, life is in motion. Our lives are in motion." – Female

"I like the concept of the pyramid. The individual is in essence running to the top of the pyramid. When you stay on top of nutrition, [you] stay healthy." – Male



**Program Launch Stuffer**  
48719.0408 - English  
48720.0408 - Spanish

## Tip!

Consider implementing the healthy vending machine program, **Face Up to Your Health**, found in the BlueResource Worksite Wellness and Health Fair Toolkit booklet.



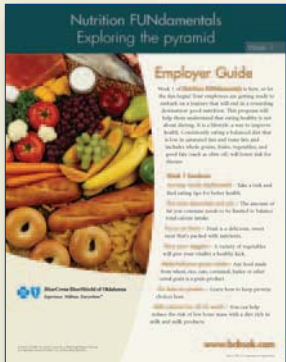
**Program Launch Poster**  
48714.0408 - English  
48715.0408 - Spanish

\*Journal of Nutrition Education and Behavior, 2006

# BlueResource | Nutrition FUNdamentals Week 1

Look for new and updated files at [www.bcbsok.com](http://www.bcbsok.com)

## Week 1



**Week 1 Employer Guide**  
48727.0408 - English



**Week 1 Employee Guide**  
48729.0408 - English  
48730.0408 - Spanish



**MyPyramid Flier**  
49123.0408 - English  
49412.0408 - Spanish



★ **Fruits Flier**  
49118.0408 - English  
49696.0408 - Spanish



★ **Veggies Flier**  
49119.0408 - English  
49411.0408 - Spanish



★ **Whole Grains Flier**  
49120.0408 - English  
49410.0408 - Spanish



★ **Protein Flier**  
49121.0408 - English  
49409.0408 - Spanish



★ **Calcium Flier**  
49122.0408 - English  
49408.0408 - Spanish



★ **Fats and Oils Flier**  
48745.0408 - English  
48746.0408 - Spanish





Look for new and updated files at [www.bcbsok.com](http://www.bcbsok.com)

### Week 2



**Week 2 Employer Guide**  
48749.0408 - English



**Week 2 Employee Guide**  
48751.0408 - English  
48752.0408 - Spanish



**Portion Distortion Flier**  
48755.0408 - English  
48756.0408 - Spanish



**Portion Control Flier**  
48759.0408 - English  
48760.0408 - Spanish

### Week 3



**Week 3 Employer Guide**  
48763.0408 - English



**Week 3 Employee Guide**  
48765.0408 - English  
48766.0408 - Spanish




**Food Label Flier**  
48769.0408 - English  
48770.0408 - Spanish



**Serving Sizes Flier**  
48773.0408 - English  
48774.0408 - Spanish

## Tip!

Communications that can be used independently—rather than as part of a campaign—will have a  next to them.



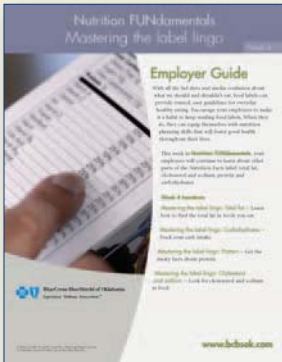
**Calories Flier**  
48777.0408 - English  
48778.0408 - Spanish



**Percent Daily Value Flier**  
48781.0408 - English  
48782.0408 - Spanish

Look for new and updated files at [www.bcbsok.com](http://www.bcbsok.com)

### Week 4



**Week 4 Employer Guide**  
48785.0408 - English



**Week 4 Employee Guide**  
48787.0408 - English  
48788.0408 - Spanish

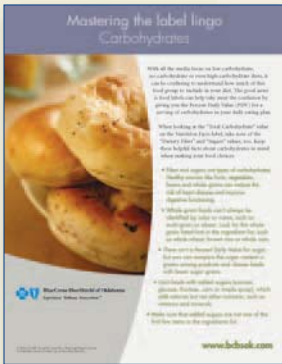


★ **Total Fat Flier**  
48792.0408 - English  
48793.0408 - Spanish



★ **Cholesterol and Sodium Flier**  
48797.0408 - English  
48798.0408 - Spanish

### Week 5



★ **Carbohydrates Flier**  
48801.0408 - English  
48802.0408 - Spanish



★ **Protein Choices Flier**  
48805.0408 - English  
48806.0408 - Spanish



**Week 5 Employer Guide**  
48809.0408 - English



**Week 5 Employee Guide**  
48811.0408 - English  
48812.0408 - Spanish

## Tip!

Use fliers at health fairs or add to enrollment packets.



★ **Salt Shaker Flier**  
48815.0408 - English  
48816.0408 - Spanish



★ **Spices Flier**  
48819.0408 - English  
48820.0408 - Spanish



★ **Added Sugars Flier**  
48823.0408 - English  
48824.0408 - Spanish

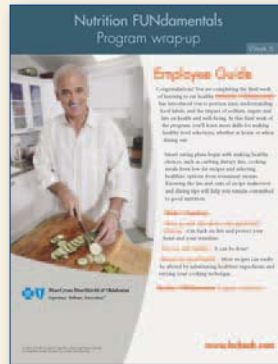


Look for new and updated files at [www.bcbsok.com](http://www.bcbsok.com)

## Week 6



**Week 6 Employer Guide**  
48827.0408 - English



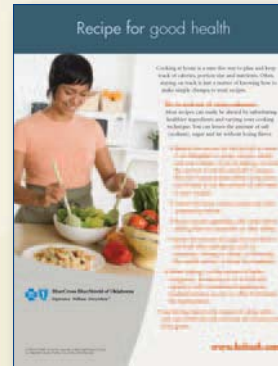
**Week 6 Employee Guide**  
48829.0408 - English  
48830.0408 - Spanish



**Good Food Choices Flier**  
48833.0408 - English  
48834.0408 - Spanish



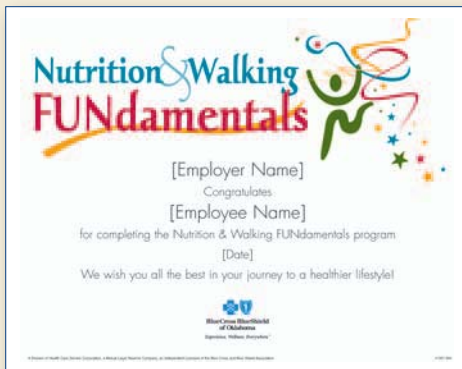
**Eat Out, Eat Healthy Flier**  
48837.0408 - English  
48838.0408 - Spanish



**Recipe Modification Flier**  
48841.0408 - English  
48842.0408 - Spanish



**Program Evaluation**  
48845.0408 - English  
48846.0408 - Spanish



**Completion Certificate**  
48853.0408 - English  
48855.0408 - Spanish

## Tip!

Personalize, print and distribute certificates as employees complete the program.

Look for new and updated files at [www.bcbsok.com](http://www.bcbsok.com)



**Walking Employer Guide**  
49713.0408 - English



**Worksite Walkability Flier**  
49890.0408 - English



**Walkability Audit Tool**  
49718.0408 - English



**Before You Begin Flier**  
49886.0408 - English  
49888.0408 - Spanish



**Walking Maintenance Flier**  
49887.0408 - English  
49889.0408 - Spanish

**Tip!**

If possible, allow flexible schedules so employees can exercise.

**Tip!**

Use **Walking FUNdamentals** communications to encourage walking during morning, lunch and afternoon breaks.



**Health Benefits Flier**  
49714.0408 - English  
49715.0408 - Spanish



**Walking Log**  
49716.0408 - English  
49717.0408 - Spanish



### Make every step count

**WalkingWorks** is a program to help motivate employees to make walking a part of an everyday routine. Use the **WalkingWorks** communications to promote walking 10,000 steps a day—physical activity that will produce the best, long-term health benefits for most individuals.

#### Overview Flier

50186.0408 - English  
50187.0408 - Spanish

#### Newsletter Article - Simple Steps

49893.0408 - English  
49894.0408 - Spanish

#### Newsletter Article - It Makes Sense

49895.0408 - English  
49896.0408 - Spanish

#### T-Shirt Artwork

49891.0408 - Front  
49892.0408 - Back

#### Parking Lot Flier

44479.0408 - English  
44463.0408 - Spanish

#### Parking Lot Poster

50190.0408 - English  
50191.0408 - Spanish

#### Parking Lot Stuffer

50192.0408 - English  
50193.0408 - Spanish

#### Escalator Flier

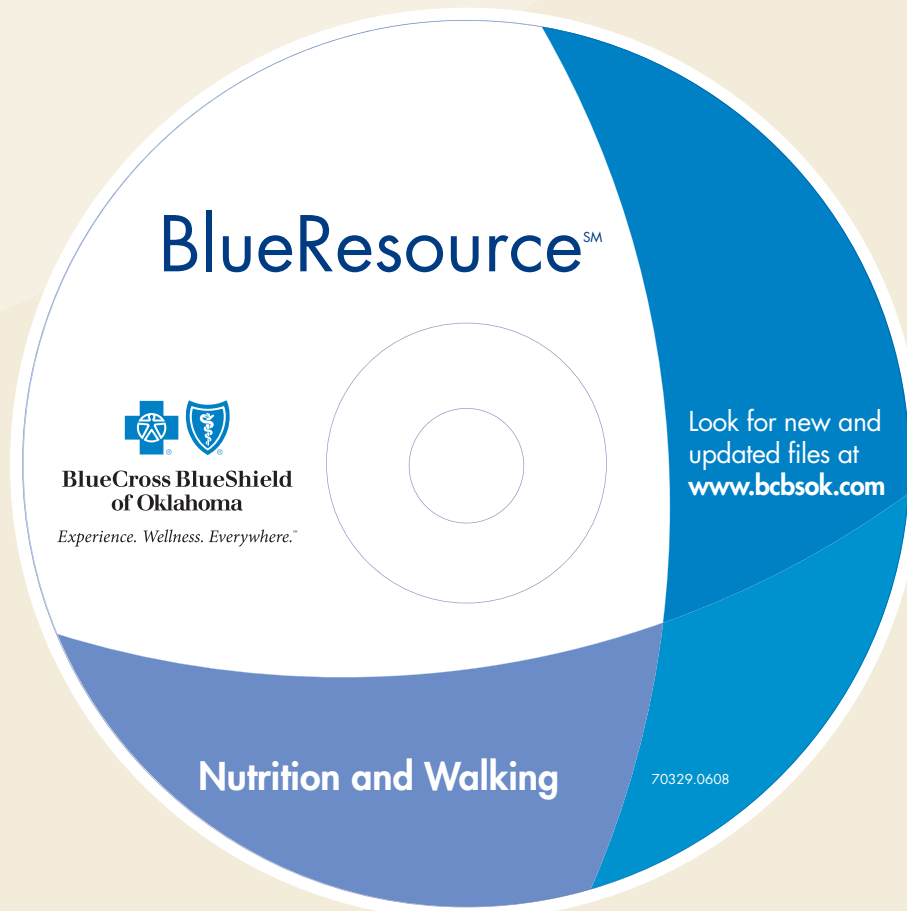
44478.0408 - English  
44464.0408 - Spanish

#### Escalator Poster

50194.0408 - English  
50195.0408 - Spanish

#### Escalator Stuffer

50196.0408 - English  
50197.0408 - Spanish







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