

# The Allergy Health Kit

Motivating employees to learn more and stay well



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### Preventing and managing allergies can make a whole company feel better.

Allergies are one of the most common health conditions, affecting 1 in 5 Americans. They account for more than 17 million physician office visits, 30,000 emergency room visits and several hundred deaths each year.<sup>1</sup>

And they can make your bottom line less than healthy, too. On average, people with allergies miss 1.7 workdays per year due to allergies and experience symptoms for an average of 69 days (nearly 10 weeks) annually.

In the U.S., allergies are a major cause of work absenteeism and “presenteeism” (when workers show up for work, but are less productive), resulting in nearly 4 million missed or lost workdays each year and over \$700 million in lost productivity.<sup>1</sup>

You can do something to alleviate the effects of allergies in the workplace by making your employees aware of triggers, treatments and management tactics. Your Allergy Health Kit can help you put an awareness program into place.

It's important — but you can make it fun! And with the program's simple structure, it's easy to execute, so you won't feel any side effects in your busy day.

# What's in your Allergy Health Kit?

This kit contains links to materials you can simply download and distribute. It also includes a detailed guide for creating an **Allergy Awareness Challenge** in your workplace, with educational tools for learning more about controlling allergies.

## A few points to remember:

- **Keep it simple.** All of the tools in this kit are meant to help you and require very little time for you to manage.
- **Spread it out.** Don't distribute every email and flyer to employees at once. Stagger your messaging over several weeks or a month. You might even want to declare an "Allergy Awareness Month" at your company.
- **Keep it fun.** Employees really want to enjoy being healthy. So present this program as a positive, helpful experience, not a mandatory requirement. Because this program is meant to help, not overwhelm.

# Start your company's *Allergy Awareness Challenge*



When it comes to allergies, knowledge is powerful medicine. By understanding what triggers allergies and how to treat them, employees can take steps to manage their health. That's what an **Allergy Awareness Challenge** is all about. Use these tools to put it in place!

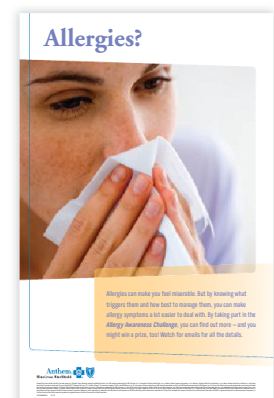
## step 1

Download the **program planner** to learn how to set up and manage the challenge.



## step 2

Set a date for your challenge. Before that date, hang this **poster** in your workplace or email it to your employees to promote the upcoming challenge.





**TIP:** Stagger your communications to employees throughout the challenge to keep the topic top of mind.

## step 3

Plan your communications; mark your calendar to send one **challenge email** per week. We suggest running the challenge over four weeks. Click the envelope to get all the copy you'll need, along with attachments to send to employees.



Click on the thumbnails to download each item individually.

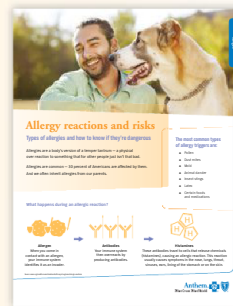
# Download for a healthier workforce!

These flyers and posters are yours to share with your employees during the **Allergy Awareness Challenge**, or any time at all.



## Take control of your allergies

A quick review of allergy signs and treatments, causes and tips for allergy-proofing your environment.



## Allergy reactions and risks

A flyer discussing why allergies occur, with a detailed explanation of what happens inside the body when an allergen triggers a reaction.



## Allergy treatments

Overview of allergy treatments, medications and shots, to prevent and control symptoms.



## Types of food allergies

An overview of common food allergies, with explanations of why they occur and how to avoid triggering a reaction.



## Wheat allergies versus celiac disease

An important review of the differences between wheat allergies and gluten intolerance.



## Indoor allergies

From home filtration to pet care, to mold control, this flyer covers ideas for helping to control allergens in the home.



## LiveHealth Online

With LiveHealth Online, employees can talk with a board-certified doctor, anytime and anywhere. This flyer tells them about the services available to them through this online service.

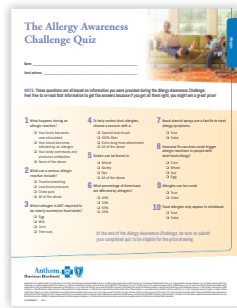




Click on the thumbnails to download each item individually.

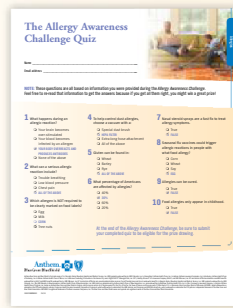
## Poster: Ah-ah-ah-choo!

Display this poster to help employees take simple steps to reduce exposure to allergy triggers.



## Allergies awareness quiz

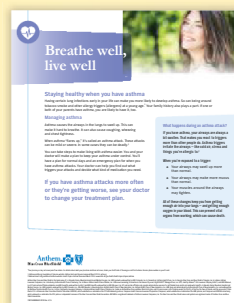
Distribute this quiz to your employees to test their knowledge.



## Allergies awareness quiz answer key



# Breathe well, live well



## Staying healthy when you have asthma

A review about managing asthma, understanding what happens when you have an attack and how to determine if your asthma is under control.



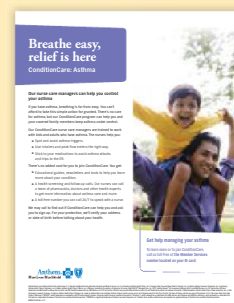
## Childhood asthma

For parents of children with asthma, a review of the disease, its causes and the importance of developing a management plan.



## Prevent and manage asthma attacks

A tip sheet that describes what can happen during an asthma attack, what can cause it and how to keep asthma under control.



## ConditionCare for Asthma

For Anthem members and their covered family members, a flyer that reviews the support available for asthma management through the ConditionCare program.

# Additional resources to share with employees

Whether you're implementing the **Allergy Awareness Challenge**, or you'd simply like to give allergy awareness a boost, consider sharing these resources with your employees.

## Apps to motivate and manage a healthy lifestyle

### WebMD Allergy App



The free WebMD Allergy app can help allergy sufferers prepare for each day with a personalized allergy and weather forecast along with customizable doctor-approved tips. Includes allergy forecasting, symptom logging, localized search capabilities and a rich knowledge base with WebMD articles, slideshows and videos.

[WebMD.com/allergy-app](http://WebMD.com/allergy-app)

### Yummly recipes and grocery shopping list



Food allergies can certainly feel limiting, especially if you find yourself eating the same meals over and over again. With the Yummly Recipes & Grocery Shopping List, you can use the filters on your app to eliminate allergenic foods, and then search for recipes based on these selections. You'll not only discover safe, healthy foods, but also recipes that are made by top chefs. Build your own virtual recipe box by saving your favorites for future use.

[Yummly.com](http://Yummly.com)

### Find Me Gluten Free



The Find Me Gluten Free app can help you find gluten-free foods when dining out. This app helps you find restaurants that have gluten-free options as well as stores that contain gluten-free products. Includes average price indications so you can stay gluten-free within your budget.

[Findmeglutenfree.com](http://Findmeglutenfree.com)

### First Aid by American Red Cross



Use this app from the American Red Cross to get the treatment you need in case of an allergy emergency. Tell the app what you're experiencing, and it will direct you to a nearby hospital. It even lets you call the hospital from the app, and it can walk you through the step-by-step care process.

[redcross.org/mobile-apps/first-aid-app](http://redcross.org/mobile-apps/first-aid-app)

## Looking for more ideas to help create a culture of wellness? Check out Time Well Spent.

This online employer wellness resource offers a library of health education information and other tools you can use to build or enhance your wellness strategy.

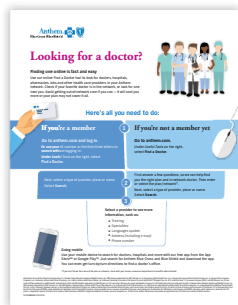
[TimeWellSpent.anthem.com](http://TimeWellSpent.anthem.com)



## Special tools and discounts for Anthem members

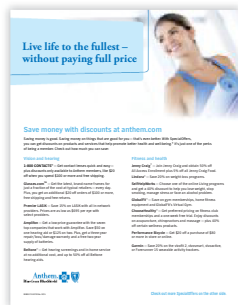
### Find a doctor on Anthem.com

It's easy for members to find allergists and other specialists on [anthem.com](http://anthem.com). Just have your employees log in, select a type of provider, place or name, and hit search. They can sort by distance, gender and more. They can even download the mobile version, which gives turn-by-turn directions to doctors' offices.



### SpecialOffers from Anthem

Remind your employees about all the extras they're entitled to as Anthem members. In our Medicine & Treatment section, we offer a number of discounts for allergy control products. They can find out more in the discount section on [anthem.com](http://anthem.com), once they login.



**You want them to be well. Help them work toward that.**

A healthy workforce is important to you. It's important to us, too. That's why Anthem works with companies like yours to instill a culture of wellness in the workplace. This Allergy Health Kit is one way we're carrying this through. Use it, and your whole company can make a move toward total wellness, now, and in the years to come.



Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. In Connecticut: Anthem Health Plans, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), which underwrites or administers the PPO and indemnity policies; Compcare Health Services Insurance Corporation (Compcare), which underwrites or administers the HMO policies; and Compcare and BCBSWI collectively, which underwrite or administer the POS policies. Independent licensees of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association.