

# The Children's Health Kit

Making wellness a family focus



## Let's make a difference in generations to come.

More than 20% of children ages 12 to 19 are considered obese.<sup>1</sup> Approximately 74% of children ages 5 to 10 do not get enough exercise on a daily basis.<sup>2</sup> And 74% of parents say they choose to spend family time with their children in front of a TV.<sup>2</sup>

These facts can be daunting when it comes to our next generation's health. But the good news is, by instilling a focus on wellness with parents, we can help spread a culture of health to our nation's children. And it starts with you.

You have the power to influence your employees to promote family health. This kit is designed to help you do that.

1 CDC/NCHS National Health and Nutrition Examination Survey, statistics for 2011-2012  
2 YMCA's Family Health Snapshot, April 2011



# What's in your Children's Health Kit?

This kit contains links to materials you can simply download and distribute. It also includes a detailed guide for creating a **Get Up and Get Moving** challenge in your workplace, with educational tools for promoting healthy eating and exercise family-wide.

## 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 a "Healthy Families 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. You want everybody to keep a healthy attitude!



# Start your company's Get Up and Get Moving challenge!



Parents who exercise and eat right can influence their children's habits in a positive way. The **Get Up and Get Moving** challenge is one way to help make adults serve as wellness role models to our next generation — even if they don't have children themselves. Best of all, it's fun! Use these helpful tools to create your company's **Get Up and Get Moving** challenge.

## 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.

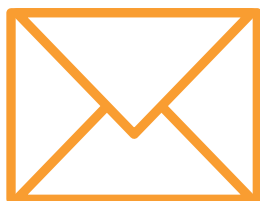




**TIP:** Stagger your communications to employees throughout the challenge to keep intergenerational health top of mind.

## 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 future!

These flyers and posters are yours to share with your employees during the **Get Up and Get Moving** challenge, or any time at all. Distribute them, and you could help influence the health of generations to come.



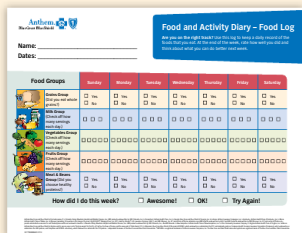
## Challenge overview and log sheet

Download this overview and log and distribute it to get employees involved in the challenge.



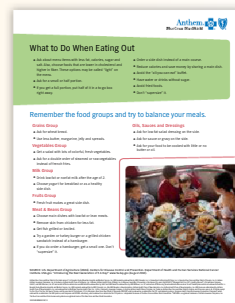
## Go outside and play

A fun flyer that invites readers to take a break from their standard exercise routine.



## Are you on the right track: food log

An extra tool to use to work toward a healthier lifestyle. This weekly log helps the user track the foods they've eaten. At the end of the week, it's easy to see where there are gaps (or indulgences) in one's diet.



## What to do when eating out

A helpful flyer that gives tips for keeping a healthy diet when dining in restaurants.



## Eating better as a family

Describes the many benefits of sharing a family meal, with tips on how to make it easier to plan dinners.



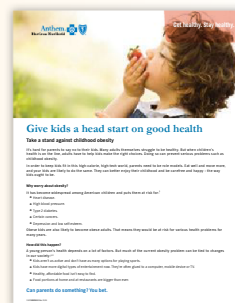
## Sports safety

A guide to promoting healthy activity in children while avoiding sports injuries.



## Home safe home

Stresses the importance of keeping a safe home, with tips for protecting family members of all generations.



## Childhood obesity

Tips on how to give kids a head start on good health.





Click on the thumbnails to download each item individually.



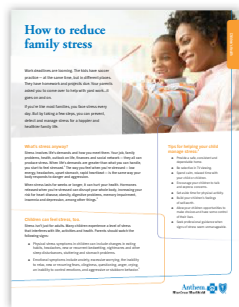
## Childhood diabetes

Cases of children with type 2 diabetes are on the rise. This flyer covers tips on how to avoid type 2 diabetes as a family.



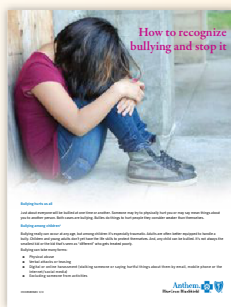
## Childhood asthma

A review of what causes asthma, what happens during an attack and how to manage it.



## How to reduce family stress

Something every member of the family should be aware of: the dangers of stress, and how to get help to relieve it.



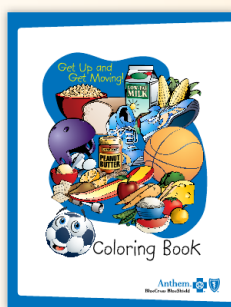
## Bullying

Bullying can occur at any age, but it is especially traumatic to children. This flyer discusses the scope of the problem and what you can do about it.



## The Get Up And Get Moving pledge and certificate

Perfect for families: a ready-made pledge to get up and get moving, ideal for posting on the fridge.



## The Get Up And Get Moving coloring book

Break out the crayons for this fun, free activity for families! A nine-page coloring book that focuses on activity and healthy eating.



## LiveHealth Online: please wash your hands

The ideal poster to print and post in your company's restrooms. Includes information on accessing LiveHealth Online for 24/7 care.



## To the ER or not?

At some point, every parent asks himself or herself, should I take my child to the emergency room? This helpful poster includes resources for getting the right answer.

## Additional resources to share with employees

Whether you're implementing the ***Get Up and Get Moving*** challenge, or if you'd simply like to give family health awareness a boost, consider sharing these activities and resources with your employees.





## Dream for health

Dreaming about the future, setting goals and making plans are helpful stress busters. These activities have even been shown to combat depression. One way you can help your employees battle stress is to encourage them to take a break and create a vision board.

### How to build a vision board:

1. Get a poster board, corkboard, construction paper or just plain paper — whatever works.
2. Decide what you want to have, be or do in your life.
3. Find images (in magazines, online or you can draw them by hand) to represent those choices and add them to your board.
4. Place the board in a prominent place where you can see it easily.

## Healthy recipe exchange

Organize a lunch'n' learn event to share some kid-friendly, healthy recipes. Your employees can bring their own lunch and a recipe to swap. Or, you can arrange a potluck where each person prepares a kid-friendly, healthy dish for others to try. It's helpful to have extra copies of each recipe available as well.

## Launch a LunchWell campaign

The idea behind LunchWell is that big changes often start with small acts. LunchWell gives you the tools to help employees create healthy eating habits by making small changes to how they eat — and think about — lunch.

Available on the [Time Well Spent](#) site, the LunchWell campaign includes information, how-tos and other educational material to help you be the catalyst for healthful changes in your organization.

## Active.com

Family fun runs are one way to get your employees out of the house exercising together. So tell them about [active.com](#). With this helpful site, you simply put in a location and this easy-to-use website lists fun runs, 5ks and more nearby. Each family can create its own active family guide using [active.com](#). Just go to [active.com](#) and search the word “family.”

## Pedal to Health

Riding a bicycle is a terrific way for your employees and their family members to be active and have fun. Inspired by the UCI World Cycling event, we have launched a new interactive guide to bicycling. We invite you and your employees to take a tour of the site today at [anthem.com/pedaltohealth](#).

## Looking for more resources to promote fitness and nutrition to your employees?

Check out [Time Well Spent](#)! This online employer wellness solution offers a library of health educational resources and other tools you can use to build or enhance your wellness strategy.

**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 health in the workplace. This Children's Health Kit is one way we're carrying this through. Use it, and your whole company can make a move toward better health, for generations to come.



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