

# Your Blood Pressure Health Kit

A program for encouraging a level of better health





**You have the power  
to help educate your  
employees!**

### **High blood pressure can be a killer — and one in three adults in the U.S. has it.**

Even though it's so common, many people often don't know they have high blood pressure. Serious health problems like strokes, heart attacks and kidney disease arise when people have had high blood pressure (also known as hypertension) for a long time and don't manage it.

High blood pressure can cost employees their lives — and it can cost businesses millions. In fact, high blood pressure costs the nation \$46 billion each year. This total includes the cost of health care services, medications to treat high blood pressure, and missed days of work.

You have the power to help educate your employees about this condition. By encouraging them to adopt healthier lifestyles, teaching them about high blood pressure and prehypertension and making them more aware of their own blood pressure, you can help make your company a healthier place, one heart at a time. Your Blood Pressure Health Kit can help you do it.

# What's in your Blood Pressure Health Kit?

This kit contains links to materials you can simply download and distribute. It also includes a detailed guide for creating a blood pressure health challenge in your workplace, with educational tools for preventing and managing the disease.

## 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 "Blood Pressure Health 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 blood pressure “Take the Pressure Off” health challenge!



Fruits and veggies are an important part to a well-balanced diet. They're also key to keeping your blood pressure in check. So why not make a fun (and delicious) challenge centered around them? Use these helpful tools to create your own blood pressure health challenge.

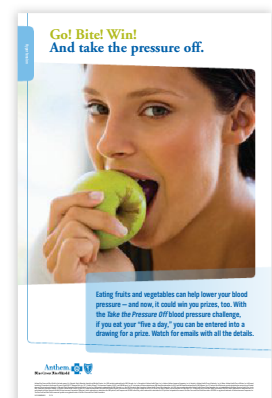
## step 1

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.



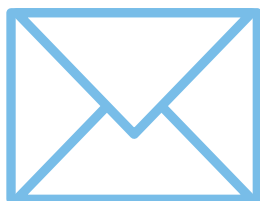




**TIP:** Stagger your communications to employees throughout the challenge to keep blood pressure awareness top-of-mind.

## step 3

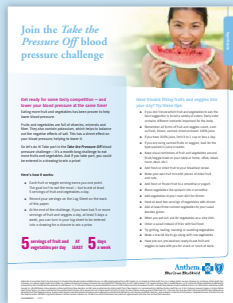
Plan your communications; mark your calendar to send one **challenge email** per week. We suggest running the challenge over four weeks. Click the envelope to get all the copy you'll need, along with attachments to send to employees.



**Click on the thumbnails to download each item individually.**

# Download for lower blood pressure!

These flyers, posters and other tools are all yours to share with your employees during the *Take the Pressure Off* blood pressure challenge, or any time at all. Share them, and you could save a life.



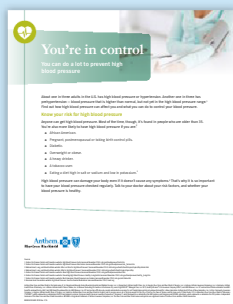
## Challenge overview and log sheet

This two-sided sheet lists all the instructions for taking part in the *Take the Pressure Off* challenge, as well as a log where employees can track their servings.



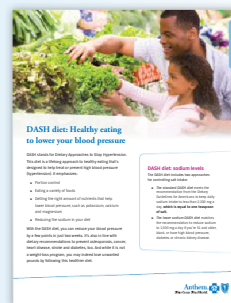
## High blood pressure and prehypertension: are you at risk?

Learn how to stop prehypertension from becoming high blood pressure.



## How to prevent high blood pressure

Covers the steps to help prevent high blood pressure.



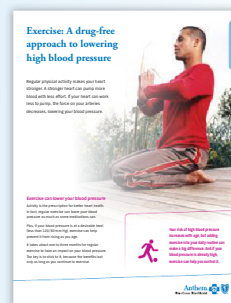
## The DASH diet

Explains how to eat well to lower blood pressure.



## How to lower your blood pressure

Includes information on 9 ways to lower blood pressure.



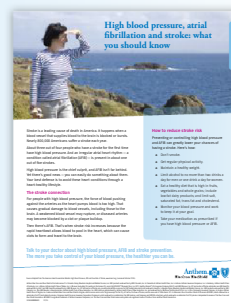
## Exercise and high blood pressure

Explains how the right amount of exercise can lessen or cut the need for high blood pressure medication.



## Smoking: its effects on your heart and your blood vessels

Smoking can take a toll on every organ in the body. Find out what it does to the heart and blood vessels.



## High blood pressure, AFIB and stroke

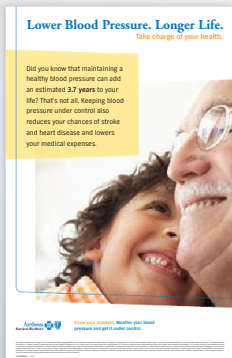
Learn about the deadly relationship between high blood pressure, Atrial Fibrillation (AFIB) and strokes.





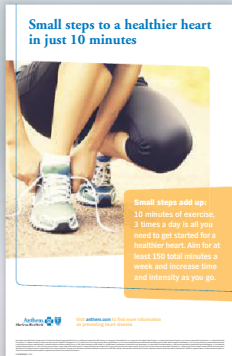
Click on the thumbnails to  
download each item individually.

## POSTERS:



### Lower blood pressure. Longer life.

An overview of the benefits  
of keeping blood pressure  
in check.



### Small steps to a healthier heart

Ten minutes of exercise,  
three times a day —  
that's all it takes to get  
started toward a healthy  
heart regimen.



### Places salt hides

A look at the sneaky  
places salt can find  
its way into your diet  
— which could lead to  
higher blood pressure.

## ConditionCare

If your Anthem plan  
includes ConditionCare,  
distribute this flyer to  
provide an overview  
of the ConditionCare  
hypertension program.

Putting blood pressure in its place!



# Mobile apps for health on the move



## MyFitnessPal

MyFitnessPal is an awesome tool for weight management and overall health. It includes the largest food database of all apps, and a built-in bar-code scanner to locate individual food items' nutrition facts. It can be used as a food diary and exercise tracker, too.

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



## Charity Miles

Users can pick one of nearly a dozen charities, click whether they plan to run, walk or bike, and start moving. The app will track their distance, and the Charity Miles company will enlist sponsors to reward their chosen charity with a donation.

[charitymiles.org](http://charitymiles.org)



## GoMeals

Using a plate graphic, this app can help users visualize how well they're meeting their daily nutrition needs. Users can log foods using a comprehensive database that includes more than 40,000 common foods and over 20,000 restaurant meals, view nutrition facts and see what percentage of their current calorie intake is from carbohydrate, fat and protein.

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

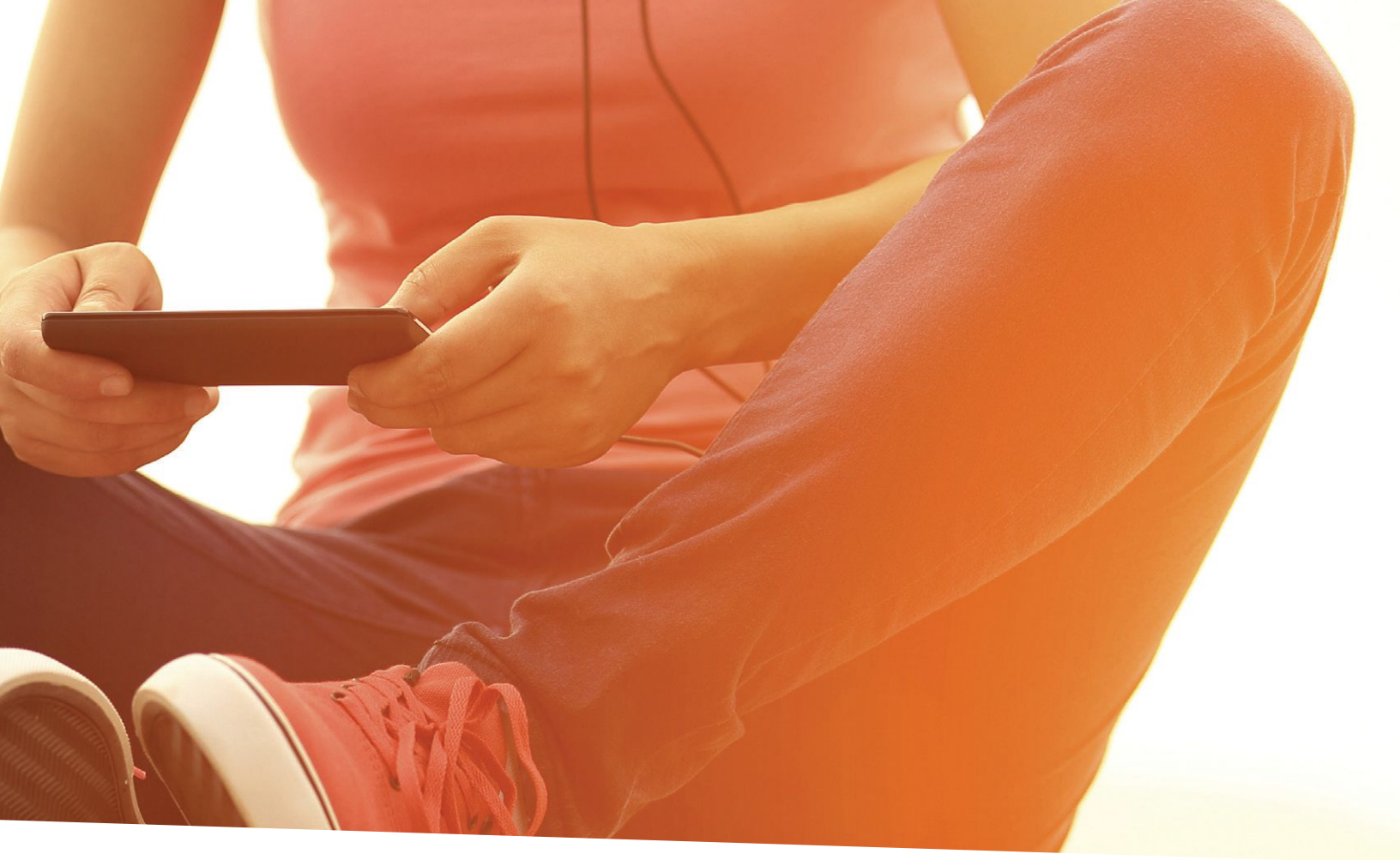


## Fooducate

This app helps improve nutrition choices by providing a thorough look at foods consumed. Users can search for foods or scan bar codes to get a comprehensive profile, including nutrition facts, tips and notes, a health grade and even the percentage of other Fooducate users who like a food. With a tap, users can get a list of healthier options or add a product to their shopping list.

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





## Additional resources to share with employees



### The Weight Center at Anthem

This helpful resource connects employees to information on topics like fitness tips, healthy eating tips and ways to take care of your emotional health and wellbeing to be your very best self. To access the center, employees need to visit [anthem.com/theweightcenter](https://www.anthem.com/theweightcenter) and either register or log in to their Anthem account.



### ChooseMyPlate.gov

[ChooseMyPlate.gov](https://www.choosemyplate.gov) provides your employees with practical information to help them build healthier diets with resources and tools for dietary assessment, nutrition education and other user-friendly nutrition information.



### SpecialOffers from Anthem

Remind your associates about all the extras they're entitled to as Anthem members. We offer a number of discounts for weight loss programs, fitness trackers and more. They can find out more in the discount section on [anthem.com](https://www.anthem.com) once they login.



### The National Heart, Lung and Blood Institute (NHLBI) website

As part of the National Institute of Health, the NHLBI works to promote leadership, prevention and treatment of heart, lung and blood diseases. Their information on high blood pressure is definitely worth sharing.

[nhlbi.nih.gov](https://www.nhlbi.nih.gov)

**You want them to be well. Help them work towards 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 Blood Pressure Health Kit is one way we're carrying this through. Use it, and your whole company can make a move toward better health.



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