



**Arkansas
BlueCross BlueShield**

An Independent Licensee of the Blue Cross and Blue Shield Association

news release

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FOR IMMEDIATE RELEASE

Arkansas Blue Cross and Blue Shield launches pediatric partnership to combat childhood obesity

*The Good Health Club Physician ToolkitSM newest
Blue Cross and Blue Shield effort to curb the rise in diabetes*

Little Rock, Ark. (August 18, 2010) — In collaboration with the Blue Cross and Blue Shield Association (BCBSA) and Blue companies nationwide, Arkansas Blue Cross and Blue Shield has launched the Good Health Club Physician ToolkitSM — unique educational materials designed to foster better communication between pediatricians (and family practice physicians) and their patients about childhood obesity and diabetes prevention. The toolkit now is available to pediatricians in Arkansas in time for back-to-school physician visits for the 2010-2011 school year.

The toolkit, developed in consultation with the American Diabetes Association (ADA) and the American Academy of Pediatrics (AAP), also builds on materials that Blue Cross and Blue Shield companies have successfully used throughout the nation to encourage healthy choices and behaviors for children. The toolkit is available in both English and Spanish and contains tip sheets, wall posters, physician reference materials, tracking sheets, and brochures with educational information.

“We are pleased to be providing the Good Health Club Physician Tool Kit to Arkansas’ pediatricians and family practice physicians who care for young patients,” said Mark White, president and chief executive officer of Arkansas Blue Cross. “These doctors serve an important role in improving the health of young Arkansans and are a valuable

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partner for parents who want their children to be their healthy best. This toolkit is one additional resource for doctors to use to help prevent diabetes in children by encouraging lifelong healthy living habits for Arkansas' youth."

According to the Centers for Disease Control and Prevention (CDC), in the past two decades type 2 diabetes (formerly known as adult-onset diabetes) has been reported among U.S. children and adolescents with increasing frequency. One in three U.S. children born in 2000 could develop diabetes during their lifetime and the prevalence of obesity among children aged 6 to 11 more than doubled in the past 20 years, going from 6.5 percent in 1980 to 17 percent in 2006.

The Good Health Club Physician Toolkit features messages from the "Good Health Club," a group of animal characters that encourages children to:

- Eat 5 servings of fruits and vegetables every day
- Limit screen time to 2 hours or less
- Get at least 1 hour of physical activity
- Limit sweetened drinks to 0

Arkansas Blue Cross has pioneered programs in Arkansas such as the Blue & Youth Health Program — featuring BlueAnn Ewe, a blue sheep costumed character — which teaches about and encourages elementary school age children to practice good health and safety habits, and the Blue & You Fitness Challenge, which encourages people to complete at least 30 minutes of cardiovascular exercise most days of the week. Both programs encourage family members to take charge of managing their overall health and well-being.

A just-released compendium — Commitment to the Next Generation of Healthy



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Americans — details how Arkansas Blue Cross and other Blue companies are leveraging local partnerships to build, design and support programs that target obesity and diabetes prevention.

To view the Good Health Club Physician Toolkit and for more information about what the Blue Cross and Blue Shield companies are doing in their communities to combat childhood obesity and diabetes, please visit www.bcbs.com/goodhealthclub.

About Arkansas Blue Cross and Blue Shield

Founded in 1948, Arkansas Blue Cross and Blue Shield, an Independent Licensee of the Blue Cross and Blue Shield Association, is the largest health insurer in Arkansas. Arkansas Blue Cross and its affiliates have more than 2,700 employees. If combined, the 39 independent, locally operated Blue Cross and Blue Shield Plans collectively provide health-care coverage for 98 million — nearly one in three — Americans.

