



Governor's Council on Physical Fitness



Better You from Blue



Better You from Blue Supports Employer's Worksite Wellness

- Health risk assessment
- Biometric screenings
- Individual & Group Reporting
- Triage to care programs
- Targeted interventions based on risk category
- On-site health education programs by Clinical Staff

AHA's 8th Scientific Forum on Quality Of Care and Outcomes Research in Cardiovascular Disease and Stroke recognizes JEA's results:

- Blood glucose scores improve 15%
- Blood pressure scores improve 9%
- Number of employees who missed work due to HTN decreased from 25.8% to 15.6%
- Number of employees who missed work due to diabetes decreased 50% to 16.9%
- Employees who reported their health as being excellent or very good increased from 42% to 51%

BCBSF Supports Community Health Promotion

The **Sister to Sister Program** is a national organization dedicated to educating women about heart disease. The foundation sponsors the annual National Woman Heart day in Miami Dade.

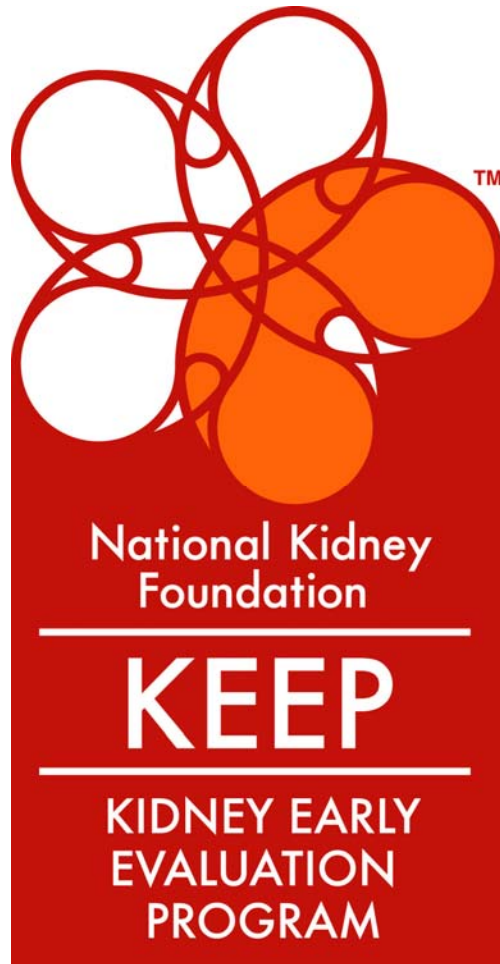
The **Kidney Early Evaluation Program (KEEP)** is a free health-screening program offered by the National Kidney Foundation of Florida offered to people at increased risk for developing kidney disease.

The **American Diabetes Association's Diabetes Exposed** is the largest diabetes conference and trade show in Northeast Florida and Southeast Georgia providing people with diabetes, at risk for diabetes and their caregiver's healthy living information about diabetes diagnosis, prevention, intervention and treatment.

Program Components

- Free screenings/coaching for the uninsured and under-insured
- Heart healthy cooking and fitness demonstrations
- Multilingual presentations by experts on Heart Disease, Diabetes, Hypertension, and Stress to address the need of our diverse community
- Free Referrals for post screening follow up with community health organizations
- BCBSFL partners with local health departments to help reach the people targeted in Healthy People 2010

Blue Cross and Blue Shield of Florida Proud Supporters



Policy Issues

- Lifestyle issues are policy issues
- Florida's Gym Class Bill is a step in the right direction
- Socio-economics play a role in physical fitness
- A connection between obesity and public safety?