

BETTER HEALTH GREATER OPPORTUNITY – EXERCISE AND NUTRITION



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WINNING THE WAR ON WEIGHT

There is some good news in the war on weight: Recent studies from the National Center for Health Statistics (January 2010) have shown that obesity in the United States may be stabilizing instead of increasing. But the rates of obesity remain high—68 percent of U.S. adults are overweight or obese, and almost 32 percent of school-aged children and adolescents are at or above the 85th percentile of body-mass index (BMI) for age.¹

With almost seven out of 10 adults overweight, the consequences of obesity are far-reaching, affecting not only ourselves, but our friends, neighbors, co-workers, family members and children. Excess weight is linked to type 2 diabetes, heart disease, stroke, high blood pressure, high cholesterol, cancer, joint disease, sleep apnea, asthma and other chronic conditions. A recent study of the *Behavioral Risk Factor Surveillance System* showed that obesity has a larger effect on disease and quality of life than smoking (although smoking has a greater impact on death rates).²

TAKING SMALL STEPS

There's more good news: Winning the war on weight doesn't require an "all or nothing" approach. Losing just five to 10 percent of your weight can delay or prevent many chronic conditions. Begin by knowing your numbers.

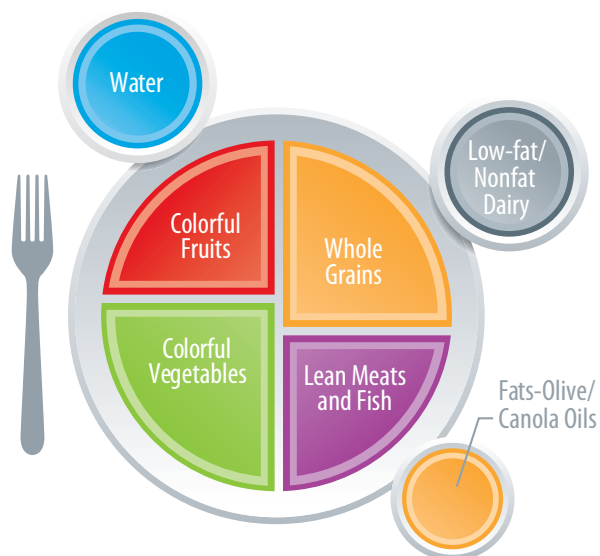
If you haven't weighed yourself lately, take the first step and step on the scale. Learn about your weight risk by determining your Body Mass Index (BMI). The greater your BMI, the greater your health risks. You can find several BMI calculators online. The National Heart, Lung and Blood Institute has a calculator available at: www.nhlbisupport.com/bmi. You can find out your child's BMI by using the calculator at <http://apps.nccd.cdc.gov/dnpabmi/>.

DEFINING YOUR BATTLE PLAN

Most experts agree: You need to launch a comprehensive campaign to win the battle of the bulge. Speak with your health care provider about resources in your area or special considerations if you have health issues. Or call a Health Coach at 1-888-BLUE428 (1-888-258-3428) for advice, guidance, resources and encouragement.

Keep in mind a few basics to find an approach that works for you:

- **Set a goal of a gradual weight loss of about 1 to 2 pounds per week.** While it's motivating to see the numbers drop on the scale, it's important to remember that you didn't gain weight overnight. Strive for slow, steady progress—it adds up quickly. Speak with your health care provider or a registered dietitian about setting a goal that's right for you.
- **Choose a low-calorie eating plan that offers a wide range of healthy foods.** Avoid plans that totally exclude certain food groups or categories of foods. It's difficult to adhere to these types of plans over time. You'll get bored easily and stray from your goals if your plan lacks variety. Remember the basics of balanced nutrition: Choose foods from all the food groups, including whole grains, fruits and vegetables, lean meats and protein and fat-free dairy products. Use the *Plate Planner* (below) to ensure your plan is balanced.



Citations:

1 Journal of the American Medical Association, online, Jan. 13, 2010.

2 American Journal of Preventive Medicine, news release, Jan. 5, 2010

Adapted from USDA Choose MyPlate.gov

- **Reduce your food intake by 250 to 500 calories per day.** *The fact is: You can't lose weight without cutting calories.* Read labels to learn more about calories—it's like looking at the price tag when shopping to get the best deal. Compare foods and look for lower calorie options of your favorite foods. Use the "serving size" on the Nutrition Facts food label to control portions. If foods come in their own packages (like fruits and vegetables), don't worry about the calories—just eat them.
- **Learn to be more physically active—every day.** There is no "perfect" exercise for weight reduction. The perfect exercise program is one that fits into your lifestyle and one that you find enjoyable and will stick with. *Another fact is: You can't lose weight without regular exercise.* Begin gradually and strive to burn 250 to 500 calories every day through physical activity (about 30 to 60 minutes). Speak with your health care provider before beginning an exercise program if you are over age 40 or have health concerns.
- **Educate yourself about healthy eating and physical activity.** Becoming an expert will help you avoid the allures of quick fixes and diet fads. Highmark members can visit www.highmarkbcbs.com and discover practical information, tools and programs for weight management. Log in and click on the "Health Topics" tab. Or participate in one of our online lifestyle improvement programs for a convenient, personalized approach to improving your weight or nutrition: Nourish™ or Overcoming™ Binge Eating. Log in and click on "Your Health," followed by "Improve Your Health," to enroll in the program of your choice.
- **Find support to help keep you on track before, during and after.** When it comes to weight management, success is often found in numbers. Get the whole family involved, or team up with a friend or co-worker. Exchange ideas and support via daily text messaging, emails, phone calls or online chats. Use a social networking site, like Facebook or MySpace, to establish and share ongoing ideas, successes, recipes, strategies, goals and challenges with friends, family and your weight management "team".
- **Become a wellness role model.** Helping others build healthy eating and fitness habits will help motivate you to "keep up the good work." Everyone can benefit from improving their lifestyle habits, so be proud to share your successes. When we work together to *win the war on weight*, we'll experience victory one person, one family, one community at a time. Now is the time.



Winning the war on weight doesn't require an "all or nothing" approach. Losing just five to 10 percent of your weight can delay or prevent many chronic conditions. The choices you make today impact your health tomorrow, so there's no better time than TODAY to take action.

The "30 Days of Wellness" for Weight Management can help you count down to better eating habits with 30 easy meal planning ideas.

Take our 30-day challenge and see if you can do all 30 tips! Set daily goals by posting the tips in your office, on the refrigerator or on your electronic calendar. Email or text message family, friends and co-workers to join you and in just 30 days, you will all improve your weight management skills. Don't forget to increase your physical activity and find ways to change your food-related behaviors (like emotional eating).

In addition to our "30 Days of Wellness," You can visit www.highmarkbcbs.com and discover practical information, tools and programs for weight management. Log in and click on the Health and Wellness tab for additional resources and program options.



START THE CHALLENGE TODAY WITH THE DAY 1 TIP:

Keep it simple. You don't need a nutrition degree to eat healthy. Start with your next bite.

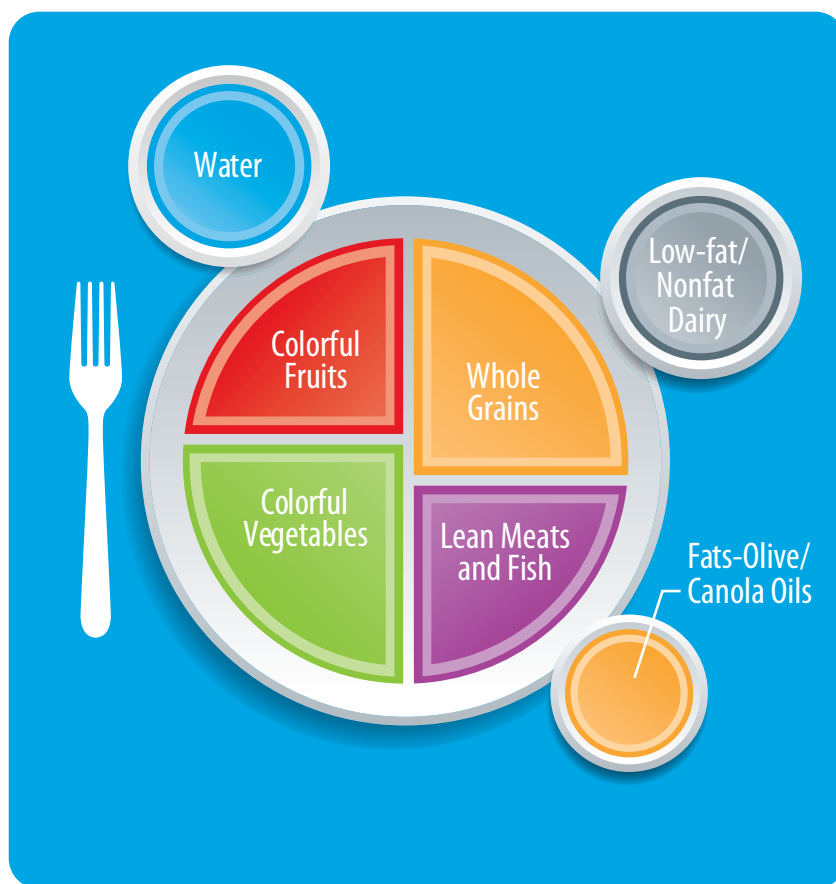


30 DAYS OF WELLNESS | WEIGHT MANAGEMENT

1 Keep it simple. You don't need a nutrition degree to eat healthy. Start with your next bite.	2 Eat a piece of fresh fruit with every meal. Stock up and plan ahead.	3 Make today a "No Desserts or Sweets Day." Do you think you can do it?	4 Try a new, higher fiber cereal for breakfast. Look for at least 5 grams of fiber per serving.	5 Strive to drink 10 cups of water today. Say "NO" to calorie-laden beverages.
6 Set a goal to go one week without eating deep-fried foods.	7 Go to the HEALING KITCHEN at wholehealthmd.com and download a new recipe to try.	8 Save 100 calories and forego croutons on your salad.	9 Count to 10. Strive to eat 10 servings of fruits and vegetables today. Yes—10!	10 Leave a bite or two of food on your plate to cut back on portions.
11 Slow down, and put your fork down between every bite.	12 Read the label of everything you eat today.	13 Say "NO" to vending machines and "junk food" and eat fresh fruit for your snacks today.	14 Check your refrigerator regularly to keep your produce well-stocked.	15 Try whole wheat pasta with your favorite sauce. Serve with a mixed greens salad with Italian dressing on the side.
16 Set a goal to pack your lunch with healthy foods all week.	17 Try a new fruit today. There are 100s of varieties from which to choose.	18 Try brown rice. Whether it's quick-cooking, long-cooking or balsamic brown rice, there are many options.	19 Switch to Romaine lettuce or other greens instead of iceberg lettuce.	20 Share a new healthy recipe with a friend or co-worker today.
21 Switch all of your breads and rolls to 100% whole wheat or whole grain.	22 Try a new fruit today. There are 100s of varieties from which to choose.	23 How big are your portions? Measure your servings today and compare to the food label.	24 Take your tea or coffee without sugar, creamer or flavored syrup today.	25 Instead of crunching on chips or crackers, crunch on raw veggies today.
26 Look at the calories before you eat snacks and ask, "Can I afford this today?"	27 Try ground turkey in place of ground beef. It's a great substitute for burgers, meatballs or meatloaf.	28 Try to eat vegetarian today. Choose beans or soy foods for your protein sources.	29 Save 100 calories and put mustard on your sandwich rather than mayonnaise.	30 Clean out your cupboards. Throw out the not-so-healthy foods and stock up on healthy choices.

NUTRITION— LET'S LOOK AT THE PLATE

The MyPlate Campaign was designed to make healthy eating simple. The plate gives you an easy to remember picture of the kinds of foods that you need in a healthy diet and approximate portion sizes of each food group.



Adapted from USDA Choose MyPlate.gov

CHOOSE MYPLATE.GOV

The government website, www.ChooseMyPlate.gov, contains a lot of useful information to help you make better choices when it comes to eating healthy. There are recommendations for the kinds of foods you should include in a healthy diet, ways to incorporate those healthy foods into your diet, and how to determine adequate portion sizes. Because each individual's needs are different, the site does not provide exact amounts. For a more personalized plan, you should consult a Registered Dietitian.



HELPFUL HINTS – HERE ARE SOME HELPFUL TIPS WHEN USING MYPLATE

- 1 When using the Plate to help you with your food choices, always use a nine-inch plate.** Using a nine-inch plate can help you keep your portion sizes more accurate.
- 2 Remember the three P's – Pick, Prep, Portion**
 - Pick healthy choices
 - Prepare foods in the healthiest way
 - Portion – make sure you know the proper portion size for your body's needs. Avoid "super-sizing" anything.
- 3 Make half of your plate non-starchy vegetables and fruit...with a larger emphasis on vegetables.**
 - Include fruits and vegetables of different colors.
 - Eat vegetables raw, steamed, roasted or grilled. Avoid frying.
 - Eat fruits and vegetables the way nature made them. Eat an apple instead of applesauce or apple juice.
 - Limit your starchy vegetables, such as potatoes and corn.
- 4 Make half of your grains whole grains.**
 - Whole grains are less processed and include the bran "coating" and the nutrient-rich "germ."
 - Whole grains contain more fiber, which makes you feel more satisfied ("feeling fuller longer").
 - Choose brown rice, whole-grain bread, whole-wheat pasta, oatmeal, muesli, etc.
- 5 Switch to fat-free or low-fat dairy.**
 - Limit milk and dairy products to one to two servings per day.
 - High-fat products made from milk (cream cheese or butter) do not count as a dairy serving.
- 6 Choose lean proteins.**
 - Pick the healthiest sources of protein, such as fish, chicken and beans. Nuts can be used in moderation.
 - Cut back on red meat and use lean cuts of beef, pork or other meats.
 - Avoid bacon, cold cuts, hot dogs and other processed meats.
 - Prepare your proteins baked, broiled, roasted or grilled.
 - Combining a lean protein with a high-fiber food will help you feel full and satisfied.
- 7 Drink low-calorie or NO calories beverages.**
 - Ounce for ounce, juices contain as much sugar and calories as soda. Limit your consumption of these.
 - Avoid sugary drinks. Replace them with water.
- 8 Use healthy oils, such as olive oil or canola oil, in moderation.** Limit animal fats and avoid trans fats.
- 9 Use a food tracker or diet diary if you are trying to lose weight.**
- 10 Increase physical activity.** Although the plate does not show physical activity, it is an important part of a healthy lifestyle. It is still recommended that children get 60 minutes a day, and adults need at least 30 minutes per day. More information is provided on the website.

CALL TO ACTION

- Call Blues On Call Health Coach at 1.888.BLUE.428
- Go to www.highmarkbcbs.com and log on to your Member website to engage in Online Programs.
- Log in to your Member website and select the "Your Coverage" tab to start accessing your member discounts.

FROM PYRAMID TO PLATE

Are you making smart food choices? As part of the 2010 Dietary Guidelines for Americans, the USDA released MyPlate, which has replaced MyPyramid as a guide to remind Americans to eat healthfully.

MYPLATE

The MyPlate food icon is part of the 2010 Dietary Guidelines for Americans. MyPlate will help consumers make healthier food choices, and prompt them to build a healthier plate during mealtimes.

MyPlate features five food groups—fruits, vegetables, grains, protein, and dairy—on a mealtime place setting. MyPlate focuses on key points such as balancing calories, correcting portions, and promoting variety to help Americans make changes toward a healthier lifestyle.

CALORIES IN VS. CALORIES OUT

In order to maintain your weight, you must balance your calories. To calculate how many calories you need in a day visit www.choosemyplate.gov.

A few tips on balancing your calories include:

- 1 **Eat less**—enjoy your food by eating slowly and pay attention to your hunger and fullness cues.
- 2 **Avoid oversized portions:** Use smaller plates and portion out foods before you eat them.
- 3 **Replace higher calorie foods with foods that are lower in calories and fat.**
- 4 **Drink water!** Avoid calorie-laden beverages.

*Try this—
When making scrambled
eggs, use cooking spray
instead of butter to
grease the pan and
save 34 calories!*

BUILD A HEALTHY PLATE

When preparing your plate for mealtimes, always visualize the MyPlate icon, which will assist you in making healthier food choices. Focus on these guidelines to build a healthier plate:

Fill Half your Plate with Fruits and Vegetables

Fruits and vegetables provide nutrients that are essential for the health and maintenance of your body. They are naturally low in fat, sodium, and calories. Follow these tips to incorporate more fruits and vegetables into your diet:

- Look to buy in season, local fruits and vegetables.
- Purchase easy to prepare fruits and vegetables such as prewashed greens or a package of no-sugar-added precut melon.
- Eat vegetables rich in color such as sweet potatoes, tomatoes, and spinach.
- Always choose whole or cut up fruit over fruit juices.

Make Half your Grains Whole

When filling your plate with grains, aim to make at least half of them whole grains instead of refined grains.

- Whole grains contain vitamins and nutrients that give you healthy energy and keep you fuller longer.
- Examples of whole grains include whole wheat cereals, breads, crackers, rice, and pasta—as well as oatmeal, bulgur, and brown rice.
- At your next meal, substitute a refined grain, such as white rice, for a healthier whole grain, like brown rice.

Vary your Protein Choices

Protein functions as an important building block for healthy bones, muscles, skin, and blood. Aim to eat different kinds of protein in every meal.

- Keep meat and poultry portions small and lean.
- Try seafood and other fish twice per week—Salmon and Trout are great sources of Omega-3 fatty acids.
- Eat beans and peas—they are natural sources of protein as well as vegetables.
- Choose unsalted nuts as a protein-rich snack.

RESOURCES THAT CAN HELP

» CALL BLUES ON CALLSM

As a Blue Cross Blue Shield member, you can work with a health coach — who comes from a team of registered nurses and lifestyle specialists — to help you better manage your eating habits. They will keep you up to date with the latest information, offer guidance, and provide educational materials, videos, and other tools to help make managing your meals a little easier. To contact a health coach, call the toll-free number on the back of your Member ID card (1-888-BLUE(2583)-428).

» ENROLL IN AN ONLINE HEALTH AND WELLNESS PROGRAM

Get a personalized plan for weight management by going to your Member website at www.highmarkbcbs.com. Follow the instructions to log in and click on the Health and Wellness tab. Enroll in a variety of online programs, which feature digital health coaching. You can also search for various Health Topics on your Member website for an extensive online library of resources.

» RECEIVE A PERSONALIZED EATING PLAN

You can get a personalized eating plan online that tells you how many calories you should be consuming a day and how much you should be eating from each food group. Visit www.choosemyplate.gov and click on “Get a Personalized Plan” in the right hand column to get started.

» ASK ABOUT WELLNESS PROGRAMS OFFERED AT YOUR WORKSITE

Contact your company’s wellness coordinator to learn about healthy eating and meal planning programs offered at your workplace.



REMEMBER THESE 8 TIPS TO MAKE A GREAT MEALTIME PLATE

- 1 BALANCE YOUR CALORIES
- 2 ENJOY YOUR FOOD, BUT EAT LESS
- 3 AVOID OVERSIZED PORTIONS
- 4 FILL HALF YOUR PLATE WITH FRUITS AND VEGETABLES
- 5 SWITCH TO FAT FREE OR LOWFAT (1%) MILK
- 6 MAKE AT LEAST HALF OF THE GRAINS YOU EAT WHOLE GRAINS
- 7 CUT BACK ON FOODS HIGH IN SOLID FATS, ADDED SUGAR, AND SODIUM
- 8 STAY HYDRATED WITH PLENTY OF WATER

EATING ON THE RUN

FUEL YOUR BODY WITH A HEALTHY BREAKFAST

To achieve success, the proper fuel is essential. Nourishing foods not only provide the energy you need to meet your goals, they also help you perform well and manage your weight. With breakfast being the first, and most important meal of the day, it's the perfect time to feed your body the fuel it needs. It will help you manage your weight by revving up your metabolism and preventing late-day overeating. Keep in mind these "Golden Rules for Busy Breakfasts."

FIVE GOLDEN RULES FOR BUSY BREAKFASTS

1 Aim for 5 grams of fiber

With a daily goal of at least 25 grams of fiber per day, breakfast is the perfect time to get a good dose. Aim for at least five grams of fiber. Two slices of whole wheat bread alone gets you six grams. Throw in a cup of fresh berries and a bowl of whole-grain cereal for at least five grams more.

2 Go for 5 grams of protein

Including some protein with breakfast will help fill you up and delay hunger. Get at least five grams of protein in your breakfast by pouring 1/2 cup of skim or soy milk over cereal, or adding 1/4 cup of pasteurized egg substitute to a smoothie.

3 Avoid high-sugar and high-fat choices

Many convenience breakfast products are loaded with sugar or fat or both. Read food labels and look at the grams of fat and grams of sugar per serving. If it's loaded with either or both of these, it's junk, not breakfast. When buying convenience breakfast products, keep these four goals in mind: 1) high-fiber, 2) a little protein, 3) low-sugar, and 4) low-fat.

4 Fruit is breakfast-friendly

Fruit is the ultimate convenience food. It comes in its own package and can be packed and taken anywhere. Fruit is an excellent source of fiber and power-packed with vitamins, minerals and phytochemicals. Take advantage of the convenience of fresh and dried fruits.

5 Microwave It

On weekend mornings, make whole-grain waffles, blueberry pancakes or whole-grain muffins. Freeze them in single-servings and microwave on busy weekday mornings. Also, don't underestimate the convenience of instant oatmeal. Just be sure to choose the varieties without added sugar.

BREAKFAST BOOSTERS FOR BUSY PEOPLE

- Fix a breakfast smoothie. Blend 1 cup soy milk with 1/2 banana and some fresh berries.
- Toast some frozen whole-grain waffles and top them with applesauce or low-fat yogurt.
- Spread a thin layer of peanut butter on whole-wheat toast or a bagel. Top with banana slices.
- Stuff scrambled eggs into a whole-grain mini pita pocket. Top with low-fat cheese, ketchup or salsa.
- Spoon low-fat granola and wheat germ into fat-free vanilla yogurt.
- Take instant oatmeal packets with you and just add hot water. Add dried cranberries and almonds.
- Grab a hard-boiled egg and slice of whole-wheat toast. Wash it down with a glass of vegetable juice.
- Pack a whole-grain bagel with light cream cheese and a piece of fresh fruit.
- Good old fashioned cereal—look for at least five grams of fiber per serving.



DINNER ON THE RUN

The dinner hour is often filled with activities and errands, making it difficult to prepare...and eat, a traditional meal. It's still possible to eat well though, even if you're doing it on the run. These tips can help.

FOR NON-COOKS

If you graze throughout the evening, but don't cook, you can still get the nutrients you need by eating a variety of foods. Try to choose foods from three different food groups.

Examples include:

- Whole-grain cereal, low-fat milk and a banana
- Whole wheat bagel, peanut butter and yogurt
- Whole-grain bread with turkey, lettuce and tomato

FOR MINIMAL COOKS

Explore the frozen food section. Include any of these items for quick meals:

- Frozen ravioli
- Frozen bean burritos
- Frozen vegetables (i.e., meal starters like Create-a-Meal)

Also try these:

- Tuna packed in water
- Fat-free refried beans
- Hearty bean soups

FOR TAKE-OUT

Try these options from your favorite take-out restaurants:

- Roasted turkey and veggie sub
- Shrimp, chicken or tofu with steamed rice and vegetables
- Whole wheat bagel, soup and juice or fruit
- Veggie pizza
- Grilled chicken sandwich, side salad and low-fat milk

When eating on the run, vegetable intake is usually what suffers. To boost your intake:

- Snack on baby carrots mixed with green peppers and cherry tomatoes
- Serve extra tomato sauce on pasta
- Take advantage of frozen vegetables

A little planning can go a long way. Have the right foods available to fuel your body, even in the midst of confusion.

EATING OUT HEALTHFULLY

- Don't go ravenously hungry
- Ask the server to hold the bread or chips
- Start with a vegetable soup or green salad instead of an appetizer
- Go light on alcohol, drink plenty of water before and during the meal
- Order an appetizer as an entrée
- Share an entrée with one or two other people
- Look for meals that are baked, broiled, grilled or steamed
- Ask for dressings, sauces and toppings on the side. Only use what you need
- Visualize appropriate serving sizes
- Expect to leave with leftovers
- Eat slowly and mindfully
- Pay attention to satiety cues
- Share dessert...and enjoy it!



Planning ahead and making good choices will help you meet your nutrition goals.

KNOW YOUR NUMBERS

Knowing important numbers like your blood pressure, cholesterol, glucose (blood sugar) and Body Mass Index (BMI) is one of the first steps in taking an active role in your health. Knowing your numbers will help you control risk factors for developing serious health conditions and creating an action plan for a long, healthy life.



BODY MASS INDEX (BMI) is calculated from a person’s weight and height and provides a reasonable indicator of body fatness and weight categories that may lead to health problems. Use the chart below to determine your BMI and see if you’re in the normal range.

BLOOD PRESSURE readings are made up of two numbers. The systolic or “top” number is the pressure when the heart is pumping blood, and the diastolic or “bottom” number is the pressure when the heart relaxes. When your blood pressure is consistently high, it may damage your blood vessels, heart and kidneys, which can occur without symptoms. Checking your blood pressure takes only a few minutes.

GLUCOSE, or blood sugar, provides the body with the energy it needs to function properly. Having a glucose level that is higher than normal may be a sign of pre-diabetes, and ongoing monitoring may be required.

CHOLESTEROL is found in the bloodstream and your body’s cells. HDL or “good” cholesterol helps protect against heart disease. The higher your HDL, the better. LDL or “bad” cholesterol is the main culprit for heart disease and blockages in the arteries. The lower your LDL, the better. Triglycerides are a form of fat in the blood that can lead to blocked vessels.

BMI CHART

	NORMAL					OVERWEIGHT					OBESE				
BMI	19	20	21	22	23	24	25	26	27	28	29	30	35	40	
HEIGHT	BODY WEIGHT (POUNDS)														
4’11”	94	99	104	109	114	119	124	128	131	138	143	148	173	198	
5’0”	97	102	107	112	118	123	128	133	138	143	148	153	179	204	
5’1”	100	106	111	116	122	127	132	137	143	148	153	158	185	211	
5’2”	104	109	115	120	126	131	136	142	147	153	158	164	191	218	
5’3”	107	113	118	124	130	135	141	146	152	158	163	169	197	225	
5’4”	110	116	122	128	134	140	145	151	157	163	169	174	204	232	
5’5”	114	120	126	132	138	144	150	156	162	168	174	180	210	240	
5’6”	118	124	130	136	142	148	155	161	167	173	179	186	216	247	
5’7”	121	127	134	140	146	153	159	166	172	178	185	191	223	255	
5’8”	125	131	138	144	151	158	164	171	177	184	190	197	230	262	
5’9”	128	135	142	149	155	162	169	176	182	189	196	203	236	270	
5’10”	132	139	146	153	160	167	174	181	188	195	202	207	243	278	
5’11”	136	143	150	157	165	172	179	186	193	200	208	215	250	286	
6’0”	140	147	154	162	169	177	184	191	199	206	213	221	258	294	
6’1”	144	151	159	166	174	182	189	197	204	212	219	227	265	302	
6’2”	148	155	163	171	179	186	194	202	210	218	225	233	272	311	
6’3”	152	160	168	176	184	192	200	208	216	224	232	240	279	319	
6’4”	156	164	172	180	189	197	205	213	221	230	238	246	287	328	

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