

MANAGING CHILDHOOD OBESITY

An overweight or obese child has an increased chance of developing life-long medical conditions, including Type 2 diabetes and hypertension. By intervening early and changing behaviors, we can minimize many of these health risks.

BlueChoice HealthPlan is pleased to introduce our new Great Expectations[®] *Healthy & Active Kids* program, designed to modify the behaviors that contribute to childhood obesity. This free program provides parents with information and other tools to help prevent or address childhood obesity, such as:

- Tips and encouragement for healthy lifestyle behaviors involving nutrition, exercise and weight management.
- Fun and educational materials designed with children in mind.
- A free visit for up to 60 minutes with a licensed, registered dietitian in our network (a child age 10-17 may receive a \$15 gift card as an incentive when he or she sends us documentation of the visit).

Based on claims data, children age 2 to 17 who have a diagnosis indicating a high risk for obesity are automatically enrolled in the program. We encourage you, however, to refer any BlueChoice HealthPlan child who could benefit from the program. To refer a child or for more information, please call 1-800-327-3183, ext. 25068. Or, visit www.BlueChoiceSC.com and learn more about the program in the Health and Wellness area of the Providers' section.