

Weight Management Motivational Toolkit

Sometimes a little extra support is all it takes to stay on track with weight loss goals. The Blue Cross and Blue Shield of Texas Weight Management Motivational Toolkit provides just that. When our members decide to make positive lifestyle changes by managing their weight, we're ready with resources to help make the journey successful!



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Enrollment in the Weight Management program begins when a member talks to a Blue Care Advisor, who will evaluate their readiness to take steps toward reaching and maintaining a healthy weight. In some instances, a Blue Care Advisor will contact a member, while in other situations the member may initiate the call with the Advisor. If members are identified as motivated and ready to begin managing their weight, they will be assigned to a Wellness Coach and receive a welcome letter and motivational toolkit. The kit includes a program guide, a Travel Fitness Kit, a body tape measure, a Fitness Wheel, a Fitness Journal and a Fast Food Slide Guide, all designed to help our members succeed in attaining their goals.

Contact Blue Cross and Blue Shield Customer Service at **1-800-252-8039** for more information.



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The toolkit includes:

Travel Fitness Kit – Members can exercise wherever they go. The kit contains a resistance band with molded handle grips; a jump rope; and a multi-function pedometer, featuring a calorie counter, step counter and distance traveled in miles or kilometers.



Body Tape Measure – Waist circumference provides a measurement of abdominal fat, which has been shown to increase a person's risk of heart disease and mortality, independent of body weight or body mass index (BMI). With or without weight loss, waist circumference is the best measure of change in abdominal fat and therefore should be monitored regularly.



Fitness Wheel –

The Fitness Wheel is easy to use and loaded with 28 different exercises that can be done anywhere – at home, in a hotel room, or even in the office. It comes with instructions for each exercise, as well as fitness and nutrition recommendations.



Fast Food Slide Guide – The Fast Food Slide Guide provides nutritional information such as calories, carbohydrates and fat content of foods at popular fast food restaurants. Using the slide guide can help members make informed choices even when they aren't able to eat nutritious meals. Featured restaurants include McDonald's, Burger King, Kentucky Fried Chicken, Wendy's, Hardee's and more.



Fitness Journal – Our members can use the Fitness Journal to track exercise routines and monitor progress. The journal contains 100 fitness pages that target specific body areas such as legs, back, and triceps and biceps to help reach workout goals. The journal also includes a two-year calendar and a contact information page.



Program Guide – This booklet serves as an overview of the Weight Management program and outlines Blue Cross and Blue Shield resources and tools that can help members make healthy changes.



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