



**BlueCross BlueShield
of Louisiana**

An independent licensee of the Blue Cross
and Blue Shield Association.



Two steps toward better health: eat right & move more

Blue Cross and Blue Shield of Louisiana, as a locally operated company, is committed to improving wellness in Louisiana communities. That means working with others to identify the health problems in Louisiana and develop programs to address them.

One of the biggest opportunities is obesity, which significantly increases the risk of hypertension, high cholesterol, type 2 diabetes, heart disease, stroke, gallbladder disease, osteoarthritis and various cancers. In fact, Louisiana is ranked fourth in the nation in adult obesity, and obesity-related diseases account for nearly half of Louisiana's healthcare budget.

Louisiana 2 Step

In response to this problem, we partnered with Pennington Biomedical Research Center on a fun, free, motivational program about nutrition and exercise. Called Louisiana 2 Step, this public health campaign encourages Louisianians to take two small steps to better health: eat right and move more. By educating residents about healthy lifestyles, this program can drive important results:

- Reduce the risk of obesity-related diseases.
- Reduce the long-term cost of healthcare.
- Increase Louisiana's health rankings.



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Small changes for big results

At www.Louisiana2Step.com, participants learn how small changes in behavior can make a big difference in health. The interactive website provides resources such as:

- healthy recipes and menu plans
- recommended restaurants
- tracking tools and calculators
- goal-setting tools
- virtual coaches and motivational emails
- exercise suggestions
- success stories
- guidance for healthy families
- links to support organizations
- calendar of fitness events

2 Step 4 Kids



It's never too early to start getting healthy. And in Louisiana, where children are among the heaviest in the nation, nutrition and exercise are all the more important. This interactive program – at www.2step4kids.com – provides tools and tips for children age 5 to 12, as well as parents and teachers. The website includes features such as:

- interactive games about nutrition and exercise
- fun fitness tips
- food ideas
- simple food and activity logs
- goal-setting tools
- resources for parents
- ideas for teachers to incorporate the 2 Step in schools

More information

For more information about Louisiana 2 Step, please contact the Blue Cross and Blue Shield of Louisiana Foundation at 225.298.7979 or foundation@bcbsla.com.