

STEPS we are Taking to Conquer OBESITY



OBESITY IN NORTH CAROLINA

\$57 BILLION
Annual cost of unhealthy eating and physical inactivity for the state

2/3 OF ADULTS ARE OVERWEIGHT OR OBESE — ABOVE THE NATIONAL AVERAGE

31% of children ages 2-4 are overweight or at risk



FOR BCBSNC MEMBERS

HEALTHY {LIFESTYLE} CHOICES

Created to help members achieve a healthier weight through preventive care, educational materials, self-help tools and covered treatment of obesity.



1st
FIRST INSURER TO COVER OBESITY AS A MEDICAL CONDITION



FOR PHYSICIANS

Good Health Club Physician Toolkit

Developed for pediatricians to support patient conversations about the risks of childhood obesity, particularly diabetes. Program was replicated nationally.



FOR COMMUNITY

Nourishing North Carolina



CREATED TO ESTABLISH COMMUNITY GARDENS IN ALL 100 COUNTIES IN NORTH CAROLINA, MAKING FRESH FRUITS AND VEGETABLES MORE ACCESSIBLE TO EVERYONE.



FOR KIDS



SHAPE NC

Designed to create healthy habits in preschool aged children by targeting childcare facilities — this first-of-its-kind program educates staff and promotes healthy snacks, curriculums and a safe environment for outdoor physical activity.

Be Active KIDS



Implemented to raise awareness and educate parents, teachers and childcare providers about the importance of physical activity for kids 5 and under.



A LEADER IN SUPPORTING EFFORTS TO ADDRESS CHILDHOOD OBESITY, THE INDEPENDENT BCBSNC FOUNDATION IS FOCUSED ON THE YOUNGEST NORTH CAROLINIANS.