



Tobacco Cessation and Weight Management Programs

Personal Support for a Healthier You!

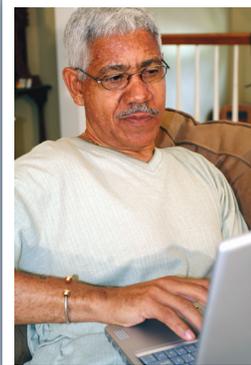
Most people agree – it's not easy to lose weight or quit smoking. That's why Blue Cross and Blue Shield of Texas (BCBSTX), a division of Health Care Service Corporation, wants to help. Through Blue Care Connection®, BCBSTX offers two voluntary programs specifically designed to help you succeed – at no additional charge.

Barry enrolled in the BCBSTX Tobacco Cessation program

after smoking a pack a day for 34 years.

A Wellness Coach helped him set a quit date, prepare for psychological challenges and learn new coping skills.

Within two months, Barry completely quit smoking, began exercising and eating healthier. Now he exercises or chews sugar-free gum when he feels an urge to smoke. Barry credits the program's support and accountability for achieving his goal.



➤ Tobacco Cessation

If you want to quit smoking, the Tobacco Cessation program provides personal coaching, online tools, an audio library*, and discounts to wellness-related products and services.

➤ Weight Management

If you want to lose weight, the Weight Management program offers guidance and support through personal motivational coaching, an action plan for your lifestyle, online tools, an audio library*, and discounts to wellness-related products and services.

Enrolling in a program can help you.



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After yo-yo dieting and trying multiple fad diets over the years, **Sheila** enrolled in the BCBSTX **Weight Management** program to reach a healthier weight and lead a more active life.



She focused on making simple changes to her daily routine: drinking more water, eating more slowly, controlling

portions, keeping a food journal, and walking three times per week.

Sheila is now excited about her current progress toward achieving her goal.

Personal Coaching

Once you are enrolled for one of these programs, you will be assigned to your own Wellness Coach who:

- Reviews your symptoms and problems
- Provides personal assistance with goal setting, resource education, tips and periodic progress checkups
- Assesses your commitment level
- Establishes a follow-up call schedule

Your Wellness Coach can also help you if you need support with behavioral disorders. Since many health issues involve some combination of physical, mental and social causes, addressing behavioral and medical issues at the same time can lead to a better overall quality of life.

Be sure to ask questions, share your feelings and build a trusting relationship with your coach – these valuable relationships will keep you motivated.

Enroll Today

There are two ways to get started with the Tobacco Cessation or Weight Management personal coaching programs:

- **Call Customer Service** at the phone number listed on the back of your member ID card to self-enroll.
- **Receive a referral to a program** from your participation in a health fair offered by your employer.

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