

Health Care Observance Calendar

January

National Birth Defects Prevention Month

Key message: Healthy babies begin with healthy mothers. Before you become pregnant, stop smoking. Quit drug and alcohol abuse. Manage your weight through a healthy diet and exercise. Following these guidelines and seeing a health care provider during your pregnancy can reduce the chances of birth defects.

Resources: March of Dimes - <http://www.marchofdimes.com/>;
bluecare.bcbst.com - bluecare.bcbst.com/Health-Programs/Caring-Start-Maternity-Program.html

National Cervical Health Awareness Month

Key message:

Screening tests for women can help prevent cervical cancer or find it early. The earlier this cancer is found, the more easily it can be treated. The tests you need depend on many factors like your age and your family and personal history. Talk to your doctor about the cervical health screening tests that are right for you.

Resources:

Centers for Disease Control and Prevention National Breast and Cervical Cancer Early Detection Program (NBCCEDP) - cdc.gov/cancer/nbccedp/about.htm;
Susan G. Komen for the Cure - www.komen.org;
Tennessee Cancer Coalition (TC2) - www.tncancercoalition.org/news;
bluecare.bcbst.com - bluecare.bcbst.com/Manage-Your-Health/Womens-Health/index.html

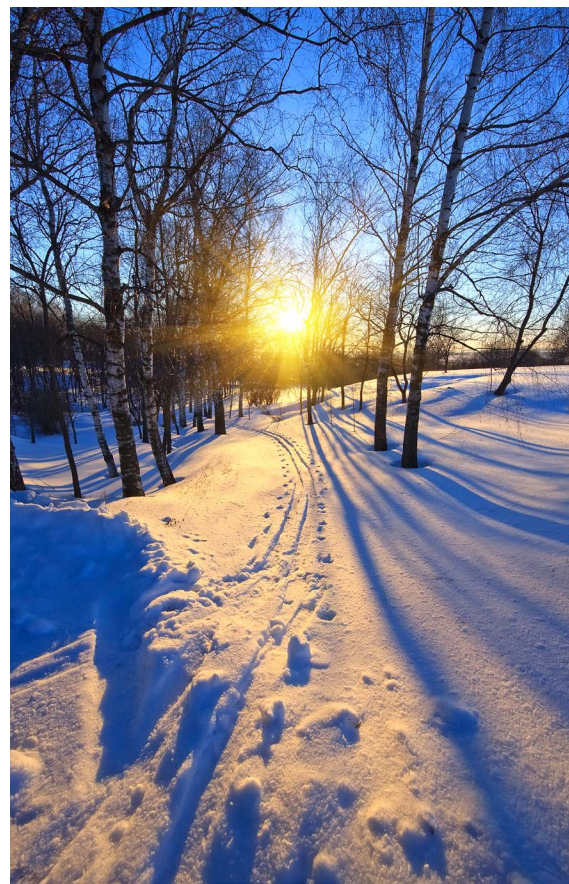
Lose Weight, Get In Shape for the New Year

Key message:

Keeping a healthy weight can help prevent diseases such as coronary artery (heart) disease, diabetes, high blood pressure, cholesterol problems, kidney disease and more. Talk to your health care provider about an eating and physical activity plan that is right for you. Kids need guidance with their weight, too. Make getting in shape a family project for the New Year.

Resources:

Women'shealth.gov - www.womenshealth.gov/publications/our-publications/fact-sheet/overweight-weight-loss.html;
bluecare.bcbst.com - bluecare.bcbst.com/Manage-Your-Health/index.html
National Heart Lung and Blood Institute - www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/risk.htm
Let's Move - www.letsmove.gov;
Physical Activity Guidelines for Americans - www.health.gov/paguidelines



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Llámenos gratis al BlueCare 1-800-468-9698. Llámenos gratis al TennCareSelect 1-800-263-5479.

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1 Cameron Hill Circle | Chattanooga, TN 37402
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February

National Heart Health Month

Key message:

Managing your weight and controlling your blood pressure and cholesterol can help stop heart disease before it starts. Follow your doctor's advice about eating and exercise. Take all your medicines as prescribed. Even if you have a family history of heart disease, you can help take charge of your heart health.

Resources:

Centers for Disease Control and Prevention - www.cdc.gov/heartdisease;

American Heart Association - www.heart.org/HEARTORG/GettingHealthy/GettingHealthy_UCM_001078_SubHomePage.jsp;

National Heart, Lung and Blood Institute - www.nhlbi.nih.gov/health/index.htm;

bluecare.bcbst.com - bluecare.bcbst.com/Health-Programs/Population-Health/index.html



National Children's Dental Health Month

**Key message:**

Children of all ages need to brush and floss. Brush at least twice a day. Nighttime is the most important time to brush. They should also see a dentist every six months for cleaning and checking mouth health. Not taking care of teeth can cause more serious health problems in the future. TennCare benefits pay for dental care for children through age 20. See the BlueCare or TennCareSelect Member Handbooks for benefit details.

Resources:

KidsHealth.org - [//kidshealth.org/parent/general/teeth/healthy.html](http://kidshealth.org/parent/general/teeth/healthy.html);

American Dental Association - www.ada.org/353.aspx

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Colorectal Cancer Awareness Month

Key message: Starting at age 50, everyone should get screened for colorectal cancer. Talk to your health care provider about which screening test is best for you and how often you need it. You should ask your health care provider if you need screening earlier. You may need a screening earlier if:

- You have a family history of the disease
- You have been a smoker all your life
- You have had an unhealthy diet and lifestyle

The earlier cancer is diagnosed, the more likely that treatment will be successful.

Resources:

National Cancer Institute -

www.cancer.gov/cancertopics/types/colon-and-rectal

National Kidney Month

Key message:

One in nine American adults has kidney disease. Millions more don't even know they are at risk. But kidney disease can be found and treated early. Treatment can prevent more serious kidney disease and other complications. What can you do to prevent kidney disease? Two important steps are to:

- **Control your blood pressure.** High blood pressure is the second most common cause of kidney disease. A blood pressure of 140/90 or higher is called high blood pressure. Have your blood pressured checked often. Blood pressure can be controlled through medicines, a healthy diet and physical activity. Talk to your doctor about the right way for you to treat high blood pressure.
- **Control your diabetes.** High blood sugar levels can lead to kidney disease. Work with your doctor on ways to control your blood sugar levels. Ask your doctor about tests you may need to see if your diabetes is affecting your kidneys.

Resources:

National Cancer Institute - National Kidney Foundation - www.kidney.org/index.cfm



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National Minority Health Month

Key message: Every American should have the same chance to live a healthy life. However, there are still inequalities in the health care for minorities. This special month spotlights what can be done to provide equality in health care. The goals are improving the health of minority communities and helping minorities find better access to quality health care at an affordable price.

Resources:

U.S. Department of Health and Human Services - The Office of Minority Health, U.S. Department of Health and Human Services – <http://minorityhealth.hhs.gov/actnow/>

Child Abuse Prevention Month

Key message: There is help for parents who are struggling to raise their child without abuse or neglect. Reach out to family, friends, church members, health care professionals and friends if you need help.

Resources:

U.S. Department of Health and Human Services - www.childwelfare.gov/preventing/preventionmonth/

Autism Awareness Month

Key message: Autism is a group of brain development problems that cause individuals to have trouble relating and communicating with others. Often, autistic individuals repeat certain behaviors again and again. Autism now affects 1 in 88 children and 1 in 54 boys. It is the fastest-growing serious developmental disability in the U.S. There is no cure for autism. It is not easy to tell if a child has autism. But there are now screenings that can show if a child as young as one-year-old is at risk for autism. The earlier treatments begins, the more help it can be. To help check for autism early:

- Take your child to regular health care appointments.
- Talk to the doctor about your child's development and behavior.

Resources:

Autism Speaks - www.autismspeaks.org/what-autism/facts-about-autism;

bluecare.bcbst.com - bluecare.bcbst.com/Members/Member-Assistance/Achieve-Solutions-Website.html

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May

Asthma and Allergy Awareness

Key Message: Asthma is our country's most common and expensive disease. Tens of thousands of Americans miss school and work every day because of asthma. Asthma is the reason for one-fourth of all Emergency Room costs. African Americans are more likely to have asthma than other ethnic groups. While Tennessee has one of the highest rates of asthma in the U.S., there are medicines, treatments and ways to avoid asthma attacks. If you or your loved ones have asthma, take it seriously. Put together an asthma action plan with your doctor and follow it.

Resources:

Asthma and Allergy Foundation of America - www.aafa.org;
bluecare.bcbst.com - <http://bluecare.bcbst.com/Health-Programs/Population-Health/index.html>

Mental Health Month

Key message: Mental illnesses (behavioral health disorders) affect one in four Americans. These illnesses include:

- Depression
- Schizophrenia
- Bi-polar disorders
- Obsessive Compulsive Disorder
- Post-traumatic stress disorder

Without treatment, people with behavioral health disorders often turn to alcohol and drugs. But medicines and other therapies are available to treat these diseases. BlueCare and TennCareSelect members have benefits that cover most behavioral health treatments.

Resources:

National Alliance on Mental Illness - www.nami.org;
bluecare.bcbst.com – bluecare.bcbst.com/Health-Programs/Population-Health/Behavioral-Health.html;
Achieve Solutions - <http://bluecare.bcbst.com/Members/Member-Assistance/Achieve-Solutions-Website.html>

Women's Health Month

Key message: Women are often in charge of family health. But women can easily forget to take care of their own health. Don't let busy schedules, work, family events and activities stand in the way of your good health. Take care of yourself first, so you can take better care of others. Be sure to take the right preventive steps to stay healthy. Make sure you are up to date with health screenings. Visit your doctor or health care provider regularly for checkups. BlueCare and TennCareSelect members have benefits that cover a well-woman exam each year. See the BlueCare or TennCareSelect Member Handbooks for benefit details.

Resources:

U.S. Department of Health and Human Services, Screening Tests and Immunization Guidelines for Women - www.womenshealth.gov/screening-tests-and-vaccines/screening-tests-for-women;
Centers for Disease Control and Prevention - www.cdc.gov/cancer/breast/basic_info/screening.htm;
US Preventive Service Task Force - www.uspreventiveservicestaskforce.org/uspstf/uspstfscerv.htm;
bluecare.bcbst.com - bluecare.bcbst.com/Manage-Your-Health/Womens-Health/index.html



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June

Men's Health Month

Key message:

Men can do a lot to keep themselves healthy. This includes not smoking, eating right, exercising, having regular health care exams and staying safe. Strong men work to stay healthy for their families. Strong women encourage the men in their life to pay attention to health concerns.

Resources:

WomensHealth.gov - www.womenshealth.gov/screening-tests-and-vaccines/screening-tests-for-men/;

bluecare.bcbst.com - <http://bluecare.bcbst.com/Manage-Your-Health/Mens-Health/index.html>

National Safety Month

Key message: Every day Americans are injured or killed in unintentional accidents. These range from auto crashes to work-related incidents to mishaps at home or school. The costs in pain and suffering and money can be high. So every day is a good day to remind ourselves to be safe. Some simple safety tips to observe every day include:

- Obey traffic laws, including speed limits.
- Buckle up. Always wear your seatbelt in the car.
- Avoid distractions while driving, including texting or talking on cell phones.
- Use safety equipment, including ladders, at work and at home.
- Wear helmets on bicycles, ATVs, scooters, golf carts and motorcycles.
- Use the right sports equipment (shoes, protective padding, helmets and etc.)
- Make sure your home is free of tripping hazards such as loose rugs, stacks of paper or other materials.
- Replace the batteries in your smoke alarm at least twice a year.

Resources:

National Safety Council - www.nsc.org/nsc_events/Nat_Safe_Month/Pages/home.aspx



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July



Children's Health: Prepare now for Back-to-School

Key message: Is your child or teen ready to go back to school next month? Besides school supplies and new clothes, check to see if they need a well-child checkup with their health care provider. A trained medical professional can spot problems that you cannot. Small issues could be the sign of something serious. Follow the recommended well-child checkup schedule. For BlueCare and TennCareSelect members:

- Well-child checkups are free for TennCare kids up to age 21
- Infants/toddlers should have 12 checkups before their 3rd birthdays
- Beginning at age 3, children should receive well-child checkups every year until they turn 21
- Each checkup includes any recommended shots and lab tests your child might need

Resources:

bluecare.bcbst.com - bluecare.bcbst.com/Manage-Your-Health/Childrens-Health/index.html and bluecare.bcbst.com/Manage-Your-Health/Teens-and-Adolescent-Health/index.html

World Hepatitis Day: July 28

Key message: Hepatitis is an inflammation of the liver that can lead to cirrhosis of the liver and liver cancer. What causes hepatitis? Hepatitis is most often caused by a virus. It is linked to heavy alcohol use, toxins, some medicines and certain medical conditions. You can protect yourself against hepatitis A & B with vaccines. For other forms of the disease, there is no vaccine. Precautions against hepatitis include using safe drinking water and food. Do not share needles with anyone. Do not share bodily fluids (such as during sex) with a person you know is infected with hepatitis or someone you suspect may be.

Resources:

bluecare.bcbst.com - World Health Organization - www.who.int/campaigns/hepatitis-day/2013/event/en/index.html; Centers for Disease Control and Infection - www.cdc.gov/hepatitis/PublicInfo.htm#whatIsHep

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August



Immunization Awareness Month

Key message: Immunizations (vaccines) are not just for children. At every stage of life, there are recommended vaccines. Have you been vaccinated for chickenpox, flu or tetanus? The kind of vaccines you need depends on your individual history and needs. Talk to your health care provider about vaccines you or your child or teen may need.

Resources:

bluecare.bcbst.com - bluecare.bcbst.com/Manage-Your-Health/Womens-Health/Quick-Reference-Guide-for-Immunizations.html;

Centers for Disease Control and Prevention - www.cdc.gov/vaccines/schedules/index.html

Children's Eye Health & Safety Month

Key message:

Regular eye exams are part of staying well. There is much you can do to safeguard your child's vision.

- During well-child exams, your doctor should check your child's vision. Your child should be sent to an eye specialist if there appear to be any problems.
- See your child's doctor if your child's eyes are crossed or don't line up. Also go to the doctor if your child's eyes are red, swollen, watery or seem infected.
- Insist on safety equipment for sports and riding bicycles and all motorized vehicles.

Signs that your child's vision may be problem include:

- Rubbing eyes a lot
- Closing or covering one eye or squinting and frowning in order to see things close-up
- Having trouble reading
- Your child saying that eyes are itchy or burning
- Your child saying that they have a headache or feel dizzy after they do close-up work.

See a doctor as soon as you think your child may have a problem seeing.

Resources:

Prevent Blindness America - <http://preventblindness.org/signs-possible-eye-problems-children>

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Health Care Observance Calendar

September



Flu and Pneumonia Vaccines

Key message: Do you think it's too early to be talking about the flu? It's not. Flu season can begin as early as October and continue as late as May. And you're missing out if you believe the old tale that the flu shot vaccine will make you sick or won't protect you. Medical experts recommend a yearly flu vaccine for everyone six months of age and older. While there are many different flu viruses, the flu vaccine protects against the three main kinds of flu. Getting the flu vaccine as soon as it becomes available each year is always a good idea, and the protection you get from vaccination will last through the flu season. Protect your whole family by getting flu vaccines this fall. Talk to your doctor about whether a pneumonia vaccine is right for you, as well.

Resources:

Centers for Disease, Control and Prevention - www.cdc.gov/flu/about/season/flu-season-2013-2014.htm#good-match



National Cholesterol Education Month

Key message: Managing cholesterol can improve heart health. Cholesterol is a fatty substance your body makes and uses. It is also found in many foods. High levels of LDL or "bad" cholesterol increase the risk of heart disease while high levels of HDL or "good" cholesterol lower the risk of heart disease. Managing cholesterol can reduce the risk of heart attack, stroke, and other health problems.

To manage cholesterol, you should:

- Have regular blood cholesterol screening tests
- Take medicines as your doctor prescribes
- See a doctor regularly. Ask how a healthy eating plan and physical activity can also help.

Resources:

National Heart, Lung, and Blood Institute - www.nhlbi.nih.gov/health/health-topics/topics/hbc/

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Health Care Observance Calendar

October

Breast Cancer Awareness Month

Key message:

The earlier breast cancer is caught, the more likely it is to be treatable. That's why breast cancer screenings are so important. Routine breast cancer screenings are performed by your doctor. Mammograms (breast x-rays) allow the detection of cancer at its early stage. Some women need these screenings at any earlier age than others because of their personal health history or a family history of the disease. Talk to your doctor about what's right for you. BlueCare and TennCareSelect members have benefits that cover regular breast screenings as recommended by your doctor. See the BlueCare or TennCareSelect Member Handbooks for benefit details.



Resources:

State of Tennessee - health.state.tn.us/Downloads/TBCCEDP_ProcBroc.pdf;
Centers for Disease Control and Prevention - www.cdc.gov/cancer/breast/basic_info/screening.htm;
bluecare.bcbst.com -
bluecare.bcbst.com/Manage-Your-Health/Womens-Health/index.html

Talk About Prescriptions Month

Key message:

Thanks to medicines, many diseases that were once deadly are now manageable. Medicines help us live longer and better. But medicines only work if they are taken correctly. We do our part by taking medicine on time and in the right dose. Parents must monitor their children's medicines and follow the same rules. If there are side effects or if the medicine makes you worse instead of better, then it's time to talk to your health care provider. Tell them about all the medicines you're taking, including herbs, vitamins, supplements and other over-the-counter drugs. Follow directions about avoiding alcohol and other drugs with certain medicines.

Resources:

WebMD - www.webmd.com/healthy-aging/guide/medication-safety-tips-dos-and-donts;
National Council on Patient Education and Information
- <http://www.talkaboutrx.org/rxmonth2011.jsp>



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Health Care Observance Calendar

November

American Diabetes Month

Key message: According to the Centers for Disease Control and Prevention, over eight percent of Americans have diabetes. Thirty-five percent of Americans have a condition called pre-diabetes, which means they'll have the disease soon if they don't make some change. Lifestyle changes could help you hold off the disease. If you already have diabetes, talk to your doctor. There are steps you can take to reduce damage to your kidneys, heart, circulatory system, eyes and other organs:

- Stick with the diet and physical activity plan from your doctor.
- Take your medicines at the right times and in the right doses.
- Get important tests on your blood, eyes and kidneys as directed by your health care provider.

Resources:

National Diabetes Information Clearinghouse (NDIC)/National Institutes of Health - diabetes.niddk.nih.gov/dm/pubs/complications_control/index.aspx#year; **bluecare.bcbst.com** - bluecare.bcbst.com/Health-Programs/Population-Health/index.html

Great American Smokeout Month

Key message: Smoking helps cause lots of health problems. This is true for smokers and anyone who inhales secondhand smoke. The best advice is: **Don't smoke or use tobacco.** Bronchitis, pneumonia, emphysema and other lung diseases can be prevented by not smoking. Heart disease, cancer and other diseases are linked to tobacco use, too. Do you need to quit? Set a date. Get a support system. Talk to your doctor about a program to stop smoking that's right for you. There's free help available from the Tennessee Tobacco Quitline:

- 1-800-QUIT NOW **(1-800-784-8669)**.
- TDD/TTY - **1-877-559-3816**.
- www.health.state.tn.us/tobaccoquitline.htm

BlueCare and TennCareSelect members have benefits that cover some medicines that will help them stop smoking. Members should call the Customer Service phone number on the back of their ID card for details.

Resources:

American Cancer Society - www.cancer.org/healthy/stayawayfromtobacco/greatamericansmokeout/index; **bluecare.bcbst.com** - bluecare.bcbst.com/Health-Programs/Smoking-Cessation.html



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Health Care Observance Calendar

December

Get ready for Flu Season

Key message: Did you and your family members get your flu vaccines yet? It's not too late. With all of the holiday gatherings coming up with family and friends at home, church, school and work, you and your family need to be protected. After you get your flu vaccine, you should also take other steps to keep the flu bug from spreading:

- Wash your hands often with soap and water.
- Stay away from people with the flu.
- If you or your child are sick, stay home.
- Cover your nose and mouth when you cough or sneeze.
- Try to avoid touching your eyes, nose or mouth.
- Disinfect surfaces where flu germs may live – like doorknobs, bathrooms, kitchens, toys and keys.

Resources:

Centers for Disease, Control and Prevention - www.cdc.gov/flu/about/season/flu-season-2013-2014.htm#good-match



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