



Building a Culture of Wellness

Encouraging healthier lifestyles and communities is part of our culture.

Oklahoma Caring Foundation

Established in 1994, the Oklahoma Caring Foundation is a 501(c)3 organization, funded by community contributions and administered by Blue Cross and Blue Shield of Oklahoma (BCBSOK) as an



in-kind donation. The foundation operates five **Caring Vans** that travel the state, delivering immunizations and health screenings at no cost to their families.

Immunizations

The Caring Vans have provided immunizations to more than 100,000 Oklahoma children since the program began in 1999. Immunizations are given at no charge to qualifying children through 18 years of age by registered immunization nurses and entered into the Oklahoma State Immunization Information System so children's vaccine history is readily available.

BMI screenings

Body Mass Index (BMI) screenings are now available for children age 2 to 18 through the Caring Vans. The screenings are administered by an employee of the Oklahoma City-County Health Department, to help determine or prevent obesity. Each child screened receives an individualized report that includes nutrition education and physical activity opportunities in their area.

For more information regarding the Caring Van program, visit oklahomacaringfoundation.org

A natural extension of our efforts to help improve the health and wellness of our customers is our concern for the communities where we live and work.

Through community involvement, employee volunteerism, and charitable giving, we help fill the gap between the health care needs of our communities, and the ability of public and private entities to meet those needs.

BCBSOK has a profound commitment to dedicating time, effort and funding to support a wide variety of health, human services, education and civic organizations — with a focus on meeting the unique needs of local residents.



Join Blaze's tobacco-free efforts

Blaze, the Braggin' Blue Dragon, is proud to be a smokeless dragon. As the BCBSOK health mascot, Blaze encourages Oklahoma children to be tobacco-free through his annual Be Smart – Don't Start Anti-Tobacco Contest. Teachers in grades kindergarten through 5th grade can order free curriculum that aligns with Oklahoma C3 Standards and is Smart Board compatible. Together, classes enter a video, audio or visual entry about why kids should be smart by never starting to use tobacco products. Learn more at bcbsok.com/dontstart.

bcbsok.com

Champions of Health

The Champions of Health awards gala, hosted by leading health advocates like Magic Johnson, honors individuals and organizations working to make a difference in the health of Oklahoma communities. Champions of Health provides recognition and support for those working to improve Oklahoma's health and encourages others to follow their lead. For more information regarding the Champions of Health awards, visit championsofhealth.org.



Timeout For Fitness Assembly Program



BCBSOK is proud to partner with the WNBA Tulsa Shock team in their Timeout For Fitness assemblies, which are designed to help students across the state get fit and teach them about living a healthy lifestyle.

These fun and interactive events feature exercises that can help keep children fit, led by the energetic Shock mascot, Volt. The assemblies also offer a forum for BCBSOK's mascot, Blaze, to promote the Be Smart - Don't Start Anti-Tobacco Contest.

Volunteering in Our Communities

Our volunteer program, Blue Corps, was designed to support the efforts of selected charitable organizations with volunteers and financial commitment. Through Blue Corps, employee volunteer hours are matched by corporate contributions. For every verified volunteer hour spent with an approved community partner, BCBSOK, contributes \$20 per hour to the organization, up to \$2,000 annually. In 2012, more than 3,600 hours was volunteered to non-profit organizations.

"Successful wellness efforts require more than talk; they require clear strategies, a plan of action, comprehensive tools and methods of evaluation."

Dr. Joseph Cunningham
Chief Medical Officer and Vice President
Health Care Management