

How to Use the Preventive Screenings Tool Kit

Providing health and wellness information is the first step in helping your employees better manage their health. Blue Cross and Blue Shield of Alabama offers the Preventive Screenings Tool Kit as a program guide to help you educate employees about the importance of preventive screenings for adults.



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Preventive Screenings and Immunization Guidelines for Adults
Early detection is the key to beating many illnesses and diseases. Getting the right tests at the right time can increase chances of treatment success and survival. Ask your doctor what's right for you.

What Age, What Test?
There are many medical tests for cancer and other conditions. The difficulty is determining what age you get each test, how often to get it, and what to do next.

Preventive Guidelines for Good Health

FOR YOUR HEALTH

Preventive Screenings Tool Kit Materials

It's easy to download the Preventive Screenings Tool Kit Materials

1. Go to AlabamaBlue.com/employers.
2. Select "Forms and Materials."
3. Enter the form number for the materials you'd like to download.
 - Download and print materials from the tool kit, or
 - Call your Marketing Representative to order materials for your wellness campaign

Form #	Title
FHV-47	Preventive Screenings: Women - Poster
FHV-48	Preventive Screenings: Men - Poster
FHV-49	Preventive Screenings: Family - Poster
FHV-51	Screenings & Immunizations - Brochure
FYH-30	What Age, What Test? - Handout
FYH-269	Preventive Guidelines - Wallet Card
IMG-001	Preventive Web Banner - Image
Link	Mammogram Screening - Video
Link	Cervical Cancer Screening - Video
Link	Colorectal Cancer Screening - Video

Facts About Preventive Screenings:

- Preventive care is one of the most important ways to improve the health of individuals and control rising healthcare costs.
- Many people do not know which preventive screenings are recommended or understand their risk factors. Educating your employees about preventive screenings empowers them to seek the appropriate screenings.
- Disease, injury and premature death can often be avoided if preventive screenings are delivered as recommended.
- Healthcare costs can be controlled by shifting spending from high-cost disease treatment to low-cost early detection or intervention.
- Take this opportunity to remind your employees which preventive screenings and benefits are covered on your plans, and consider adding coverage for preventive screenings that are not currently covered.

Here are a few suggestions for using the Preventive Screenings Tool Kit:

- Invite a local nurse or doctor to speak to your employees about the importance of preventive screenings for adults. Use the materials in this tool kit as class handouts.
- Schedule a health fair and offer some on-site screenings. Provide the brochures and wallet cards for employees visiting the health fair.
- Use the educational calendar and corresponding FYH pieces in your company newsletter, email blasts or staff meetings.
- Use several means of communication to spread the message about the importance of preventive screenings.
- Use a quiz to test your employees' knowledge. Draw a prize winner from the correct responses.
- Place the posters around your facility to remind employees to schedule preventive screenings.
- Download the web banner to your intranet site so employees get a reminder every time they sign on to their computer.
- Share the preventive screenings video links via email or post the links to your website.
 - Mammogram Screenings: <http://bcbsal.acms.com/mamogram/>
 - Cervical Cancer Screenings: <http://bcbsal.acms.com/cervical/>
 - Colorectal Cancer Screenings: <http://bcbsal.acms.com/coloscreening/>

Prevention Quarterly Calendar

We believe in the adage, “An ounce of prevention is worth a pound of cure.” Blue Cross has provided ideas for you to share with your employees throughout the year about maintaining health through awareness and early detection.

This quarterly calendar highlights national observance topics surrounding prevention and suggests accompanying educational materials (with title and stock number for easy downloads) to help you spread the word.

Quarter 1: Raising Your Awareness	Quarter 2: Preventive Screenings and Nutrition																								
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