



*Giving back to our communities...*

**Community Report 2012**

Blue Cross and Blue Shield of Alabama is dedicated to responding to the needs of the community and making a difference. Giving back to the community is one of the core values of our Company, and our employees consistently play an active role in helping on an individual level as well. We will continue to enhance the community through our health initiatives, health education, and support of various charities and other community initiatives.

## Living United

For more than 50 years, Blue Cross has conducted a United Way campaign to encourage employees to change lives in the community by advocating for those in need and donating their time and money to United Way agencies.

### 2012 United Way Campaign

**13** The number of years Blue Cross and Blue Shield of Alabama has been a Pacesetter Company.

**\$2.99 million** Amount donated by employees to United Way.

**355** The number of employees who participated in United Way activities and events.



## Kids' Mercedes Marathon

In a continued effort to help prevent childhood obesity and to encourage healthy lifestyles at an early age, Blue Cross and Blue Shield of Alabama has committed to being the presenting sponsor of the Kids' Mercedes Marathon through 2014.

The Blue Cross and Blue Shield of Alabama Kids Mercedes Marathon is a five-month program designed for children in kindergarten through fifth grade. Participants run the distance of a full marathon (26.2 miles) over the course of the five-month program. To achieve this goal, kids must train for the last mile of their marathon by running a total of 25.2 miles in increments between September and January to qualify for race day participation. Participants run the final mile during the Mercedes Marathon weekend and receive a Blue Cross Kids Marathon medal celebrating their accomplishment.

Nearly 4,000 children participated in the Blue Cross and Blue Shield of Alabama Kids' Mercedes Marathon in 2012.



## Day of Caring

In 2012, more than 200 employees and their families donated time on a Saturday to help the community by participating in Blue Cross' first Day of Caring. Volunteers rolled up their sleeves and built wagons, assembled personal care kits, made greeting cards, put together Journey Bags, built two houses, built kiosks, cleaned up a local campground, and redecorated a waiting room at the Jefferson County Department of Human Resources.



### Day of Caring

**12** Organizations served through the Day of Caring.

**100** Hours spent decorating Jefferson County DHR waiting rooms.

**200** Volunteers attended Day of Caring.

**500** Journey Bags for Jefferson County foster children.

**500** Personal care bags for clients of Positive Maturity.

**800** Hours of service to the community through the Day of Caring.



## The Caring Foundation

The Caring Foundation (TCF) serves as Blue Cross' corporate charitable arm for philanthropic needs across Alabama. TCF focuses on improving the health and well-being of Alabamians by supporting charitable organizations. TCF invests primarily in health, wellness and education initiatives, with a special interest in assisting children. In 2012, every county in Alabama was served by TCF.

### Corporate and TCF Giving

**409** Organizations assisted by Blue Cross and TCF.

**\$25,000** Red Cross disaster recovery donation for hurricane Sandy relief.

**\$5,163,711** Total corporate charitable donations.\*



\*Note: Figure includes combined donations from TCF and Blue Cross.

## Fighting Childhood Obesity

Over the past three decades, childhood obesity rates in America have tripled. Nearly one in three children in America are overweight or obese. In 2012, Blue Cross decided to help fight this alarming trend by creating an innovative pilot school grant program that awarded \$67,000 to eight Alabama elementary schools for the 2012-2013 school year. These grants are for the implementation of school-based health and wellness programs, emphasizing increased exercise, nutrition education and parental involvement during the school year. Participating schools each received a grant of up to \$10,000 to encourage children to make healthy choices.



## Community Health Initiatives

### Get Healthy on the Railroad

Blue Cross sponsors Railroad Park's free exercise classes five days a week from 6 to 7 p.m., from March to October. Classes include Crunk Fitness, Be Fit Group Exercise, Zumba®, Yoga, Friday Night P.E., and Tai Chi. Over 7,000 people exercised with Get Healthy on the Railroad in 2012!

### National Walk@Lunch Day®

On April 25, Blue Cross Plans across the country sponsored the sixth annual National Walk@Lunch Day. We hosted events in central Alabama including a Blue Cross employee event and one for the community at Birmingham's Linn Park that included over 2,000 participants.

### Scale Back Alabama

Scale Back Alabama is a statewide initiative that focuses on a reward-based and team approach toward weight loss. The contest is designed to encourage Alabamians to get healthy and have fun doing it.

**30,000** Estimated number of participants.

**140,000** Estimated number of pounds lost by participants in 2012.



For additional information about these and other programs we support, please contact:

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**BlueCross BlueShield of Alabama**

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## Keeping Children Safe: SECSI by the Numbers

Blue Cross cares about the health and wellness of Alabama's children. We support The Southeast Child Safety Institute (SECSI) of Children's of Alabama. The numbers below demonstrate a few of the ways SECSI keeps Alabama's children safe.

### Regional Poison Control Center

- 32,545 callers served
- 76,536 follow-up calls provided

### Alabama SAFE Kids

- 33 car seat checks by Children's staff
- 921 car seats installed by staff

### Think First Alabama

- 4,628 school children and 82 adults reached through 53 school presentations
- 77 coaches, trainers and other personnel provided with sports concussion evaluation programs
- 250 high school students reached through the Teen Driving Summit
- 350 bike helmets fitted



### Children's Connection Line

- 2,446 callers given referrals for pediatricians or other wellness and safety experts
- 1,067 consultations for child passenger safety

### Pediatric Health Information Line

- 80 pediatric practices (roughly 300 pediatricians) use after-hours medical call service
- 88,095 parents and caregivers provided with after-hours medical information

### Educational Material Distribution

- 90,000 educational pieces provided to the community