

*A statewide public health program
designed to encourage Louisianians
to eat right and move more*



LOUISIANA **2** step

The Louisiana 2 Step

THE FACTS

Louisiana currently ranks fourth in the nation in adult obesity. Being overweight and/or obese substantially increases the risk of high blood pressure, high cholesterol, type 2 diabetes, heart disease, stroke, gallbladder disease, osteoarthritis and various cancers. These obesity-related diseases account for nearly half of Louisiana's health care budget.

STATEWIDE PUBLIC HEALTH CAMPAIGN

Blue Cross and Blue Shield of Louisiana and Pennington Biomedical Research Center have teamed up to create a program to fight obesity, one of the leading causes of preventable illness in our state.

The **Louisiana 2 Step** was designed to encourage residents to take 2 small steps toward better health: *eat right* and *move more*.

EAT RIGHT AND MOVE MORE

Through a fun, interactive website, www.Louisiana2Step.com, the program offers tools and motivation to help residents learn to eat right and move more. The website promotes small, everyday changes that can make a huge impact on overall health.

DO THE 2

Anyone can do the Louisiana 2 Step because the program is completely self-directed. Website users can set personal goals and track their progress or simply learn about healthy habits and share that information with their families.



ANYONE CAN DO THE 2

All visitors to Louisiana2Step.com can view information on healthy eating and exercise, and they can use basic tools to get started toward a healthier lifestyle. The 2 Step will teach them to:

- EAT RIGHT with low-calorie menus, food suggestions and portion control information.
- MOVE MORE with exercise suggestions, music downloads and a calendar of health-related events.



ADVANCED 2 STEP TOOLS

Visitors can register for FREE to access even more personalized tools and information. By simply providing their height and weight, users can input and instantly calculate daily calorie intake and use. Registered users can also:

- set goals
- log daily food intake
- record daily activity
- track their weight and BMI
- earn rewards
- submit stories and events



Working Together for Better Health

Blue Cross and Blue Shield of Louisiana and Pennington Biomedical Research Center both have a stake in the battle against obesity. Blue Cross insures 1 in every 4 Louisianians and the Pennington Center conducts numerous research programs on nutrition and health. Finding improvements in health is an important goal for both organizations.

“Both Blue Cross and the Pennington Biomedical Research Center have an enormous amount of data on the devastating health effects of obesity and physical inactivity,” said Gery J. Barry, president and CEO of Blue Cross and Blue Shield of Louisiana. “It’s part of our mission as a health care company to help educate and motivate Louisianians to address these problems and improve their health long-term.”

Through a motivational and whimsical approach, the 2 Step campaign can help people learn health habits that can make a big difference in their lives. The self-directed program provides users with free online tools to assist them in reaching specific personal goals.

“What a nice gift for Louisiana,” said Phillip J. Brantley, Ph.D., chief of the Behavioral Medicine Laboratory at Pennington Biomedical Research Center. “The **Louisiana 2 Step** program is state-of-the-art in terms of weight management. Given the links between obesity, diabetes and heart disease, its use has major public health implications for our state.”

By eating right and moving more, Louisianians are taking 2 small but significant steps to get on track for a healthier future.

Presented by:



**BlueCross BlueShield
of Louisiana**

An independent licensee of the Blue Cross
and Blue Shield Association.

&



PENNINGTON
BIOMEDICAL RESEARCH CENTER

5525 Reitz Ave.
Baton Rouge, LA 70809-3802
225.295.3307
www.bcbsla.com

6400 Perkins Rd.
Baton Rouge, LA 70808
225.763.2500
www.pbrc.edu