

Healthier eating today could make all the difference tomorrow



The evidence is clear.

When it comes to health, what we eat matters. Unhealthy eating can lead to overweight, heart disease and certain types of cancer. But there are simple steps Minnesotans can take today and every day to improve their health. Science has shown that while some foods put the body at risk, others — fruits and vegetables — are literal lifesavers.

Our goal is to increase the proportion of Minnesotans who eat five or more servings of fruits and vegetables per day from 20 percent to 48 percent.

Eating plenty of fruits and vegetables can:

- > Lower the chances of developing cardiovascular disease⁵
- > Help lower high blood pressure⁶
- > Protect against cancer⁷
- > Help control weight⁸
- > Reduce likelihood of heart attack or stroke⁹
- > Lower cholesterol¹⁰



Some facts behind our efforts:

- > 26% of Minnesotans are obese and an additional 36% are overweight.¹
- > If unaddressed, obesity will add \$1 billion to Minnesota's total health care costs by 2010 and \$3.7 billion by 2020.²
- > Healthy eating can help people avoid serious health problems such as heart disease, some forms of cancer, diabetes and obesity.³
- > Helping people stay healthy is one of the best ways to control health care costs. Trust for America's Health released a report called Prevention for a Healthier America: Investments in Disease Prevention Yield Significant Savings, Stronger Communities, which forecasts the return on investment in disease prevention at \$5.60 to \$1.⁴
- > Our healthy eating work, like all Prevention Minnesota initiatives, is funded entirely with tobacco settlement dollars. There is no cost to our members, employers or the community — only rewards.

Why fruits and vegetables?

A 14-year Harvard study that followed almost 110,000 people found that the higher the average daily intake of fruits and vegetables, the lower the chances of developing cardiovascular disease.¹¹ Increasing fruit and vegetable intake by as little as one serving per day can have a real impact on heart disease risk. In two Harvard studies, for every extra serving of fruits and vegetables that participants added to their diets, their risk of heart disease dropped by 4 percent.¹²

We've taken the first step. We need your support.

We've added healthy eating to the prevention work we're already doing to reduce smoking and increase physical activity. Just as our *do* campaign reminds people to *Groove your body every day*, our healthy eating campaign delivers a clear call to action for every Minnesotan.

As an employer and community leader, you have a unique opportunity to influence healthy eating:

- > **Set expectations that healthy foods be served at meetings, events and celebrations.**
- > **Lead by example — snack on an apple at work, replace the candy dish with a well-stocked fruit bowl.**
- > **Work with food service suppliers to increase healthy options and price healthy choices attractively.**
- > **Advocate for healthy foods policies in your local school and community.**

Minnesota must act.

We are experiencing an epidemic of inadequate physical activity and unhealthy eating. If we don't reverse current trends, two-thirds of Minnesota's adults will be of unhealthy weight by 2010 and more than 27 percent will be obese.¹³ Left unchecked, these increases in obesity and overweight will represent nearly 31 percent of the overall increase in health care costs from 2005 to 2020.¹⁴ Every Helping Helps is one way we are helping people to take simple steps every day to improve their health.

Get ready for the *Every Helping Helps*SM campaign.

We are motivating people to make food choices today that can help everyone have a healthier tomorrow. We are also working with communities, schools and employers to make healthier foods more readily available and affordable. Community organizations, food shelves, faith communities, schools and other employers are all playing their part to make the healthy choice the easy choice.

Starting in November 2008, you'll see our message on television, on billboards, wrapped around buses, in grocery stores and on the web at EveryHelpingHelps.com.

The campaign reaches people where they make food decisions for themselves and their families.



Bus wrap



Billboard



Grocery store shopping cart ad



Grocery store shelf ad



The 30-second ad helps parents connect the dots between food choices and health, for them and their kids.

Every Helping HelpsSM is from Prevention Minnesota, Blue Cross' unprecedented, long-term commitment to tackling preventable diseases by addressing their root causes — tobacco use, inadequate physical activity and unhealthy eating. By investing in prevention and health improvement statewide, Blue Cross can make the healthiest difference for Minnesota. Prevention Minnesota is funded entirely by settlement proceeds from Blue Cross' historic 1994 lawsuit against the tobacco industry.



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