



**JUMP UP!
& GO!**SM

**Continuing
Medical
Education
Programs
on Pediatric
Overweight**

**Free Online Courses Brought to You by
Blue Cross Blue Shield of Massachusetts
and WebMD—Medscape®**

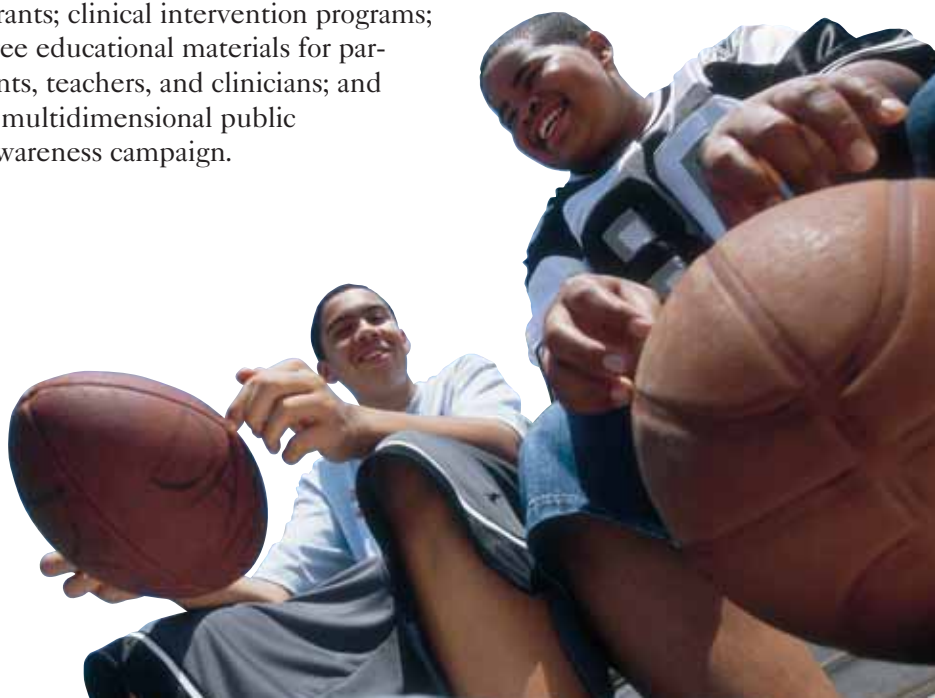


An Independent Licensee of the
Blue Cross and Blue Shield Association



Jump Up and Go! is a multidimensional health and wellness initiative designed to help children, their families, and their communities become more physically active and develop lifelong healthy behaviors. This program was initiated in 1998 in response to the growing trend that children's participation in physical activity was in significant decline and childhood overweight and obesity were on the rise.

Blue Cross Blue Shield of Massachusetts invested more than \$2 million in Jump Up and Go! from 1998 to 2003, and we have pledged an additional \$10 million through 2008. These investments support school-based and community-based grants; clinical intervention programs; free educational materials for parents, teachers, and clinicians; and a multidimensional public awareness campaign.



Online Continuing Education for Health Care Professionals

Today's society is suffering from an unhealthy combination of sedentary lifestyles and high-calorie foods. As a result, overweight and obesity have developed into a full-fledged epidemic among both adults and youth.

The American Academy of Pediatrics believes pediatricians must play a critical role in curbing the rising tide of overweight and obesity among children and adolescents.

That's why at Blue Cross Blue Shield of Massachusetts, as part of our Jump Up and Go! Initiative, we're doing all we can to help health care professionals assess and manage weight-related conditions of youth.

In the partnership with WebMD—Medscape and the Centers for Disease Control and Prevention, Blue Cross Blue Shield of Massachusetts is offering health care professionals free continuing medical education (CME) courses on the medical management of overweight and obesity among children and adolescents. The two courses are:

Assessment and Management of Childhood and Adolescent Obesity

This course provides information and tools to assist you in effectively assessing and treating overweight or obese patients.

Using and Interpreting the CDC Pediatric Growth Charts

This course covers the newest pediatric growth charts, including the scientific background of their development, instruction on their use, and insight into their clinical value. The course is divided into three interactive, self-directed modules:

Module 1: Overview of the CDC Growth Charts focuses on the scientific underpinnings of the growth charts and the rationale for the most recent enhancements to them.

Module 2: Using the BMI-for-Age Growth Charts discusses the appropriate use, and value of using, the new BMI-for-Age charts in the identification and tracking of overweight and obesity in children.

Module 3: Overweight Children and Adolescents: Recommendations for Screening, Assessment and Management provides insight into the consequences and complications of overweight in children and adolescents, and recommendations for treatment that represent the consensus of a group of experts who manage overweight children and adolescents.

Course 1: Assessment and Management of Childhood and Adolescent Obesity

Participants completing this course will be able to:

1. Describe the epidemiologic trends in overweight and obesity for children and adolescents
2. Specify the prevalence of overweight and obesity in children and adolescents, in both the population as a whole and in specific ethnic/racial groups
3. Describe the genetic, environmental, and developmental influences on the etiology of obesity
4. Specify the appropriate anticipatory guidance for obesity prevention in infants, toddlers, school-age children, and adolescents
5. Detail the metabolic, anatomic, psychological, and degenerative co-morbidities associated with obesity in children and adolescents
6. Discuss the available data on treatments for obesity in children and adolescents, including nutritional therapy, behavior therapy, weight-loss drugs, and weight-loss surgery



Credits

Physicians—up to 2.0 AMA PRA category 1 credit(s)

Pharmacists—up to 2.0 contact hour(s) (0.2 CEUs)

Registered Nurses—up to 2.4 Nursing Continuing Education contact hour(s)

All other health care professionals completing continuing education credit for this activity will be issued a certificate of participation.

To access this CME course, go to <http://www.medscape.com/clinicalupdate/overweight>.

Course 2: Using and Interpreting the CDC Pediatric Growth Charts

Participants completing this three-module course will be able to:

1. Describe the definitions used to classify children and adolescents as overweight
2. Identify the medical consequences of overweight in children and adolescents
3. Use the CDC growth charts to plot anthropometric measurements

Credits

Module 1: Overview of the CDC Growth Charts

Physicians—up to 1.0 AMA PRA category 1 credit

Registered Nurses—up to 1.2 Nursing Continuing Education contact hour(s)

Module 2: Using the BMI-for-Age Growth Charts

Physicians—up to 1.0 AMA PRA category 1 credit

Registered Nurses—up to 1.2 Nursing Continuing Education contact hour(s)

Module 3: Overweight Children and Adolescents: Recommendations for Screening, Assessment, and Management

Physicians—up to 1.0 AMA PRA category 1 credit

Registered Nurses—up to 1.2 Nursing Continuing Education contact hour(s)

To access this CME course, go to

<http://www.medscape.com/clinicalupdate/pediatricgrowth>.





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