



Landmark Center
401 Park Drive
Boston, MA 02215-3326

March 2005

Dear Physician,

The statistics are shocking. Sedentary lives and the increased consumption of high-calorie foods have caused a **220% increase** in overweight among 12-19 year-olds, and a **129% increase** among 6-11 year olds from 1976 to 2002.¹ The American Academy of Pediatrics has recognized the critical role pediatricians must play in stemming the epidemic of overweight and obesity in children and adolescents.²

To support you in encouraging healthy lifestyle changes for your patients, Blue Cross and Blue Shield of Massachusetts, Inc. (BCBSMA) and Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc. (BCBSMA HMO Blue), together with local pediatricians, family physicians, dietitians, nutritionists, and public health leaders, has created the enclosed **5-2-1 Jump Up and Go! Clinician’s Toolkit**. The goal is simple – to encourage children and adolescents to take manageable steps toward healthier lifestyles by:

- eating at least **5** fruits and vegetables per day
- spending no more than **2** hours per day on “screen time” (TV, video games, computer use, etc.)
- getting at least **1** hour of physical activity per day.

The kit provides you with simple tools:

- **A Nutrition and Physical Activity Fact Sheet** and an information packet entitled, *Understanding the 2000 CDC Growth Charts* to quickly review the issues, including the use of Body Mass Index (BMI), and demonstrate how easy it is to misjudge whether a child is overweight based on appearance alone. **Please take a look and try it.**
- **A BMI Calculation Wheel.** A convenient tool to quickly calculate your patient’s BMI.
- **BMI Growth Charts for ages 2-20.** These Centers for Disease Control (CDC) tools enable you to chart patients’ BMI and follow their progress over time. BMI percentile-for-age has been shown to be an effective predictor of overweight and obesity later in life.
- **A Physical Activity and Nutrition Survey and Prescription for Better Health form.** This brief survey for the parent and child to complete while waiting helps you quickly focus on areas of concern. It includes space to document height, weight, BMI and BMI percentile-for-age, and a checklist of nutrition and physical activity items you may want the child to work on.
- **5-2-1 Jump Up and Go! Weekly Log form.** Patients can use this form to chart progress toward the fruit and vegetable consumption, screen time, and physical activity goals that you’ve discussed. Have them bring completed logs back to the follow-up visit.
- The ***Are You a Healthy Kid?*** brochure provides parents and children with information, about attainable dietary and activity goals.

(over)

¹ Ogden CL, Flegal KM, Carroll MD, Johnson CL. Prevalence and trends in overweight among US children and adolescents, 1999-2000. JAMA 288: 1728-32. 2002.

² American Academy of Pediatrics Committee on Nutrition. Policy Statement on the Prevention and Treatment of Pediatric Overweight and Obesity. Pediatrics Vol. 112 No. 2 August 2003.

- **5-2-1 Jump Up and Go! Poster.** Hang this poster in your waiting area or your examination room(s) to reinforce the 5-2-1 message.
- **Jump Up and Go! Program brochure.** This brochure describes the multiple Jump Up and Go! initiatives - from funding grants for healthy school programs, to our community awareness efforts.
- **Jump Up and Go! Parent's brochure.** A guide for parents highlighting the importance of the 5-2-1 message for their children's health and well-being.
- **Online CME Programs brochure.** This brochure describes the free online CME courses covering the use of BMI and the assessment and management of childhood overweight and obesity available through our partnership with WebMD[®]/Medscape[®].

We encourage you to incorporate some or all of the components of the **5-2-1 Jump Up and Go! Clinician's Toolkit** into your practice to help give your patients (and their parents) tools to make healthy choices. These efforts can help your patients avoid Type 2 diabetes, vascular disease, hypertension, and hyperlipidemia that result from childhood overweight and obesity. For those of you participating in the BCBSMA Primary Care Physician Incentive Program, this toolkit may help you succeed on the BMI-for-age screening measure.

Thank you for your efforts to keep your patients, our members, healthy.

Sincerely,



John A. Fallon, M.D.
Chief Physician Executive
Senior Vice President



Barry G. Zallen, M.D., F.A.A.P.
Medical Director, Provider Partnerships

Enclosures