



JUMP UP!
& **GO!**

A program to help kids
get healthy and grow strong.



MASSACHUSETTS

Our Goal

Good Habits Today, Good Health Tomorrow

For more than a decade, Blue Cross Blue Shield of Massachusetts has been a catalyst for and a committed partner in helping youth-serving organizations—schools, community-based organizations, as well as health centers and clinicians—create healthier environments and implement evidence-based nutrition and physical activity programs.



The Jump Up & Go! message is as simple as **5-2-1**

- Eat **5** or more servings of fruits and veggies every day
- Limit screen time to no more than **2** hours a day
- Be active for **1** hour or more every day

It's a simple, easy, and powerful call to action that speaks to kids, parents, and clinicians

"5-2-1 Jump Up & Go! is a perfect message because it addresses three of the major risk factors associated with childhood overweight. We are particularly interested in it because it is a model program."

– William Dietz, M.D., Ph.D.
Director, Division of Nutrition and Physical Activity
Centers for Disease Control and Prevention (CDC)

"By funding innovative local community health centers and hospitals to provide desperately needed treatment and intervention programs for overweight youth, Blue Cross Blue Shield of Massachusetts is making an important investment with its community benefits."

– Barry S. Zuckerman, M.D.
Chairman, Department of Pediatrics
Professor of Pediatrics
Boston University School of Medicine



Solutions for Implementing Wellness Policies and Programs

Based on 10 years of experience, Jump Up & Go! offers a comprehensive package of resources designed to assist and support families and youth-serving organizations (YSO)—schools, community-based organizations, as well as health centers and clinicians—in creating community-wide childhood obesity prevention and intervention efforts.

5-2-1 Promotional & Educational Campaign

In 2001, Jump Up & Go! created the **5-2-1** message as a simple, instructive, and easy-to-remember call to action for prevention and treatment of childhood overweight. This campaign promotes the **5-2-1** message and encourages youth and their families to develop healthy eating and active living habits. It was endorsed in 2005 by a national panel of experts as the gateway message for healthy lifestyles.

Blue Cross Blue Shield of Massachusetts offers **5-2-1** materials and technical assistance to Massachusetts youth-serving organizations free of charge. Most materials are also available in Spanish, Haitian Creole, Portuguese, Cantonese, and Vietnamese. These resources include but are not limited to:

Educational Resources	Challenges & Rewards	Promotional Materials
Parents Toolkits/Workshops	5-2-1 Challenges	Posters
Clinician Toolkits/Workshops	2sDays Challenge SM	Banners/Pencils/Stickers
Teacher/Facilitator Toolkits/Workshops	Walk a Mile with Your Child	Games

Jump Up & Go! Timeline

1998

- Jump Up & Go! established as a Community Benefit Grant Program

1999

- Collaborates with MA Department of Public Health to create Healthy Choices Middle School Grant Program

2000

- Sponsors Urban Youth Sports program at Northeastern University's Center for the Study of Sport in Society

2001

- Creates 5-2-1 Healthy Eating Active Living Message
- Hosts 1st Annual Jump Up & Go! School Conference
- Corporate Award: Massachusetts Governor's Committee on Physical Fitness and Sports

Jump Up & Go! Certificates

Massachusetts YSO that promote **5-2-1** healthy habits and implement at least one of the **Jump Up & Go! Challenges** will be recognized with a **Jump Up & Go! Certificate**. The requirements for this certificate are tailored to meet school wellness policy mandates, and are prerequisites for applying for all **Jump Up & Go! grants**.

Jump Up & Go! Grantmaking

The Jump Up & Go! Certificate of Participation is a prerequisite for applying for Jump Up & Go! Mini-Grants. Mini-Grant proposals are evaluated through a competitive process within five Massachusetts regions: North, South, Central, West, and Boston. Detailed information and Jump Up & Go! grant-making guidelines can be found on our website, www.jumpupandgo.com.

Planning Mini-Grants: \$250-\$500

These funds are designed to help YSO expand **5-2-1** programs that utilize a collaborative community-partners approach. During this planning process YSO can request workshops and technical assistance from Jump Up & Go! representatives.

Implementation Mini-Grants: up to \$2,500

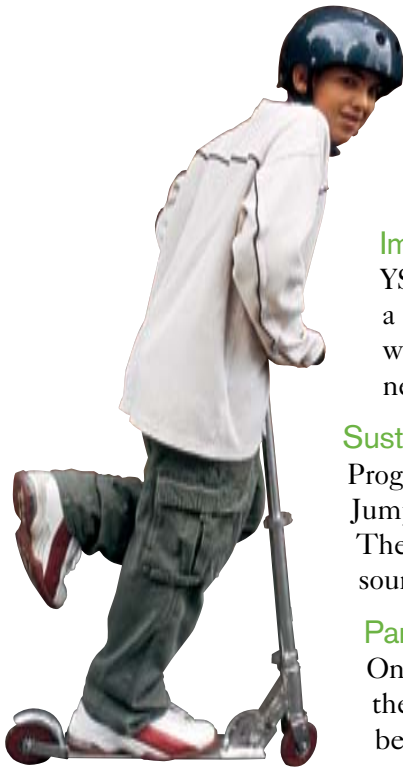
YSO that have received a Jump Up & Go! Certificate and can demonstrate a feasible plan to offer robust healthy eating and physical activity programs will be eligible to apply. Greater priority will be given to proposals for new programs.

Sustaining Support Mini-Grants: \$250-\$500

Programs that have demonstrated success and have received prior Jump Up & Go! funding are eligible to apply for sustaining support. These funds are designed as matching grants to help YSO seek other sources of financial support.

Partnerships/Sponsorships

On a case-by-case basis, financial support at levels higher than the Jump Up & Go! Mini-Grant programs outlined above may be awarded.



2002

- Urban Youth Sports Program awarded local initiative grant from Robert Wood Johnson Foundation

- Awards multi-year grant for community intervention research project: Shape Up Somerville w/ Tufts University

- William A. Hinton Award: MA Department of Public Health

- Presidential Citation: MA Association Physical Education Recreation and Dance

2003

- Creates Clinician Toolkit

- Sponsors Boston Steps Health & Human Service five-year grant

- 5-2-1 adapted by the Maine Center for Public Health

2004

- Creates Teacher/Facilitator Toolkit and Parent Toolkit

- Expands Healthy Choices to a multi-year collaborative middle school grant program

- Creates *Are You a Healthy Kid?* brochures

- Develops WebMD CME courses

- Develops Peer Leader and Volunteer Training

- Ellis S. Bonner Community Leadership Award—America's Health Insurance Plans

2005

- Initiates HealthyCare for HealthyKidsSM Learning Collaborative with NICHQ

- Establishes Jump Up & Go! School Awards

- Initiates PCIP Quality Physician Incentives

- Awards multi-year grants for clinical

Special Events and Quality Initiatives

Jump Up & Go! hosts special events and supports quality initiatives that give visibility to outstanding individuals and organizations that work to promote healthy eating and active living to youth and their families.

Jump Up & Go! Annual Conference

This conference is designed to expose representatives of YSO to the most recent research linking nutrition and physical activity to child development, health, and education.

Jump Up & Go! Awards

These awards recognize individuals and YSO for leadership and outstanding work in promoting healthy eating and physical activity for children, families, and communities. Jump Up & Go! Awards are evaluated through a competitive process within five regions in Massachusetts: North, South, Central, West, and Boston. Details about requirements for Jump Up & Go! Awards can be found on our website, www.jumpupandgo.com.

Jump Up & Go! Jam Celebration

Fun-filled children's health fair events provide an opportunity to showcase programs and services offered by community-based YSO supported by Jump Up & Go! Children and families who participate in the Jump Up & Go! Challenge programs will also be recognized at these events.

Standard Model of Care and Quality Initiatives

Blue Cross Blue Shield of Massachusetts offers quality incentives to pediatricians who follow the annual well-child visit protocol to screen, classify, and counsel children about healthy eating and physical activity and, when necessary, coordinate the care of overweight children. The Jump Up & Go! Clinicians Toolkit offers resources to assist in implementation of these quality initiatives.

"Jump Up & Go!...will provide consistent messaging, and it targets settings that have tremendous influence on kids: schools, communities, and clinician offices. Blue Cross Blue Shield of Massachusetts is setting a great example of corporate responsibility in an era of diminishing public resources."

—Jean Wiecha, Ph.D., Senior Research Scientist, Harvard Prevention Research Center on Nutrition and Physical Activity, Harvard School of Public Health



Intervention programs: Fantastic Kids at Boston Medical Center and Operation Better Start at Berkshire Medical Center

- Translates Parent Toolkit into Spanish, Haitian Creole and Portuguese
- Best of Blue Award—Sponsorship/Community Relations Award—Blue Cross Blue Shield Association
- 5-2-1 adapted by Memours in Delaware

2006

- Establishes 2sDays Challenge & 2sDays Jam
- Leads Partnership to build Body by Brandy 4 Kids gym
- Best of Blue Award: Sponsorships—Blue Cross Blue Shield Association
- Best of Blue Award: Provider Relations—Blue Cross Blue Shield Association
- Recognition: Woman of Valor—American Diabetes Association

2007

- Initiates school nurses and pediatric clinician coordinated care collaborative for overweight children
- Leads Mattapan Community Participatory Research Project in conjunction with Harvard Prevention Research Center
- Sponsors American Diabetes Association's Family Resource Network & Youth Initiative
- Sponsors Massachusetts Partnership for Healthy Weight
- Sponsors Statewide Collaborative for Food & Fitness Initiatives
- Translates Parent Toolkit into Cantonese
- 5-2-1 endorsed as the Healthy Eating Active Living message by MA school nurses and medical directors; MA Partnership for Healthy Weight

"I think it's good to try and introduce the 5-2-1 message as a new standard. This is the first time since President Kennedy launched the President's Physical Fitness Award Program that we have had a clear public statement about children's exercise and expectations for healthy living."

— Lela Silverstein, M.S., L.D.N.
Senior Nutritionist
South End Community Health Center



A Local, State, and National Catalyst for Change

Blue Cross Blue Shield of Massachusetts has been recognized for its leadership in developing Jump Up & Go! and in supporting strategies to address childhood obesity in school, clinical, and community settings that are now national models.

Healthy Choice Collaborative

Beginning in 1999, this middle-school-based program evolved as the Massachusetts Department of Public Health and Blue Cross Blue Shield of Massachusetts designed an evidence-based program that institutionalized support of healthy eating and active living, as well as changed student attitudes and behaviors. More than 120 schools—serving half of the middle-school population—received funding through the grant program.

NICHQ HealthyCare for HealthyKids Learning Collaborative

In 2004, Blue Cross Blue Shield of Massachusetts partnered with the National Initiative for Children's Healthcare Quality (NICHQ) to support 18 pediatric practices in a learning collaborative. During this process, a national- and state-based advisory panel agreed on a standard model of care and endorsed the **5-2-1** Message as a gateway message for prevention and treatment of childhood overweight. This work was instrumental in NICHQ developing its childhood obesity prevention program.

Body by Brandy 4 Kidz

The Body by Brandy 4 Kidz gym, located in Boston's Roxbury neighborhood, offers one of the first gyms designed specifically to bring a state-of-the-art children's fitness program into an urban setting. Through a unique partnership between Blue Cross Blue Shield of Massachusetts, Children's Hospital Boston, and the United Way of Massachusetts Bay, the gym opened in June 2006, providing a laboratory to implement and evaluate community-based intervention programs for overweight children.

Kid Power: Boston Children's Museum Exhibit

Opening in 2007, Kid Power, an innovative permanent exhibit, highlights the importance of physical activity and nutrition, and is the centerpiece of our partnership with the Boston Children's Museum. Annually, more than 450,000 visitors are immediately greeted by the Kid Power exhibit when they enter the museum.

For more information or questions on Jump Up & Go!,
call (617) 246-4649 or email jumpupandgo@bcbsma.com.



MASSACHUSETTS