

Prevention Minnesota: Improving health and saving costs through environmental and policy change

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February 4, 2009





Blue Cross and Blue Shield of Minnesota

- > 2.8 million members
- > Not-for-profit
- > Contract with network of clinicians
- > Full portfolio of commercial and government health insurance products
 - Individuals, groups, national employers



Prevention Minnesota

Blue Cross' long-term commitment to tackling preventable heart disease and cancers by addressing their root causes: tobacco use, secondhand smoke, physical inactivity and unhealthy eating.



Cost of obesity and tobacco use

- > If current trends continue, 31% of the overall increase in health care costs from 2005 to 2020 will be due to projected weight increases among adult Minnesotans.
 - This will add nearly \$1 billion to Minnesota's total annual health care costs by 2010 and \$3.7 billion annually by 2020.
- > Smoking costs Minnesota nearly \$2 billion each year in health care costs.



Prevention Minnesota goals

Reduce smoking rates by 50%



Increase physical activity by 50%



Reduce exposure to secondhand smoke by 90%



Increase healthy eating by 100%





New report on ROI for prevention

\$10 per person per year

+

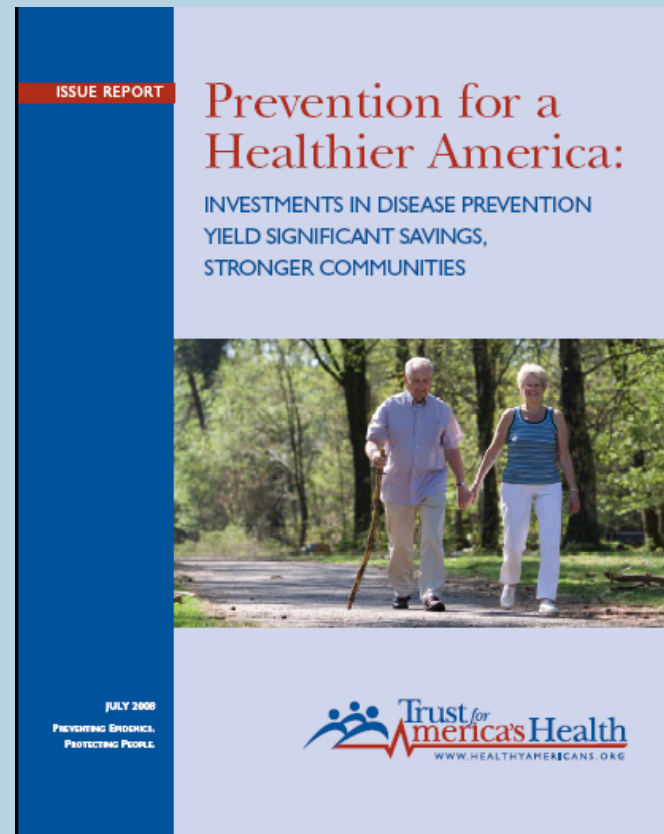
Focus on tobacco, physical activity,
healthy eating

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A return of \$5.60 for every \$1 invested

(\$16 billion annually within five years)

(\$316 million savings in Minnesota in 5 years)





What works to change community norms and individual behavior?

A combination of science-based strategies

- > Change the **environment**
- > Raise **awareness**
- > Help **individuals** make healthy decisions
- > Tailor outreach to **priority populations**

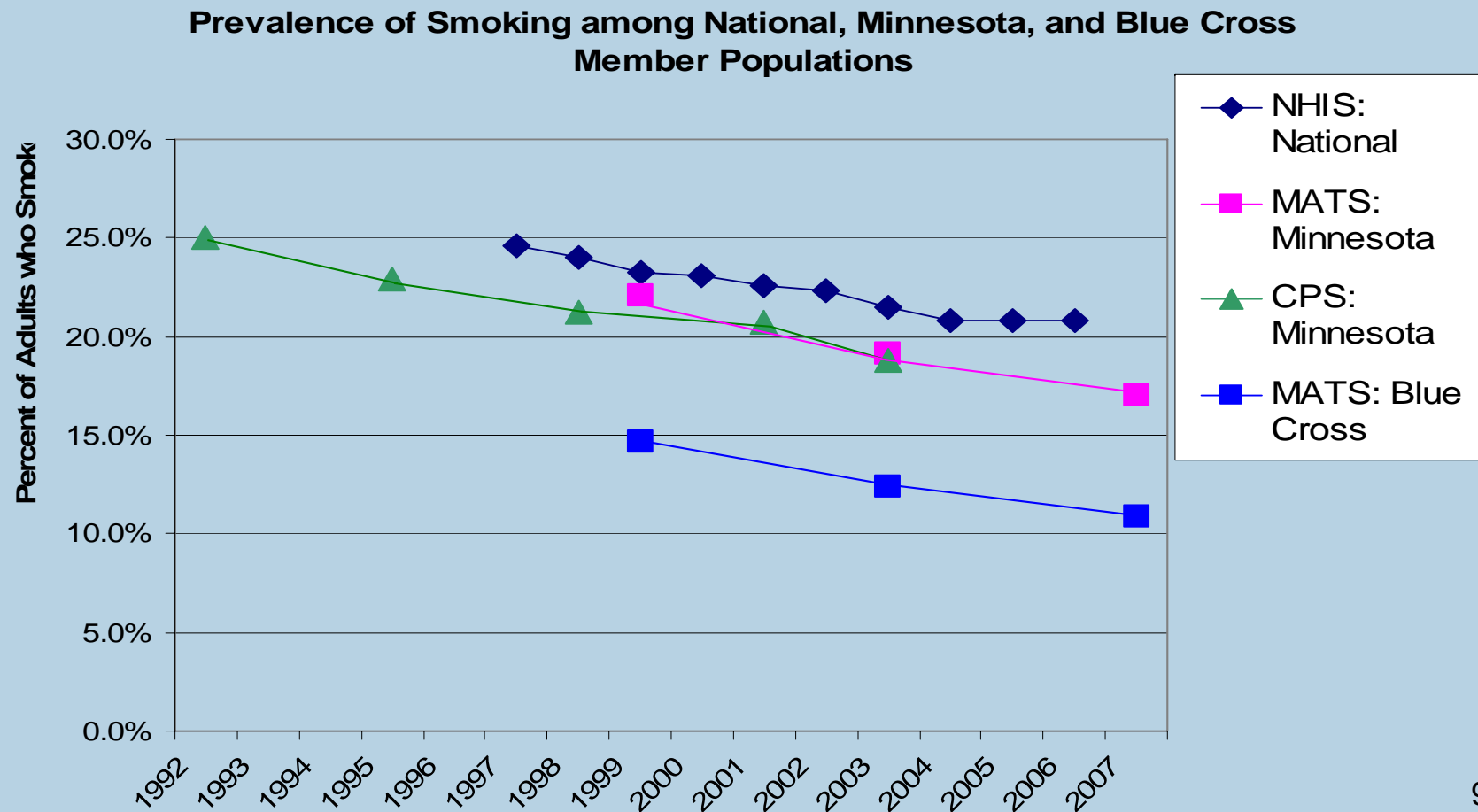


Tobacco: Major activities

- > Tobacco tax increases
- > Passage and defense of smoke-free laws
- > Mass media campaigns
- > Cessation support for Blue Cross members
- > Outreach to high priority populations



Tobacco: Results





Blue Cross savings

- > The decrease in smoking rates among our members results in:
 - At least \$25 million less in health care costs each year
 - Average annual savings per additional nonsmoker = \$1,067

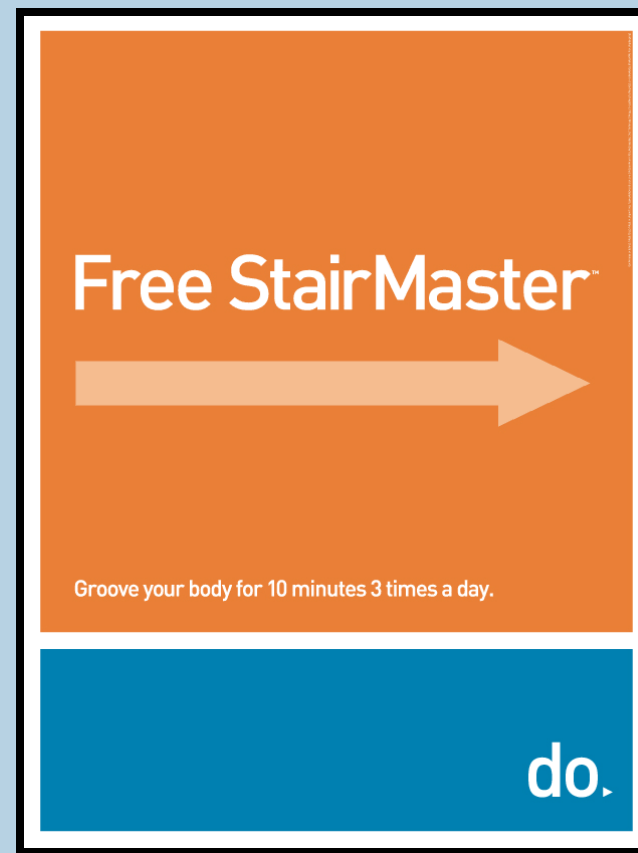
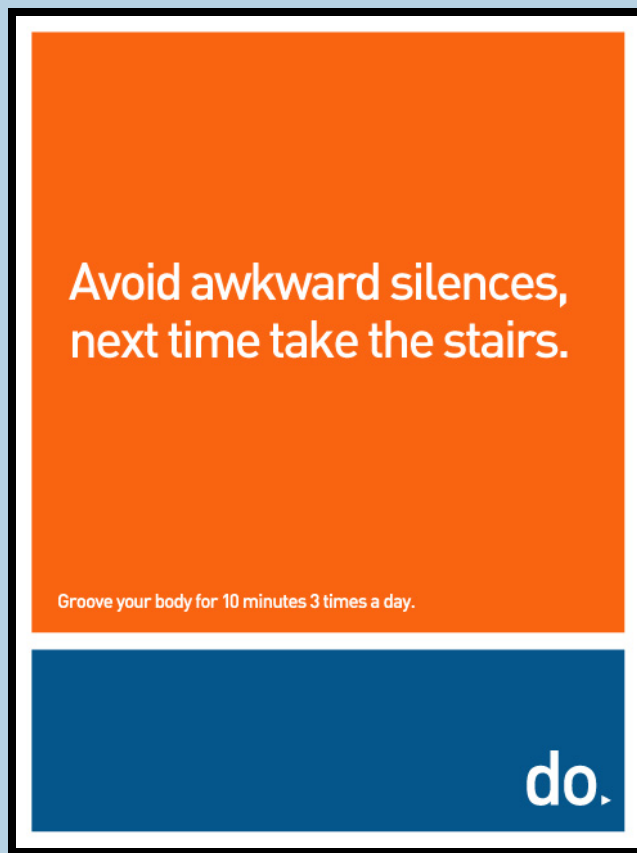
Physical activity: Current activities

- > *do* campaign
- > Active Living Minnesota
- > Complete Streets
- > Active Workplaces





The do campaign – workplace signs





The do campaign - Billboards

Walk to
your heart's
content.

Groove your body every day.



© 2013 American Heart Association



The do campaign - Billboards

Snow. Mother Nature's
way of saying
"go play outside."

Groove your body every day.

do.



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Physical environment influences behavior



The latest fitness equipment.






Healthy eating goal

Overarching goal: Decrease the prevalence of risk factors for heart disease and cancers

Healthy eating-specific goal:



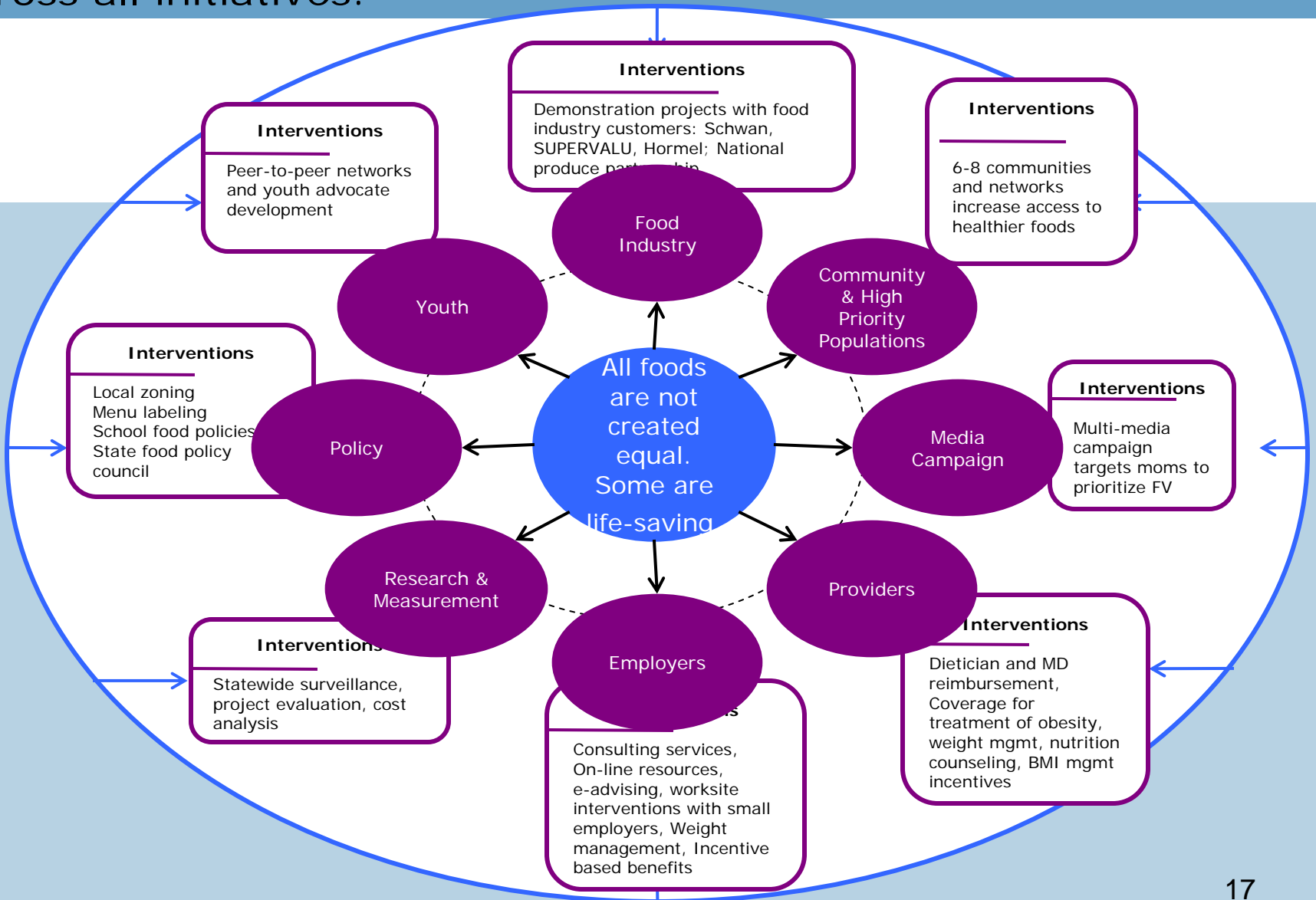
GOAL 4
Increase healthy eating by more than 100%

Measure: Increase the percentage of Minnesotans who eat five or more daily servings of fruits and vegetables from 20% to 48%

Find out how [▶](#)



A comprehensive approach integrated across all initiatives.





Sample ads – in stores, billboards, etc.

**Cancer protection.
Now in a convenient
package.**

Fresh, frozen or dried, eat more fruits and veggies today.

EveryHelpingHelps.com

**FRUITS &
VEGGIES**

Every Helping Helps

 **BlueCross BlueShield
of Minnesota**
An Independent Licensee of the Blue Cross and Blue Shield Association

The advertisement features a green background with white text. At the bottom, there is a white oval containing a head of lettuce and the text 'FRUITS & VEGGIES'. The slogan 'Every Helping Helps' is written in a green, curved font below the oval. The Blue Cross and Blue Shield logos are in the bottom left corner.

Television

