



Katcher Vaughn & Bailey Public Relations / BlueCross WalkingWorks for Schools

Challenge

- Increase awareness for and address the problem of childhood obesity in the state of Tennessee.
- Register at least 250 schools and 100,000 students in the BlueCross WalkingWorks for Schools program.
- Have program participants walk five minutes each day for a period of 12 weeks each semester.
- Measure the impact of the program on physical condition, learning readiness and behavior.

Strategy and Action

BlueCross BlueShield of Tennessee worked with the Tennessee Association for Health, Physical Education, Recreation and Dance to enroll new participants in BlueCross WalkingWorks for Schools. Information about the program was distributed through newsletters, emails and conferences. Tool kits were also distributed to each school with brochures, posters, student wristbands and pedometers. Finally, KVBPR and BlueCross created an online walking log to allow teachers to log their students' time.

Results

For the 2007-2008 school year, 412 schools and 181,000 students enrolled in the BlueCross WalkingWorks for Schools program. 100% of last year's participants walked for the project minimum of 5 minutes per day, and more than 75% of participants walked more than the project required. Surveys of participating teachers show that 87% noticed improvement in classroom behavior and 80.2% noticed positive physical changes in their students, such as increased energy and physical endurance.



KATCHER VAUGHN & BAILEY
Public Relations



of Tennessee