



Excellus BCBS Step Up Health Initiative

EXCELLUS BLUE CROSS BLUE SHIELD

Purpose

To improve the health of members through a Web-based program that promotes physical activity and healthy eating

Target Population

Excellus Blue Cross Blue Shield (BCBS) members

Goals

- To promote overall health improvement
- To influence and motivate adults to become more physically active and/or eat better

Structure and Operations

- The Step Up Web site offers program participants extensive health information, recipes, lifestyle tips, scientific calculators, activity conversion charts, and personal progress trackers.
- Step Up also offers “kits” for use at work to encourage increased activity. These kits include motivation “point of decision” posters (e.g., use the stairs posters placed at elevator entrances) as well as information pamphlets, pedometers and tracking booklets.³⁴

Years in Operation

2004 – present

Funding

The Excellus BCBS Step Up Health Initiative is funded by Excellus Blue Cross Blue Shield.

For More Information

Additional information is available online: <http://www.stepup.excellusbcbs.com/about.jsp>