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# MyAnthem News eBulletin

Anthem   
Health. Join In. Blue Cross

June 2011

## National Men's Health Week

Dear Employer,

The way to a man's heart is through healthy blood vessels, lungs and a strong body overall. And his best health can help strengthen your business too.

Currently, one in five American men has heart disease. And three in four are overweight.<sup>1</sup> They're dying at higher rates than women from largely preventable diseases like diabetes, cancer and heart disease. And men are more likely to be hospitalized or disabled due to long-term, worsening complications from these diseases too.<sup>2,3</sup>

Simple things like regular checkups, screening tests and vaccinations can help the supermen of your workforce live stronger, healthier lives and help lower costs for all.<sup>1</sup>

## Men's Health Week is June 13-19, 2011

It's Father's Day week! What a great time to make men and boys more aware of the key, preventable - and costly - health problems, and encourage them to get the checkups and early treatment they need. Helping them understand which age-appropriate checkups and vaccinations to get helps them stay better informed and more likely to take action. Action that can put them on a road to better health and a more productive, enjoyable life.

To help you in this important men's health awareness effort this week, we're providing you with ready-to-send [e-mail content](#) that covers important men's health issues. Simply forward it to your employees as part of your Men's Health Week promotions. Also:

- For information on Men's Health Week activities, or to order free educational materials, including posters, fliers, health facts, prevention guides, and more, go to [menshealthmonth.org/week/index.html](http://menshealthmonth.org/week/index.html).
- For discounts on health-related products and services, please refer employees to [anthem.com/ca/specialoffers](http://anthem.com/ca/specialoffers) at [anthem.com/ca](http://anthem.com/ca).
- If an employee has a chronic condition, refer them to an available disease management program as appropriate.

For more information about other Anthem Blue Cross health promotion programs, contact your Anthem Sales team.

Sources:

<sup>1</sup>Agency for Healthcare Research and Quality, *Healthy Men* (accessed May 2011): [ahrq.gov/healthymen/](http://ahrq.gov/healthymen/)

<sup>2</sup>Centers For Disease Control and Prevention, [cdc.gov](http://cdc.gov)

<sup>3</sup>Men's Health Month, [menshealthmonth.org/week/index.html](http://menshealthmonth.org/week/index.html)



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