



LOUISIANA **2** step

Take 2 small steps to better health: *eat right and move more.*



**BlueCross BlueShield
of Louisiana**

An independent licensee of the Blue Cross and Blue Shield Association.

Your Health. Our Commitment.



The Louisiana 2 Step

What is the Louisiana 2 Step?

The **Louisiana 2 Step** is a fun, motivational program that encourages Louisianians to take 2 small steps to better health: *eat right* and *move more*.

The **2 Step** was developed by Blue Cross and Blue Shield of Louisiana and Pennington Biomedical Research Center to help fight obesity in our state.

How Do You Do the 2?

People who are **“Doing the 2”** are making small, healthy changes in their lives. The first step is visiting our interactive website, www.Louisiana2Step.com.

This fun and interactive site offers free information that teaches visitors to:

- EAT RIGHT** with healthy recipes, nutrition tips and restaurant advice;
- MOVE MORE** with exercise suggestions and a calendar of events; and
- GET MOTIVATED** with our health coaches and encouraging e-mails.



What Can the 2 Do for You?

Registered **2 Step** members have free access to personalized tools and special opportunities. They can:

- track weight and health stats
- log eating habits and activities daily
- record walking progress
- set personal goals
- enter special contests
- join as part of a team
- take advantage of bonus offers
- share successes and struggles with others

Stat Logs

- Activity Log**
Record your daily activities
- Food Log**
Track what you eat each day
- Weight Loss Tracker**
Log your current weight
- Walking Log**
Track your steps or miles daily
- Health Stats Tracker**
Log lab results and vital stats

Who's Doing the 2?

EVERYONE! Louisiana2Step.com works for anyone who wants to be healthier. The more people Do the 2, the more others are motivated to get healthy. So join your co-workers, friends and neighbors and ...

- set up a 2 Step team
- begin a walking program
- see who's Doing the 2 in your area
- eat at a 2 Step Participating Restaurant
- remind each other to log in

LOUISIANA 2step JOIN NOW IT'S FREE!

EAT RIGHT MOVE MORE

Member Map
Find a walk partner to see the total participants in the Louisiana 2 Step. Click the parish to see the total participants by city.

Top Stoppers:

- 1. St. Louis
- 2. New Orleans
- 3. Baton Rouge
- 4. Lake Charles

EAST BATON ROUGE
Members: 1091

LOOK WHO'S DOING THE 2
Join, Register, Log

take our IQ quiz
Test your knowledge on food to eat!

Powered by: **my2step** | **my2step** | **my2step** | **my2step**

Working Together for Better Health

Why Does Blue Do the 2?

One-fourth of all Louisianians count on Blue Cross and Blue Shield of Louisiana for their health coverage. That's why we have a stake in promoting health and wellness statewide.

It is part of our mission at Blue Cross to provide "health guidance." That means educating and motivating residents of our state to improve their long-term health.

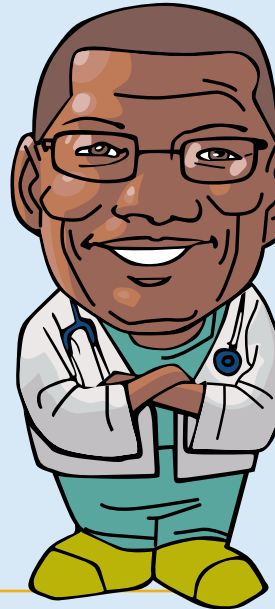
By teaming with Pennington Biomedical Research Center, Blue Cross developed the **Louisiana 2 Step**. This dynamic program is designed to teach people to *eat right* and *move more* while making a positive impact on the overall health of Louisiana, two steps at a time.

Why Should You Do the 2?

The **Louisiana 2 Step** is about getting healthy your own way. Set your own goals, go at your own pace and make the changes you want in your life.

The **Louisiana 2 Step** gives you the tools to meet your personal goals. Improving the health of Louisiana has to start somewhere – let it start with YOU! Take that first small step and see what a big difference it can make in your health.

Do the 2!



www.LOUISIANA2STEP.com



www.BCBSLA.com