



# Count on us to help make this the healthiest generation of kids ever.

Healthcare reform may have created a lot of uncertainty, but there can be no uncertainty when it comes to the health and well-being of our kids. So rest assured, you can count on Blue Cross and Blue Shield companies to ensure a healthy future for America's children.

In the last two decades, the rate of type 2 diabetes in children has dramatically increased. So Blue Cross and Blue Shield companies are working with parents, pediatricians, teachers and others to reduce childhood obesity. We're working in schools to provide fun ways for children to learn healthy lifestyles. And we've developed teaching tools to help pediatricians deliver healthy messages.

Our goal is to make kids born in America today the healthiest generation of kids ever.

Count on us.

For more information on how Blue Cross and Blue Shield companies support their local communities, go to [www.bcbs.com/investingincommunities](http://www.bcbs.com/investingincommunities).



**BlueCross BlueShield  
Association**

An Association of Independent  
Blue Cross and Blue Shield Plans