

Giving Tennessee's children  
a healthy start in life

# Healthy Generations



## FLU SEASON IS COMING

### Get Free Protection Now

Flu shots are free for our members. They're the best protection you can get against the flu.

According to the Centers for Disease Control and Prevention (CDC), all adults and children older than six months should get a flu shot every year. Children should have two flu shots before they're 2 years old.

Flu shots are especially important for people with higher risk for complications from the flu. This includes children under 5, adults over 65 and pregnant women.

Call your health care provider and schedule an appointment for your flu shot. That's also a good time to ask if you or family members should get the pneumonia vaccine.

Source: Centers for Disease Control and Prevention [cdc.gov/flu/index.htm](http://cdc.gov/flu/index.htm) and [cdc.gov/pneumonia/index.html](http://cdc.gov/pneumonia/index.html)

**Fact:** You can't  
get the flu from  
a flu shot.



Anyone who suffers from asthma will tell you it's no fun. Your airways swell, making it hard for air to move in and out – which leads to coughing, wheezing and shortness of breath.

Anyone can get asthma. But some people seem to suffer worse symptoms from their asthma than others. While there are many reasons this could be true, race and income may play a part. African American children are hospitalized twice as often as white children for asthma attacks. And children from low-income or minority families actually have a higher chance of getting the disease to begin with.

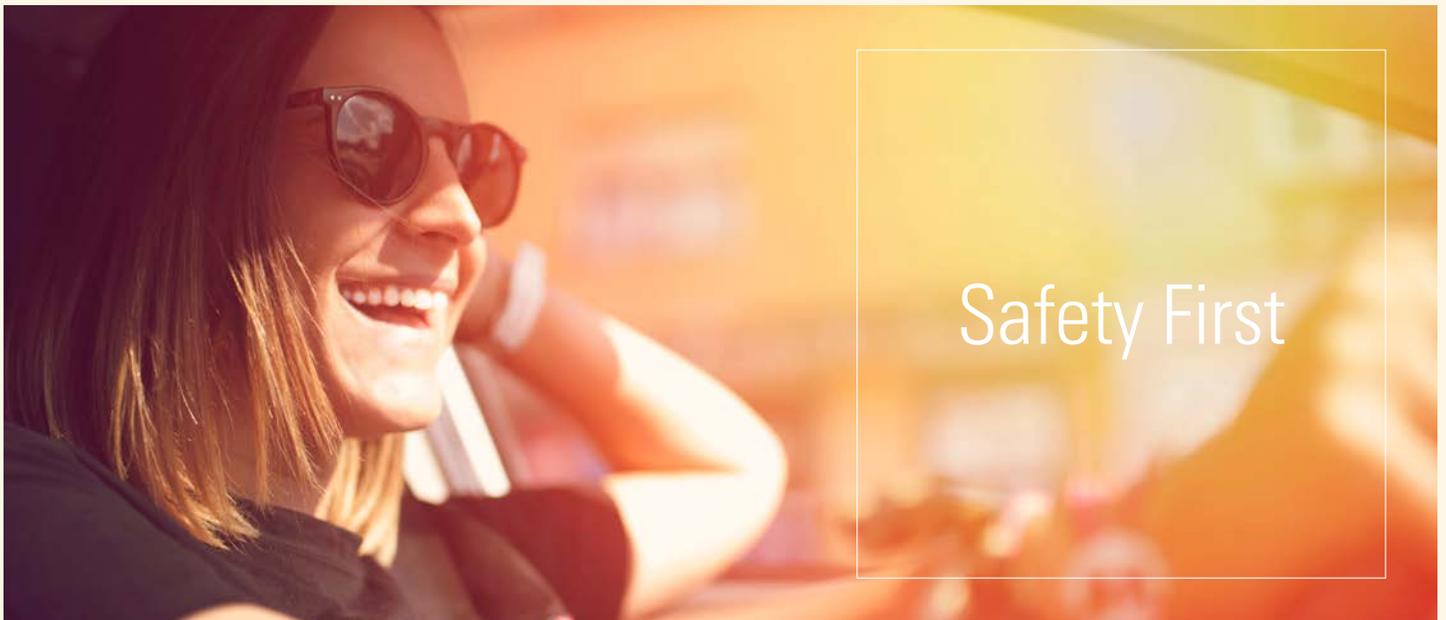
It helps to know if you're at risk because there's plenty you can do to help with asthma. "Triggers" are the places and things that make your asthma worse – like dust, smoke or pollen. If you know what triggers your asthma, you can try to avoid those things.

### **HERE ARE SOME TIPS TO STAY AWAY FROM THE MOST COMMON ASTHMA TRIGGERS:**

- Don't let anyone smoke near you or your child.
- If you smoke – until you can quit, don't smoke in your home or car.
- Vacuum carpets and furniture every week, and dust often with a damp cloth.
- Wash bed sheets, pillow cases and stuffed toys in hot water each week.
- Pay attention to the air quality outside. When the local news says it's bad, try to stay inside.
- Keep pets outside, if possible. If not, make sure they stay off your furniture and out of your bedroom.

To stay as well as possible with asthma, learn how it affects you. The more you know, the more you can avoid the things that make it worse for you.

<https://www.tn.gov/health/article/healthy-places-health-disparities>  
<https://www.epa.gov/asthma/asthma-triggers-gain-control#actions>



Children grow into pre-teens and then teenagers. And as they do, parents and caregivers want to keep them safe. Talking to your pre-teen or teen about Driving Safety is one way to do just that. It's never too early or too late.

**Here are a few of the Driving Safety tips you should talk about:**

- What a driver should and shouldn't do while they are driving
- What a passenger or pedestrian should or shouldn't do while someone else is driving. And how drivers can help keep passengers and pedestrians safe
- What can happen when a driver drinks or takes drugs and then drives
- What can happen when a driver uses a cellphone – especially texting – while driving
- How seat belts can save lives – of drivers and passengers

Driving is a privilege. Teens should first show that they can drive safely before they're allowed to drive.

Getting to drive a car can be a big deal in a teenager's life. Keeping them safe is a big deal, too. But the dangers of driving are not the only things kids will face as they grow up. Here are some of the other things parents and caregivers should talk about.

**OTHER SAFETY CONCERNS**

Sports equipment and protective gear or clothing only work when used the right way. Help your kids and teens to know more about the gear they have, how it works, and how to use it the right way. They should always know the rules of the game and how to play it safely. Injuries like concussions – a hit or jolt to the head that may cause them to pass out – can have side effects that last a long time.

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Kids need to know that using drugs or alcohol – even just once – can end in death. Starting with something small or having just a little can lead to more and more and more. Trying drugs and alcohol can lead to abusing them, or even becoming addicted to them.

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Pressure from family, school, social groups, peers, and friends is sometimes too much for pre-teens and teens to handle. Their need to be accepted can be strong. And the feelings they have when they're not accepted can weigh them down. It can lead to depression, self-harm or suicide. Are you concerned about your child's behavior? Talk with your doctor or a mental health professional.

Are you concerned about your child's behavior right now? Do you feel unsafe? Do you think they could hurt themselves or someone else? If yes, call the statewide crisis line right away at 855-CRISIS-1 (855-274-7471).



## Your Child's Healthy Start

What's the secret to health and happiness? Medical experts like the American Academy of Pediatricians believe answers may lie in the first three years of life. You can do a lot to help your child during these years.

Our brains grow fastest from birth to age 3. That means babies and toddlers soak up everything that happens around them – the good, the bad and the in-between.

As a parent, you want to make sure the good outweighs everything else. Your touch, words and actions should let your child know they're safe. You catch them when they fall. You come back when you say you will. You give them the confidence to cope with stress.

Not all stress is bad. It can be short-lived, like when your baby gets a vaccine at the provider's office. That's positive stress, as the pain goes away.

Some stress is more intense, like the first few times you leave them at daycare. It's tolerable stress as they're cared for and you come back.

Unfortunately, stress can also be toxic, caused by abuse and neglect. Persistent, toxic stress can change the brain and lead to physical and mental health issues.

### **How do you give your child the very best start?**

- Connect with them – play, cuddle, read and laugh.
- Protect them from people, places or things that can harm them.
- Ask for help. We can connect you with resources in your community. Call us at the Customer Service number on your Member ID card.

Find out more about the lasting effects of early childhood experiences.  
Visit [cdc.gov/violenceprevention/acestudy/index.html](http://cdc.gov/violenceprevention/acestudy/index.html).

### Sources:

<http://www.urchildinstitute.org/why-0-3/baby-and-brain>

<http://www.urchildinstitute.org/articles/features/positive-early-experiences-pay-off-for-lifetime>

<http://developingchild.harvard.edu/science/key-concepts/toxic-stress>



## Your Child's Personal Doctor is Your Partner

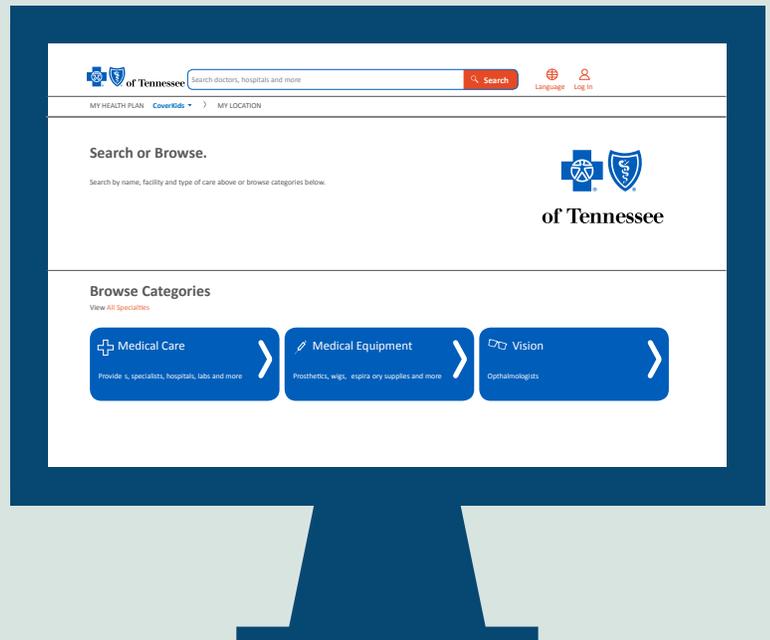
It's easier to take care of your family's health if you have a partner. That's why we recommend every child have a personal doctor.

A personal doctor is sometimes called a pediatrician or primary care provider. They do well-child checkups and treat minor illnesses. They can also spot problems early and order tests for further treatment.

Emergency rooms and specialists are important when you need them. But they don't have a complete picture of your child's health. Your personal doctor knows your child's history, and they know you. That can help if you have to make big health decisions.

### Here's how to help keep your child's personal doctor in the loop:

- Tell any other providers who your personal doctor is.
- Ask the other providers to send them their reports.
- Tell your personal doctor about all visits to other providers.



## USE NETWORK PROVIDERS TO LOWER COSTS

Keeping our costs low helps us make CoverKids available to families like yours. One way we save is by only working with health care providers that agree to affordable rates for care. Ask all providers you see if they accept CoverKids. If not, you'll be charged unless it's emergency care.

**To find a network provider, visit our website or give us a call:**



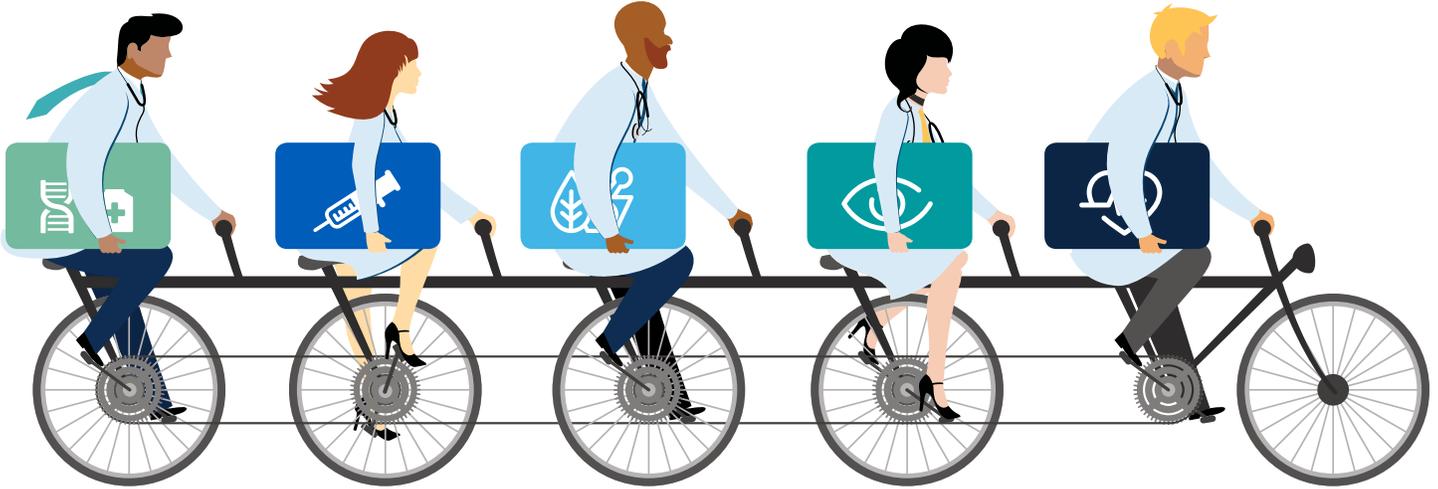
**bluecare.bcbst.com**

Click on Find a Doctor or BlueAccess<sup>SM</sup>



**1-888-325-8386**

Member Services



## DELIVERING QUALITY HEALTH CARE

Thank you for trusting us with your health care coverage. There's nothing we take more seriously than making sure the care you receive is safe, effective and timely.

### Each year, our Quality Improvement Program (QIP) reviews our data to make sure:

- You get high-quality care and services
- You get the right care
- That it's easy for you to get care

We're particularly interested in helping you prevent health problems or live well despite an issue.

If caught early, many health problems can be treated before they affect your long-term health. Screenings and tests help make this possible. That's why we remind you of checkups and screenings by phone, mail and email. It's also why we host health fairs, screenings and events throughout the state.

Want to learn more? Visit [bluecare.bcbst.com](http://bluecare.bcbst.com) and look for the Quality Improvement link at the bottom of every page. Or give us a call at **1-888-433-8221**.

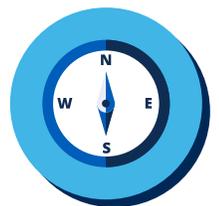
## One-on-One Help for Better Health

You've told us that you'd like support for staying healthy or living with a health condition. We offer both through our CareSmart Population Health Program.

You don't have to pay anything extra for the program. It's part of your membership. You pick the services you need – whether you or your child are well, have an ongoing health problem or a serious health episode. Our support is as personal as one-on-one help or as easy as visiting [bluecare.bcbst.com](http://bluecare.bcbst.com).

Let us know how we can help you. Call **1-888-416-3025**, Monday through Friday, 8 a.m. to 6 p.m. Eastern Time.

## Losing coverage? We can help you find the resources you need



If you were told your CoverKids benefits are going to end – for example, if you're about to turn 19 – we can help you keep getting care. Our Case Managers can tell you about community resources in your area to help with your health needs.

Before your coverage ends, give us a call. We're here for you.

To stop an accident before it happens, talk to your children.  
Tell them about the dangers of taking medicine that isn't meant for them.  
Tell them only a doctor can say it's OK to take prescription medicine.



## Keep Kids Safe from Accidental Drug Poisoning

Medicine can be useful when prescribed by a doctor to treat an illness. But a good thing can turn deadly if a child gets their hands on a prescription meant for someone else. Nearly 60,000 children will go to the ER this year for taking prescriptions they weren't supposed to.

### Here's how you can protect your children:

**Be aware of colors:** Many pills are colorful, so children might think they look like candy. Make sure they know it's not. Never try to get a child to take their medicine by comparing it to candy. It could cause them to want to take medicine when they don't need it.

**Lock it up:** Some people leave medicine out in plain sight so they don't forget to take it. But leaving your next dose out on the counter might be tempting for a child walking by. Play it safe. Keep a tight cap

on all medicine and vitamins and store them out of a child's reach. Also be sure to leave medicine in its original container with the label on.

**Do not share:** Misuse of prescriptions can start as innocent play. Children who play "doctor" may give friends or younger siblings real medicine to take. They may not know it, but this behavior is dangerous and can even lead to prescription abuse in teens.



## We Protect Your Health Information

We have policies on how we protect your health information. They're based on laws, and we keep them up to date. To make sure we're getting it right, we train our staff every year.

We protect all facts about your health, no matter how they are shared or stored – verbally, in writing or in electronic form.

You can read more about this in your member handbook. You'll also find a Privacy Notice on [bluecare.bcbst.com](http://bluecare.bcbst.com), or you can call Customer Service to get a copy.

## Tell Us Your Teen's Health Needs

Visit [bluecare.bcbst.com](http://bluecare.bcbst.com) to find an online Health Needs Survey. You or your teen can print it, fill it out and mail it back to us. Or you can save the completed survey and attach it in an email to [coverkids\\_GM@bcbst.com](mailto:coverkids_GM@bcbst.com). We'll reply with information to help your child or teen continue on a healthy path or get help for health problems.

# Resources for Pregnant Members

## CaringStart® Maternity Program for pregnant members:

- Support from obstetric (pregnancy) nurses
- Information and educational materials about before, during and after pregnancy
- Coordination of services

Call CaringStart at **1-888-416-3025**, Monday through Friday, 8 a.m. to 6 p.m., Eastern Time. It's a free call.

## Text4baby® will send you text messages every week about having a healthy pregnancy and a healthy baby.

- Just text the word "**BABY**" (or "**BEBE**" for Spanish) to the number "**511411**" to get started.
- Or register online at **text4baby.org**.



## Newborns need their own health coverage.

Did you know your Coverkids pregnancy benefits don't cover your newborn? Don't miss a day of coverage – call **1-866-620-8864** as soon as your baby is born.



## Stop Smoking Help

Quitting is one of the best things you can do for yourself and your kids. There's free help available from the Tennessee Tobacco QuitLine:

- Call **1-800-QUIT-NOW** or **1-800-784-8669**, **1-877-559-3816** for the hearing impaired
- **Hours are Eastern Time:**
  - Monday – Friday, 8 a.m. – 11 p.m.
  - Saturday, 9 a.m. – 6 p.m.
  - Sunday, 11 a.m. – 5 p.m.
- Counseling is available in English or Spanish
- More details can be found at **tnquitline.com**



## CAN WE HELP YOU?

### COVERKIDS

Regular business hours are 8 a.m. to 6 p.m., ET, Monday through Friday.

Member Services **1-888-325-8386**  
(for benefits information)

TDD/TTY (for hearing impaired) **1-866-591-2908**

Email **Coverkids\_GM@bcbst.com**

Website **bluecare.bcbst.com**

Drug Benefit Appeal **1-888-343-4232**  
(fax number)

Care Management **1-888-416-3025**

CaringStart Maternity Program **1-888-416-3025**

CareSmart® Disease Management **1-888-416-3025**

### MAKE SURE YOUR MAIL FOLLOWS YOU

Does CoverKids have your correct mailing address? If we don't, you could miss important mailings about your health plan and benefits. Update it by calling the CoverKids Eligibility Contractor at **1-866-620-8864**.

### SPANISH SERVICES

Para solicitar una copia de este boletín en español, llame a la oficina de Servicios de Atención al Miembro al **1-888-325-8386**. Permita varias semanas para la entrega. Otros materiales, como el manual para miembros, también están disponibles en español si llama a la oficina de Servicios de Atención al Miembro.

### OTHER SERVICES

24/7 Nurseline **1-866-904-7477**

### STATE OF TENNESSEE

Regular business hours are 7 a.m. to 7 p.m., CT, Monday through Friday.

Website for Tennessee families **kidcentraltn.com**  
(links to state services, information and more)

Website **tn.gov/coverkids**

Customer Service **1-866-620-8864**  
(for eligibility and enrollment)

### LAW FORBIDS DIFFERENT TREATMENT

Federal and state laws don't allow CoverKids to treat you differently because of your race, national origin, religion, color, disability, age, sex, language, or other groups protected by civil rights laws. Are you being treated differently? You have the right to file a complaint. By law, no one can get back at you for filing a complaint.

To complain about health care or mental health care, call: **1-888-325-8386/1-855-286-9085**.

Find the Unfair Treatment Complaint form online at: [http://www.bcbst.com/members/cover-tennessee/fair\\_treatment/HCA-COMP-FORM.pdf](http://www.bcbst.com/members/cover-tennessee/fair_treatment/HCA-COMP-FORM.pdf)

### LAS LEYES PROHÍBEN EL TRATO DIFERENTE

Las leyes federales y estatales no permiten que CoverKids lo trate de manera diferente debido a su raza, lugar de nacimiento, religión, color de la piel, discapacidad, edad, sexo, idioma o cualquier otro grupo protegido por las leyes de derechos civiles. ¿Lo están tratando de una forma diferente? Usted tiene el derecho de presentar una queja. Por ley, nadie se puede vengar porque usted se queje.

Para quejarse sobre atención médica o atención de salud mental, llame al: **1-888-325-8386/1-855-286-9085**

Puede encontrar el formulario de Queja por Trato Injusto en línea al: [http://www.bcbst.com/members/cover-tennessee/fair\\_treatment/HCA-COMP-FORM-spanish.pdf](http://www.bcbst.com/members/cover-tennessee/fair_treatment/HCA-COMP-FORM-spanish.pdf)

**Spanish: Español** ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-888-325-8386. (TTY: 1-866-591-2908).

**Kurdish:** کوردی ئاگاداری: ئەگەر بە زمانی کوردی قەسە دەکەیت، خزمەتگوزاریەکانی یارمەتی زمان، بەخۆرای، بۆ تۆ بەردەستە. کوردی پەیوەندی بە 1-888-325-8386 (1-866-591-2908) TTY بکە.



- **Do you need help talking with us or reading what we send you?**
- **Do you have a disability and need help getting care or taking part in one of our programs or services?**
- **Or do you have more questions about your health care?**

**Call us for free at 1-888-325-8386. We can connect you with the free help or service you need. (For TTY call: 1-866-591-2908)**

We obey federal and state civil rights laws. We do not treat people in a different way because of their race, color, birth place, language, age, disability, religion, or sex. Do you think we did not help you or treated you differently? Then call CoverKids 1-888-325-8386 \*(TRS 711) for free.

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24/7 Nurseline offers health advice and support provided by Infomedia Group, Inc. d/b/a Carenet Healthcare Services, Inc., an independent company that does not provide BlueCare Tennessee branded products or services.

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition, provided by the Voxiva Corporation, an independent company that does not provide BlueCare Tennessee branded products and services.

The information in this newsletter is not meant to take the place of your health care provider's advice.

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**BlueCare**  
Tennessee

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**In This Edition:**

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- Avoid Asthma Triggers
- Your Child's Early Experiences Matter
- Drug Safety for Kids