

## Blue Cross and Blue Shield of Omaha



<b>Overview</b>	Hands on elementary education campaign about the dangers of tobacco use
<b>Primary Goal/Mission</b>	Preventing children from starting smoking
<b>Programs/Campaigns</b>	<p>Be Smart-Don't Start!</p> <ul style="list-style-type: none"> <li>• Drawing and writing contest open to Oklahoma students in kindergarten through fifth grade, where students create a public service announcement (PSA) storyboard about the dangers of smoking</li> <li>• Winning storyboards are produced as a PSA and aired on the media.</li> <li>• Interactive, Smart Board compatible curriculum</li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>• Since the program began in 2004, more than 500,000 storyboards have been distributed to Oklahoma children.</li> <li>• In 2010 more than 2,600 students participated in the contest.</li> </ul>
<b>Reports/Case Studies</b>	<a href="http://tinyurl.com/nfyootg">http://tinyurl.com/nfyootg</a>
<b>Social Media Sites</b>	N/A
<b>Website and Contact Information</b>	<a href="http://www.bcbsok.com/company_info/community/tobacco_prevention.html">http://www.bcbsok.com/company_info/community/tobacco_prevention.html</a> Bert Marshall, President