

It's Your Choice.

Protect Your Health With Simple Safety Steps

When you prevent injuries, you protect your health -- and your pocketbook. Because accidents and injuries are expensive to treat, and recovery can take days, weeks, months, or even years.

Millions of Americans are rushed to emergency rooms each year from accidents and injuries that could be prevented. The cost? Nine thousand lives, 143,000 injuries, and \$26 billion in health care costs each year because people fail to wear seat belts. Five hundred lives, 151,000 head injuries, and \$3 billion each year because children and adults fail to wear bike helmets.

You can help stay safe and hold down costs in some very simple ways. Use helmets to ride bikes, skates and skateboards. Always buckle up when driving or riding in a car. Choose and use the right equipment for the sports that you enjoy.

When you take steps to avoid accidents and injuries, you help keep costs down for everyone in your health plan. For more ways each of us can help keep health care affordable, visit www.bcbst.com or talk to your Benefits Manager.

When it comes to the cost of health care, it's your choice. And your choices make a difference.

