

Spring 2015

# Vigor<sup>®</sup>

A Newsletter for Subscribers of  
Blue Cross and Blue Shield of Vermont  
and The Vermont Health Plan



Stealing the spotlight:

## Sugary beverages

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**BlueCross BlueShield  
of Vermont**

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Blue Cross and Blue Shield of Vermont publishes *Vigor* for members and other interested parties.

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We'd like to hear from you.

This newsletter is for informational purposes only and is not intended to serve as medical or legal advice.

For information about any of the events listed, please email [events@bcbsvt.com](mailto:events@bcbsvt.com) or call (802) 764-4858.

To find our up-to-date Community Calendar, visit [www.bcbsvt.com/calendar](http://www.bcbsvt.com/calendar).



## Community Events Calendar

### MAY

30

#### Girls on the Run 5K

*We're painting faces and running our photo booth at this celebratory 5K aiming to empower girls across Vermont!*

Registration: 8:30–9:30 a.m.  
Race begins at 10 a.m.  
Vermont State Fairgrounds, Rutland  
[www.girlsontherunvermont.org](http://www.girlsontherunvermont.org)

#### Safe Kids VT New American Safety Day

*We're running our smoothie bike and making bike licenses at this event to ensure children's car and bicycle safety.*

10 a.m.–1 p.m.  
St. Joseph's School, Burlington  
[www.safekids.org](http://www.safekids.org)

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#### Lund Ride for Children

*We're serving free water at this 7th annual cycling ride to support Lund's efforts to help Vermont children thrive!*

Rides begin at 8 a.m.  
Hoehl Family Building  
South Burlington  
[www.bike.lundvt.org](http://www.bike.lundvt.org)

### JUNE

5–14

#### Burlington Discover Jazz Festival

*We're sponsoring this festival which brings together live music lovers of all ages!*  
[discoverjazz.com](http://discoverjazz.com)

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#### Strolling of the Heifers

*Visit our table at this parade that promotes the value of local food systems.*  
Parade begins at 10 a.m.  
Main Street, Brattleboro  
[www.strollingoftheheifers.com](http://www.strollingoftheheifers.com)

### JUNE

6

#### Girls on the Run 5K

*We're painting faces and running our photo booth at this celebratory 5K aiming to empower girls across Vermont!*

Registration: 8:30–9:30 a.m.  
Race begins at 10 a.m.  
Champlain Valley Expo  
Essex Junction  
[www.girlsontherunvermont.org](http://www.girlsontherunvermont.org)

#### Kids Fest

*We're painting faces and running our smoothie bike at this fun-filled day of entertainment!*

9 a.m.  
Rusty Parker  
Memorial Park, Waterbury

12–14

#### 17th Annual Stowe Wine and Food Classic

*We're sponsoring this 17th annual celebration of Vermont's culinary culture.*  
Trapp Family Lodge, Stowe  
[www.stowewine.com](http://www.stowewine.com)

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#### BCBSVT's 2nd Annual Mountain Day

*Hike Mt. Philo with us and enjoy a free healthy lunch and more!*  
10 a.m.–3 p.m.  
Mt. Philo, Charlotte  
Contact: [events@bcbsvt.com](mailto:events@bcbsvt.com)  
[www.bcbsvt.com/mountainday](http://www.bcbsvt.com/mountainday)

#### Grace Cottage Hospital Golf Benefit

*We're serving free water at this golf event to support Grace Cottage Hospital's Patient Care Fund.*  
Teeing off at 1 p.m.  
Hermitage Golf Club, Wilmington  
[www.gracecottage.org](http://www.gracecottage.org)

### JUNE

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#### Vermont CARES Champ Ride for HIV Prevention

*We're sponsoring this bike ride to benefit Vermont CARES.*  
Oakledge Park, Burlington  
[www.vtcares.org](http://www.vtcares.org)

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#### Humane Society of Chittenden County Walk for the Animals and 5K Doggie Fun Run

*We're serving free water at this 21st annual walk/run to benefit the Humane Society of Chittenden County.*

Registration begins at 8 a.m.  
Battery Park, Burlington  
[www.chittendenhumane.org](http://www.chittendenhumane.org)

#### Ben & Jerry's Concerts on the Green: David Gray and Rachel Yamagata

*Visit our water table.*  
Shelburne Museum Concert Green  
Gates at 6 p.m.; Show at 7 p.m.  
[www.highergroundmusic.com](http://www.highergroundmusic.com)

16–21

#### Vermont Stage Company Play: Bake Off

Tuesday–Saturday at 7:30 p.m.  
Sunday at 2 p.m.  
The FlynnSpace, Burlington  
[www.vtstage.org](http://www.vtstage.org)

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#### Women Helping Battered Women Run for Empowerment

*We're serving free water and painting faces at this run to support programs against domestic abuse.*  
Registration at 8 a.m.  
Waterfront Park, Burlington  
[www.runforempowerment.com](http://www.runforempowerment.com)

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#### Health Care After Retirement Session

*Learn more about Medicare and Medicare supplemental plan, Vermont Medigap Blue<sup>SM</sup>.*  
6:30–7:30 p.m.  
Alice M. Ward Memorial Library  
27 Park Street, Canaan  
[www.bcbsvt.com/vmb](http://www.bcbsvt.com/vmb)

## JUNE

25

### Lung Force Walk

*We're serving water and running our smoothie bike at this walk to support the American Lung Association.*

Registration begins at 5 p.m.  
Oakledge Park, Burlington  
www.lung.org

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### Lacing up for Cancer, Lamoille Home Health and Hospice

*We're proud sponsors of this event.*

11 a.m.–11 p.m.  
People's Academy Track, Morrisville  
lacnvt.org/lacing-up-for-cancer/

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### Ride for Bridges: Central Vermont Cycling Tour

*Visit our water table.*

Ride starts at 9 a.m.  
Adamant Co-op, Adamant  
www.firstinfitness.com/  
ride-bridge-fundraiser

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### Ben & Jerry's Concerts on the Green: Gary Clark Jr. Trombone Shorty & Orleans Avenue

*Visit our water table.*

Shelburne Museum Concert Green  
Gates at 5:30 p.m.; Show at 6:30 p.m.  
www.highergroundmusic.com

## JULY

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### Stowe Performing Arts Concert VSO, *Spellbound*: Anthony Princiotti, Conducting

7:30 p.m.  
Trapp Family Lodge, Stowe  
events@bcbsvt.com

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### Stowe Performing Arts Concert Bob "Boomer" Juzek & Christy Patt present: *A Far Cry*

7 p.m.  
Trapp Family Lodge, Stowe  
events@bcbsvt.com

## JULY

14

### Health Care After Retirement Session

*Learn more about Medicare and Medicare supplemental plan, Vermont Medigap Blue<sup>SM</sup>.*

6:30–7:30 p.m.  
Illsley Library, Middlebury  
www.bcbsvt.com/vmb

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### Vermont Academy of Nutrition and Dietetics Fuel Up for Fitness 5K Fun Run

*Visit our water table.*

Registration at 8:15 a.m.;  
Race begins at 9 a.m.  
UVM Virtue Field/Patrick Gym  
Burlington  
www.eatrightvt.org

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### Health Care After Retirement Session

*Learn more about Medicare and Medicare supplemental plan, Vermont Medigap Blue<sup>SM</sup>.*

6:30–7:30 p.m.  
St. Albans Free Library  
11 Maiden Lane, St. Albans  
www.bcbsvt.com/vmb

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### BCBSVT "Home Run for Health" Night at Vermont Lake Monsters Game

Gates at 6 p.m.;  
Game begins at 7:05 p.m.  
Centennial Field, Burlington  
events@bcbsvt.com

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### Ben & Jerry's Concerts on the Green: Old Crow Medicine Show

*Visit our water table.*

Shelburne Museum Concert Green  
Gates at 5:30 p.m.; Show at 6:30 p.m.  
www.highergroundmusic.com

## JULY

30

### Ben & Jerry's Concerts on the Green: The Decemberists

*Visit our water table.*

Shelburne Museum Concert Green  
Gates at 6 p.m.; Show at 7 p.m.  
www.highergroundmusic.com

### July 31–August 2 Festival of Fools

*Visit our table.*

Church St. Marketplace &  
City Hall Park, Burlington  
bca@burlingtoncityarts.org

## AUGUST

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### Lake Champlain 10th Annual Dragon Boat Festival

*We're proud to be presenting sponsors!*

7:30 a.m.–4 p.m.  
Waterfront Park, Burlington  
ridethedragon.org

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### Yoga on Church Street-5th Anniversary!

*This free, annual, community yoga class and event raises awareness and donations for Prevent Child Abuse Vermont.*  
Yogaonchurchstreet@gmail.com

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### BCBSVT Signature Event: Hike, Bike & Paddle

*Enjoy free hiking, biking, kayaking and canoeing.*

10 a.m.–2 p.m.  
Prouty Beach, Newport  
events@bcbsvt.com





## President's Message: Looking back on 2014

At Blue Cross and Blue Shield of Vermont, we're committed to being a part of the Vermont community. We want our businesses to grow, our state to flourish, our friends and neighbors to be healthy. That's why we've focused so much on the health and wellness of all Vermonters in recent years, especially in 2014.

Like previous years, 2014 was an extraordinary time for Blue Cross and Blue Shield of Vermont. We continued to help transition thousands of Vermonters to the state's health care marketplace, Vermont Health Connect. We grew our very important relationships with our valued customers. And we increased health and wellness offerings—from expanding Blue Health Solutions<sup>SM</sup>, our suite of integrated health and wellness programs, to enhancing our Accountable Blue<sup>SM</sup> health plans for our large group customers.

As we look back on 2014 and continue through 2015 and beyond, it's imperative that we help our fellow Vermonters on their path to wellness. In the following pages, you'll see how our commitment to the health and wellness of this state is a part of everything we do.

Thank you.

Don George, President and CEO

*Get outside this summer at our free Hike, Bike & Paddle events. Enjoy admission to beautiful Vermont locations and free kayak, canoe and bike rentals!*  
Visit [www.bcbsvt.com/calendar](http://www.bcbsvt.com/calendar) to learn more about this summer's event series.



# Cabot™ Creamery carrot cake with creamy yogurt frosting

If you prefer cupcakes, this recipe will make about a dozen- just remember to shorten the baking time. This classic carrot cake is sweet comfort food at its very best. With carrots and pineapple added for taste and sweetness, spices like cinnamon and nutmeg for old-fashioned flavor, and Cabot Greek-Style Yogurt for creaminess and tang, this recipe may just become a family favorite for years to come. And don't forget to try this amazing recipe with creamy yogurt frosting to top it off!



© Cabot Creamery Cooperative 2015

## Brought to you by Cabot Creamery

### Cake Ingredients:

- cooking spray**
- ½ cup crushed pineapple**
- 1½ cups finely grated carrots**
- ½ cup chopped pecans or walnuts**
- 1⅓ cups King Arthur Unbleached All-Purpose Flour, fluffed with fork or whisk before measuring**
- 1 teaspoon baking powder**
- ½ teaspoon baking soda**
- 2 teaspoons ground cinnamon**
- ½ teaspoon ground nutmeg**
- ½ teaspoon salt**
- 1 cup packed dark sugar (forced through strainer if lumpy)**
- ½ cup Cabot 2% Plain Greek-Style Yogurt or Cabot Plain Greek-Style Yogurt**
- ¼ cup vegetable oil**
- 2 large eggs**
- 1 teaspoon pure vanilla extract**

### Frosting Ingredients:

- 3 tablespoons Cabot 2% Plain Greek-Style Yogurt or Cabot Plain Greek-Style Yogurt**
- ½ teaspoon pure vanilla extract**
- ¼ teaspoon xanthan gum (optional)**
- 2-2¼ cups confectioner's sugar**

### Cake Instructions:

1. Preheat oven to 350 F. Coat 8-inch square baking pan with cooking spray; dust bottom with flour, shaking out excess.
2. Press excess juice out of pineapple. Place in small bowl and stir in carrots and nuts.
3. In large bowl, whisk together flour, baking powder, baking soda, cinnamon, nutmeg and salt. Add brown sugar, yogurt, oil, eggs and vanilla and beat with electric mixer on low speed until combined.
4. Add carrot mixture and beat until well blended, scraping down sides and bottom of bowl. Scrape batter into prepared pan.
5. Bake for 35 to 45 minutes or until toothpick or skewer inserted in center comes out clean. Let cool for 10 minutes in pan, then run knife around edges and turn out onto wire rack to cool completely.

### Frosting Instructions:

1. Place yogurt and vanilla in medium bowl. Stir in xanthan gum, if using.
2. Gradually beat in confectioner's sugar with electric mixer on high speed, adding enough to make stiff but spreadable frosting. Spread on cake immediately and let set.

### Carrot cake

Makes 12 servings

#### NUTRITION FACTS

Calories: 225

% Daily Value	
Total Fat: 9g	14%
Saturated Fat: 1g	5%
Cholesterol: 31mg	10%
Sodium: 222mg	9%
Carbohydrates: 33g	11%
Dietary Fiber: 1.5g	6%
Protein: 4g	
Calcium: 61mg	6%

### Creamy yogurt frosting

Makes about ¾ cup or enough for a single-layer 8- or 9-inch cake

#### NUTRITION FACTS

Calories: 81

% Daily Value	
Total Fat: 0g	0%
Saturated Fat: 0g	0%
Cholesterol: 0mg	0%
Sodium: 0mg	0%
Carbohydrates: 20g	7%
Dietary Fiber: 0g	0%
Protein: 0.5g	
Calcium: 6mg	1%



Stealing the spotlight:

# Sugary beverages

By, Allyson Bartlett

Sugary beverages are stealing the spotlight in the nutrition world as more research reveals that they're a major contributor to the obesity epidemic and other health issues. The epidemic is spinning out of control, too. The American Heart Association (AHA) reports that nearly 70 percent of American

adults are either overweight or obese; and childhood obesity is now the number one health concern among parents, topping drug abuse and smoking. About one in three kids and teens in the U.S. are overweight or obese—a figure that more than tripled from 1971 to 2011.

According to the AHA, the nation spends an estimated \$190 billion a year treating obesity-related health conditions. No one can dispute that the rise in sugary beverage consumption is partially to blame. In fact, researchers estimate that sugar-added beverages account for at least one-fifth of the weight gained by the U.S. population between 1977 and 2007.

A 2014 study showed that consumers who drink sweetened beverages, whether low calorie or not, tend to have an overall lower dietary quality. The Mayo Clinic reports that about half the U.S. population—adults and children two years old and older—have sugary drinks on any given day. Where do you fit in with this statistic?

## Facts that may make you re-think your drink:

- **Beware of liquid calories.**  
When you drink a sugary beverage, you don't feel as full as if you had eaten the same calories from solid food. Studies show that people consuming sugary beverages don't compensate for their high caloric content by eating less food. (They call it liquid calories for a reason!) Further, consumption of sugary drinks has increased 500 percent in the past fifty years; it's now the single largest category of caloric intake in U.S. children.
- **The truth about juice.**  
Even though fruit juice has more nutrients, it still contains as much sugar (though from naturally occurring fruit sugars, rather than added sugars) and calories as soft drinks.
- **The sugary soda surplus.**  
According to beverage-industry statistics, 10.4 billion gallons of sugary soda is produced each year—enough to serve every American a 12-ounce can every day, 365 days a year.





## Tips for a healthier life:

- **Write a “5-2-1-0” prescription.**

That’s what Lewis First, MD and Jerry Larrabee, MD suggest to parents in a children’s health blog post featured on the University of Vermont Medical Center website. This daily remedy calls for 5 servings of fruits and/or vegetables, two hours or less of screen time, one hour of exercise and no sugar-sweetened beverages.

- **Understand the sugars.**

Understand “natural sugars” vs. “added sugars.” Soda is the number one primary source of added sugars in Americans’ diets. Added sugars are those that don’t occur naturally in food or beverages. The Dietary Guidelines for Americans advise that you limit intake of added

sugars, as they cause weight gain and can prevent you from eating more nutrient-rich foods.

- **Know the alternatives.**

CDC experts recognize that while most individuals are aware of the calorie count listed on the nutrition label, they are not aware of how it contributes to their daily intake. They offer this helpful chart to help you make healthier decisions:

## Understanding Nutrition Fact Labels

The CDC notes that the Nutrition Fact Labels on beverage containers may only give the calories for part of the content. They provide this example of a 20-oz. bottle label:

The CDC points out that the label lists the number of calories in an 8-oz. serving (100) even though the bottle contains 20 oz. or 2.5 servings.

Occasion	Instead of...	Calories	Try...	Calories
Morning coffee shop run	Medium cafe latte (16 ounces) made with whole milk	265	Small cafe latte (12 ounces) made with fat-free milk	125
Lunchtime combo meal	20-oz. bottle of nondiet cola with your lunch	227	Bottle of water or diet soda	0
Afternoon break	Sweetened lemon iced tea from the vending machine (16 ounces)	180	Sparkling water with natural lemon flavor (not sweetened)	0
Dinnertime	A glass of nondiet ginger ale with your meal (12 ounces)	124	Water with a slice of lemon or lime, or seltzer water with a splash of 100% fruit juice	0 calories for the water with fruit slice, or about 30 calories for seltzer water with 2 ounces of 100% orange juice
Total beverage calories		796		125-155

USDA National Nutrient Database for Standard Reference





The Centers for Disease Control and Prevention (CDC) defines sugary beverages as those sugar-sweetened beverages that contain caloric sweeteners and include:

- **soft drinks (soda, pop):** nonalcoholic, flavored carbonated or noncarbonated beverages usually commercially prepared and sold in bottles or cans
- **fruit drinks, punches or ades:** sweetened beverages of diluted fruit juice
- **sports drinks:** beverages designed to help athletes rehydrate, as well as replenish electrolytes, sugar, and other nutrients
- **tea and coffee drinks:** tea and coffees which have added caloric sweeteners
- **energy drinks:** usually carbonated drinks that contain large amounts of caffeine, sugar and other ingredients, such as vitamins, amino acids and herbal stimulants
- **sweetened milks or milk alternatives:** beverages prepared by blending sweetened powder or syrup and milk



To figure out how many calories are in the whole bottle, you need to multiply the number of calories in one serving by the number of servings in the bottle (100 x 2.5). You can see that the contents of the entire bottle actually contain 250 calories, even though what the label calls a "serving" only contains 100. This shows that you need to look closely at the serving size when comparing the calorie content of different beverages.

NUTRITION FACTS LABEL	
Serving size	8 fl. oz.
Servings per container	2.5
Amount per serving	
Calories	100

## Spotting Sugars by Other Names:

Don't be fooled. Sweeteners that add calories can go by other names! Look out for these ingredients on the label's ingredients list to know whether you're drinking a sugar-sweetened beverage:

- Brown sugar
- Corn sweetener
- Corn syrup
- Dextrose
- Evaporated can juice
- Fructose
- Fruit juice concentrates
- Glucose
- High-fructose corn syrup
- Honey
- Invert sugar
- Lactose
- Maltose
- Molasses
- Raw sugar
- Sugar
- Syrup
- Sucrose
- Table sugar

If we want to stop this epidemic, we have to help build awareness around the dangers of sugary beverages. Be a role model for your friends and family and take steps to make healthier choices. By choosing healthier, low-calorie beverages, we are all making a difference.



# New Out-of-Pocket Limit Protects Members

Now individuals with family coverage may enjoy lower limits on out-of-pocket costs. Beginning with 2016 plan renewals, the cost sharing maximum individual out-of-pocket limit of \$6,850 applies to each individual—regardless of whether the individual is enrolled in a self-only plan or a two-person or family plan. (Please note that while families must still meet their overall out-of-pocket limit, this enhancement ensures that no individual will be responsible for more than \$6,850.) The new cost-sharing policy may particularly benefit members in family high-deductible health plans (HDHPs).

## Who does this impact?

In understanding whom this will impact, it's important to note that plans have two different deductible types and two different out-of-pocket limit types. Further, while this new consumer protection of \$6,850 applies to both aggregate and stacked plans, members of stacked plans currently benefit from other out-of-pocket limitation requirements. As a result, members of aggregate plans will be most impacted by this new mandated protection.

In many plans, you get coverage for most services only after you have met deductibles, which you pay once in a calendar year. You may have aggregate or stacked family deductibles:

- With an **aggregate** family deductible, the family must meet the family deductible before any family member receives post-deductible benefits.
- With a **stacked** deductible, a member on a family plan may meet an individual deductible and begin receiving post-deductible benefits. When the family meets the family deductible, all family members receive post-deductible benefits.

Likewise, *today* some plans have aggregate out-of-pocket limits and some have stacked out-of-pocket limits (the amount you must pay out of pocket before we begin to pay full coverage with no cost sharing):

- With an **aggregate** family out-of-pocket limit, the family must meet the family limit before any family member receives coverage at 100 percent of our Allowed Amount.
- With a **stacked** out-of-pocket limit, a member on a family plan may meet an individual out-of-pocket limit and begin receiving coverage at 100 percent of our Allowed Amount. When the family meets the family out-of-pocket limits, all family members receive post-deductible benefits.

Beginning in 2016, all of our plans will limit cost-sharing for an individual to the individual out-of-pocket limit up to \$6,850. This means that no individual (including members of self-only, two-person, and family plans) will pay more than \$6,850 in out-of-pocket expenses.

Please note that aggregate deductibles remain unaffected.

## How does it work?

Consider this example of coverage in 2016:

Bob and his family are enrolled in a BCBSVT consumer-directed health plan (CDHP) that has a \$4,000 aggregate family deductible and a \$12,500 aggregate family out-of-pocket limit. In 2016, the plan also includes an individual out-of-pocket limit of \$6,850.

Bob, his wife Susan and his son Nick must meet the family deductible of \$4,000 before any of them receives post-deductible benefits.

Beginning in 2016, though, Bob or any member of his family can receive benefits without cost-sharing for any one person's expenses that exceed \$6,850 in a calendar year.

So, if Bob's wife Susan has \$12,000 in expenses and she is the only family member with medical expenses:

- Susan will only have to pay \$6,850 before receiving her full benefits with no additional cost sharing
- \$4,000 will go toward the family deductible and the whole family will begin to receive post-deductible benefits (which might require co-payment or co-insurance)
- If the family's total out-of-pocket expenses reach \$12,500, the entire family begins to enjoy benefits without cost-sharing

Contrast that with benefits before the new limit. Susan would have to continue to pay cost-sharing until the family met the out-of-pocket limit of \$12,500.

We understand that, while the new out-of-pocket limit provisions will provide some relief for Vermonters with high-deductible plans, applying the new limit can be confusing. If you have questions about how much you have paid or will pay out of pocket, please contact our customer service team at the number on the back of your ID card.



# Herd Immunity

Are you wondering about the safety of vaccinating your children?

Are you hoping that our “herd immunity” will protect them if you forgo vaccines?

If you have had these thoughts, you are not alone. The use and safety of vaccines is a prevalent topic in health care today.

As a health plan, we’re interested in the science that supports vaccinations and sharing the benefits with our members. Here, we’ve consulted our new senior medical director, Josh Plavin, MD, MPH to gain a clinical perspective in this area, and learn more about the term “herd immunity.”

“Many Vermonters worry about giving their children many vaccines at the same time,” relays BCBSVT’s Dr. Plavin. “But our immune systems are amazingly effective at protecting us from disease, and can manage over 300,000 antigens (which are particles that stimulate our immune system) or exposures at any given time,” he explains. “Our knowledge of disease has expanded; and while we now recommend more vaccines than before, they are more focused and have fewer antigens than in the past,” he adds.

Dr. Plavin notes that, in total, the current recommended pediatric vaccines contain 130 antigens spread out over the years of childhood. “If a person can respond to over 300,000 antigens at any one time, and is only exposed to 130 antigens during his or her childhood vaccinations, it seems reasonable to conclude that our immune systems can manage the routine vaccinations,” he explains. Dr. Plavin adds that research has found that a child’s immune system responds to the administration of multiple vaccines administered at once, just the same as it would if administered individually. So multiple vaccines are just as effective and less traumatic for children receiving shots.

So, what is herd immunity? Dr. Plavin describes it as the observation that when a critical amount of a community is immunized against

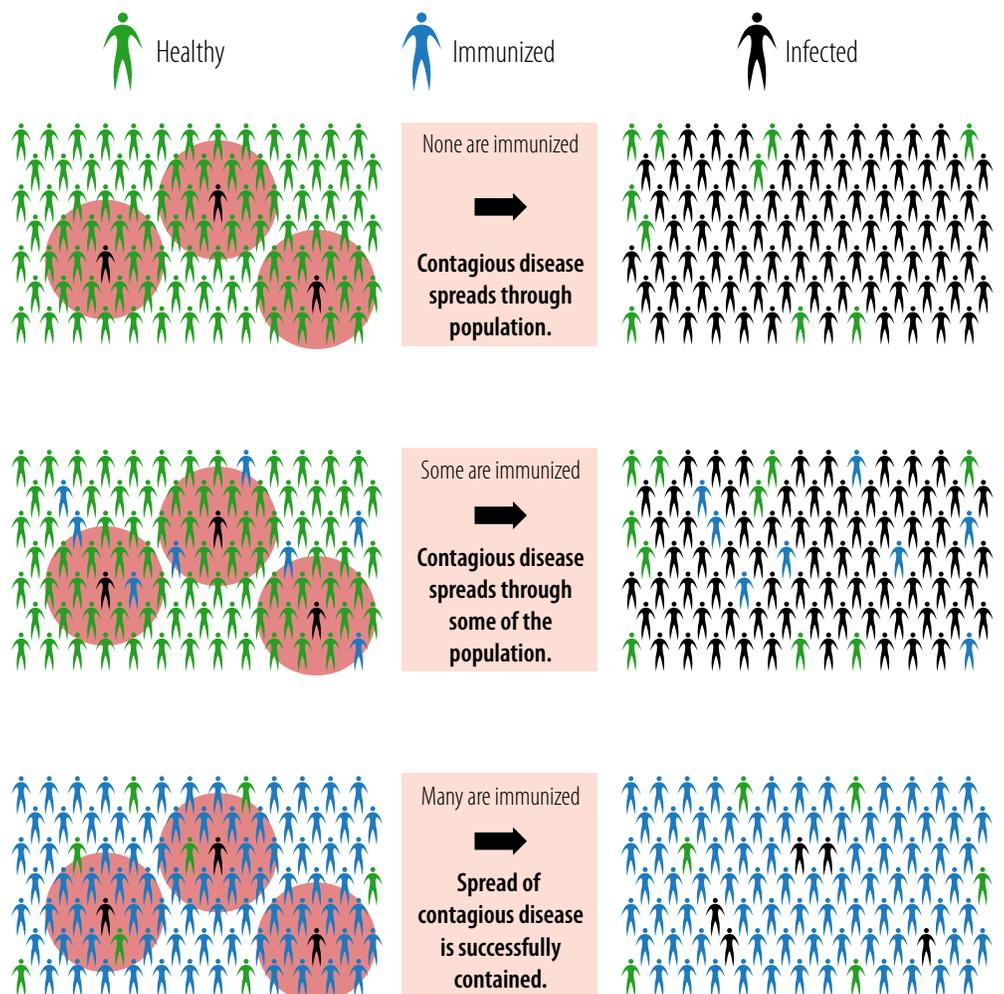
a contagious disease, most members are protected against that disease, as there is little opportunity for an outbreak.

However, the rate of immunization required to achieve this measure of protection is usually over 85 percent of the population. For measles, it is 92 percent, due to its highly infectious nature. “Unfortunately, in the U.S., there is significant variability in immunization rates and pockets of lower rates in some communities.

“I have had the misfortune of witnessing many examples of the severity of these diseases in Vermont, predominately in unvaccinated individuals. Unfortunately, these diseases are still present in our environment,” Dr. Plavin shares. “Since we do not routinely see the outcomes of these diseases in the general population due to successful vaccination, we do not appreciate the severity of the diseases which warranted the development of vaccines in the first place,” he adds.

Further, he adds that there are some individuals who cannot receive certain vaccines such as the “immunocompromised” and young infants. “Herd immunity resulting from adequate use of vaccines reduces the risk of exposure to diseases for these unvaccinated individuals,” he states. When those who can receive vaccines don’t, this puts the population at a higher risk of disease, particularly those at highest risk of significant illness and death from that disease,” Dr. Plavin suggests.

Dr. Plavin concludes by sharing that neglecting to examine potential problems caused by these diseases creates an artificial and false sense of security, which logically leads to questioning the usefulness of vaccination. “However, the science is very clear as to the benefit and our recent experience of outbreaks hopefully reinforces the importance of vaccination to our communities.”



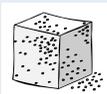


# BlueCross BlueShield of Vermont

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## Find the hidden symbol and win a prize

Just find the symbol shown at left hidden somewhere in this publication and send us a letter telling us where you found it. Use the address found on the mailing panel. We'll draw four lucky reader's names from the correct responses and each will receive a gift card to a grocery store of choice.

Last issue's hidden symbol (i.e. music note) was hidden on page 8 in front of the speaker illustration at the bottom-left of the page. Thanks for playing and congrats to our winners: Marie, Robert, Ida, Donna and Carolyn!

**Special challenge:** Because of all the creative and unique responses (e.g. postcards, artwork, poems and notes) we've received over the years, we'll now present an additional winner with a gift card for the most creative entry for that issue's contest.

**Electronic option:** In an effort to be "green," we will accept your hidden symbol contest entry via email. Just email [hiddensymbol@bcbsvt.com](mailto:hiddensymbol@bcbsvt.com) and we'll number your entry and enter you into the drawing!



# Vigor<sup>®</sup>

Spring 2015

[www.bcbsvt.com](http://www.bcbsvt.com)

## Inside:

Community Calendar • President's Message • Vermont Recipe Feature • Stealing the Spotlight: Sugary Beverages • New Out-of-Pocket Limit Protects Members • Herd Immunity



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- 8,389 lbs. of solid waste
- 81,997 gallons water
- 27,518 lbs. of CO<sub>2</sub> emissions
- 71 mmBTU of energy consumption
- 35 lbs. NO<sub>x</sub>

**It's the equivalent of saving:**

- 🌲 Trees: Six tennis courts
- 💡 Energy consumption: 344,939 60W light bulbs for one hour
- 🚗 Emissions: CO<sub>2</sub> emissions of four cars per year

(Environmental savings calculations provided by Rolland Enterprises Inc.)