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Greetings!

Welcome to the Highmark Blue Cross Blue Shield 2026 second quarter Newsletter. Your source for important health updates, helpful resources, and tips to support your well-being all year long!

Upcoming Events

April 7th

Virtual Member Advisory Committee: \$50 gift card available for any member who attends. RSVP to liburd.larissa@wellpoint.com

April 18th

Community Baby Shower / 1324 Jefferson Ave, Buffalo, NY 14208 / 12-2p

May 20th

Women's Health Fair / Delavan Grider Community Center-877 E Delavan, Buffalo, NY 14215 / 12-3p

June 10th

Health & Wellness Fair/ State Tabernacle Church-234 Glenwood Ave, Buffalo, NY 14208/ 11a-130p

June 17th

Men's Health Fair / Delavan Grider Community Center- 877 E Delavan, Buffalo, NY 14215 / 12-3p

June 27th

Summer City Fitness / Johnnie B Wiley Field- 1100 Jefferson Ave, Buffalo, NY 14208 / 10a-12p

Do you need Extra Support?

Are you a Medicaid member and need help with essential resources such as housing, employment, food, and transportation? The **Social Care Network** in your county brings together health care providers, mental health and substance use providers, professionals, care managers, and community organizations to offer extra support when it's needed.



Western New York Integrated Care

If you reside in Erie, Niagara, Cattaraugus or Chautauqua County: Integrated Care (WNYICC)
Call: 1-716-431-5100 ext 1
Website: www.wnyicc.org/SCN

Forward Leading IPA

If you reside in Genesee, Wyoming, Allegany or Orleans County: Forward Leading IPA (FLIPA)
Call: 1- 888-808-1845
Website: <https://forwardleadingipa.org/>

HEALTHY REWARDS AND VALUE ADDED BENEFITS



There are perks beyond achieving good health for staying on top of your appointments, vaccinations and screenings, sign up for Healthy Rewards and learn more about our Value Added Benefits.



Scan below to access the Healthy Rewards and Value Added Benefits website. Members must login or create an account if you have not done so already.



NEW!! All members ages 18+ and have completed a routine physical exam are eligible for a **\$50** credit card to be used for Over-the-Counter items. Items such as:

- Pain relievers (like acetaminophen or ibuprofen)
- Cold and allergy medicine
- Bandages and first aid supplies
- Vitamins and supplements
- and more!

Contact us

Phone | 1-866-231-0847 (TTY 711)

www.bcbswny.com/stateplans

Community Partner Spotlight



Highmark Blue Cross Blue Shield partners with the **Buffalo Prenatal Perinatal Network (BPPN)** to offer programs that support parents, children, and families.

Healthy Families New York

This program provides in-home support to families for 3 to 5 years after a baby is born.

Trained staff visit families at home to:

- Support healthy child growth and development
- Help parents build confidence and parenting skills
- Connect families to community resources

***The goal is to help children grow up healthy and strong.**



Maternal Infant Community Health Collaborative

This program supports women who need extra care during pregnancy and after birth.

The program works to:

- Improve health outcomes for mothers and babies
- Reduce health differences related to race, ethnicity, and income
- Connect families with medical and community support services

***The goal is to make sure women receive the care, support, and resources they need during pregnancy and after birth to help both mother and baby stay healthy.**



Responsible Fatherhood Initiative

This program helps fathers play an active and positive role in their children's lives.

Services may include:

- Parenting education
- Job readiness support
- Family relationship support

***The goal is to strengthen families and build healthier communities.**



To learn more about BPPN's programs visit:

www.bppn.org

May is Mental Health Awareness Month



Talking about mental health *really* matters. It helps break down shame and makes it easier for people to reach out for support sooner rather than later. When we have open, honest conversations, we build more understanding and kindness for one another. The more we make these talks feel normal, the more people feel comfortable asking for help – and that helps everyone feel a little stronger and more supported.

DID YOU KNOW?

- **1 in 5** U.S. adults experience mental illness each year.
- **1 in 6** U.S. youth have a mental health condition, but only half receive treatment.
- **50%** of all lifetime mental illness begins by age 14, and 75% by age 24.

WHAT CAN YOU DO?

Get trained in Mental Health First Aid (MHFA). You can be the difference through MHFA, a course that teaches how to identify, understand and respond to signs of mental illnesses and substance use challenges. Visit [mentalhealthfirstaid.org](https://www.mentalhealthfirstaid.org).



Managing Hypertension (High Blood Pressure)

High blood pressure often has no symptoms, but it can lead to serious health problems like heart disease, stroke, and kidney disease.

- **Normal** blood pressure is usually **below 120/80**.
- **High** blood pressure is **130/80 or higher**.



Why It Matters...

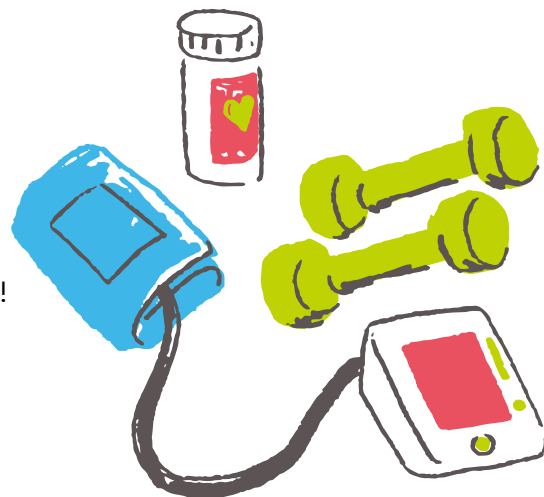
Over time, high blood pressure can damage your heart and blood vessels—even if you feel fine.

You may be at higher risk if you:

- Have a family history
- Eat foods high in salt
- Are overweight
- Don't exercise often
- Smoke
- Have diabetes

How to Manage It...

- **Take Your Medicine**
 - If prescribed, take it every day. Do not stop without talking to your doctor.
- **Eat Healthy**
 - Eat more fruits and vegetables
 - Choose whole grains
 - Limit salt and processed foods
- **Stay Active**
 - Aim for 30 minutes of activity most days. Walking counts!
- **Manage Stress**
 - Try deep breathing, stretching, or taking short walks.
- **Check Your Blood Pressure**
 - Get it checked regularly at your doctor's office or pharmacy.
- **Need Help?**
 - Talk to your doctor about your blood pressure.
 - Call Member Services (number on your ID card) if you need help finding care, scheduling visits, or getting transportation.



Small steps today can protect your heart tomorrow. ❤️

- **Contact us**
- **Phone | 1-866-231-0847 (TTY 711)**
- **www.bcbswny.com/stateplans**