



# ANTHEM FOUNDATION

## Triple Play Program at Boys & Girls Clubs of America

[www.anthemcorporateresponsibility.com/anthem-foundation](http://www.anthemcorporateresponsibility.com/anthem-foundation)



Since 2010, Boys & Girls Clubs of America and Anthem Foundation have teamed up to deliver health promotion and programming that advocates the importance of physical activity and proper nutrition, and helps youth build the skills needed to overcome environmental factors that can negatively impact health and wellness.

**Anthem Foundation**, together with **Anthem Blue Cross and Blue Shield Foundation**, **Blue Cross Blue Shield of Georgia Foundation** and **Empire Blue Cross Blue Shield Foundation** provides support for the Boys & Girls Club’s proven health and wellness program Triple Play: A Game Plan for the Mind, Body and Soul. Triple Play delivers on the belief that whole child health fosters young people’s ability to gain diverse knowledge and skills that help them overcome barriers to wellness and positively impact their future health.



Triple Play provides health promotion, which encompasses health education, health literacy and a range of social and environmental interventions designed to benefit and protect health and quality of life.

Anthem Foundation utilizes the Blue Cross Blue Shield Institute’s CHM Hub® to gather health data at the county and ZIP code level. Understanding where health issues are the most prevalent relative to social determinants of health helps guide the delivery and evaluation of community investments. For example, the CHM Hub identifies the ZIP codes in which childhood obesity is most prevalent, enabling Anthem Foundation the ability to identify target areas for the Boys & Girls Clubs.

### PROGRAM IMPACT



#### PARTICIPANTS IN TRIPLE PLAY:

**66%**  
REPORT EATING  
**2+ SERVINGS OF  
FRUIT PER DAY**

**79%**  
REPORT TO  
**NEVER HAVE  
DRUNK ALCOHOL**

**35%**  
ENGAGED IN  
**VIGOROUS  
PHYSICAL ACTIVITY**

**83%**  
REPORT TO  
**NEVER HAVE  
USED MARIJUANA**