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## SPEAK UP! YOUR KIDS ARE LISTENING

*On Point and Volunteer State Health Plan partner to help parents and teens get the conversation started*

**CHATTANOOGA, Tenn. (EMBARGOED -- Oct. 1, 2009)** – October is *Let's Talk Month*, a national campaign to encourage parents to talk with their teens about life, values and relationships. To help parents initiate these important conversations, On Point and Volunteer State Health Plan have partnered to distribute 2,000 free Let's Talk Boxes to Hamilton County families during the month of October. Boxes will also be directly distributed to middle and high school guidance counselors and other youth outreach programs such as the Boy Scouts and Girl Scouts.

"Teens today communicate in ways that didn't even exist five years ago," said Lesley Scearce, Executive Director of On Point. "Between texting and Facebook, it's common for parents to feel overwhelmed when trying to connect with their son or daughter. The Let's Talk Boxes offer a good starting place."

The boxes offer a fun, no pressure way to discuss life, relationships and values. Each one contains 50 thought-provoking questions intended to inspire conversation between parents and teens. Questions cover topics such as goal setting, peer pressure, family, relationships, sex, media, and leadership. Some questions are funny and some are more serious, but all will help open the lines of communication.

"Frequent communication between parents and teens promotes overall health and wellness," said Sheila Keith, VSHP Manager of Community Outreach. "Research tells us that adolescents who have open and honest conversations with their parents are more likely to avoid risky behaviors."

To get your Let's Talk Box, email [Kathryn@liveonpoint.org](mailto:Kathryn@liveonpoint.org) or call 423-899-9188.

### **About Let's Talk Month:**

October has been nationally recognized as Let's Talk Month. This campaign emphasizes the importance of a strong partnership between the community and families in helping young people develop responsible and positive attitudes about sexual activity, dating and relationships. Let's Talk Month is a time when communities, media, businesses, schools and organizations such as On Point can assume leadership roles in supporting communication between young people and adults by providing resources and information for open and honest conversations.

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**About Volunteer State Health Plan**

Volunteer State Health Plan is a wholly-owned subsidiary of BlueCross BlueShield of Tennessee.. Founded in 1993, the Chattanooga-based company focuses on managing care and providing quality health care products, services, and information for government programs. VSHP currently serves approximately 500,000 members. BlueCross BlueShield of Tennessee, Inc. and Volunteer State Health Plan are independent licensees of the BlueCross BlueShield Association.

**About On Point**

In today's media-savvy, tech-driven world, smart decision-making impacts a lifetime! Teens have to be "on point" or focused in a world filled with constant change and immediate gratification. Smart choices today lead to a smarter tomorrow. Finding direction, leads to a healthier, more productive life. And that's living On Point. Direction for life. For more information about On Point, visit [liveonpoint.org](http://liveonpoint.org).

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