

News Release



FOR IMMEDIATE RELEASE
September 16, 1993

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EDUCATION COMMISSIONER CASTOR TO SPEAK AT PRENATAL EDUCATION BREAKFAST

PENSACOLA — Florida State Commissioner of Education Betty Castor will be the keynote speaker for a workplace prenatal education breakfast for local company presidents and CEO's on Tuesday, September 21 at 7:30 a.m. at the Pensacola Cultural Center. The breakfast is sponsored by Blue Cross and Blue Shield of Florida (BCBSF) and the March of Dimes Health Professional Advisory Committee.

Commissioner Castor will provide a state and national perspective on the growing problem of rising health care costs for premature births and problem pregnancies among employees of large corporations. Companies are beginning to take a proactive approach to maternal and prenatal care by sponsoring and supporting prenatal education programs in the workplace.

"This year, 80 percent of the nation's working women will be of childbearing age, and expenses related to childbirth are the largest single component of health care costs for most Florida businesses," BCBSF Northwest Region Vice President Kermit E. (Skip) Housh said. "The goal of this breakfast is to bring employers from Pensacola and surrounding counties together to learn more about the impact of pregnancy-related costs on their organizations and to provide effective solutions to the rising cost of childbearing."

(more)

BCBSF Prenatal Breakfast

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The breakfast will begin at 7:30 a.m. with a welcome from Pensacola Mayor Jerry Maygarden. Housh will address the bottom-line benefits of prenatal education and introduce Commissioner Castor, who is a member of the National Board of Trustees of the March of Dimes Birth Defects Foundation. The breakfast will conclude at approximately 8:30 a.m. All breakfast guests will receive a resource directory from BCBSF, which lists organizations that provide maternal and prenatal care education and resources.

Following the breakfast, BCBSF is sponsoring a "Babies and You" training seminar from 8:30 a.m. to 4:15 p.m. for human resources trainers and company nurses. Advance registrations for the September 21 breakfast and seminar are required. To register or to receive more information about March of Dimes educational programs, call the March of Dimes office at (904) 432-5014.

Blue Cross and Blue Shield of Florida is a member of the Blue Cross and Blue Shield Association, an association of 69 independent Blue Cross and Blue Shield companies nationwide. As a mutual insurance company, Blue Cross and Blue Shield of Florida is subject to the same regulation by the Department of Insurance as other insurers operating in Florida.