

Pinellas County Schools

Employee Wellness Program Report

2014-2015



June 30, 2015

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Vision:

100% productive, healthy and happy employees.

Mission:

To promote a culture that supports and encourages healthy behaviors, employee engagement and a balanced state of wellbeing. The districts' wellness initiatives will inspire and empower employees to take responsibility for their own health which is vital to their ability to contribute to the work and mission of PCS.

Employee Wellness Team

Ted Pafundi, Director of Risk Management and Insurance
April Paul, Managing Officer of Employee Benefits, Health and Workers Compensation
Christina Kempf, Employee Wellness Coordinator
Dawn Handley, Transportation Wellness Coordinator
Leslie Viens, AonHewitt Consultant

District Wellness Committee

Rachael Baker, Baycare Health System Marketing Coordinator, Corporate Wellness Program
Don Lykins, Corporate Care Works - EAP Coordinator
Catherine Gerard, Food Services Supervisor
Dawn Handley, Transportation Wellness Coordinator
Barbara Hires, Area Superintendent
Peggy Johns, Supervisor, PK-12 Health Education
Heather Keegan, Humana - Patient Advocate
Christina Kempf, District Coordinator of Employee Wellness
Janet Lang, Humana Claims Advisor
Demorris Lee, Office of Strategic Communications, Communications Coordinator
Jessica O'Connell, Humana Wellness Specialist
Lauren Oliver, Senior Representative - Community Engagement, American Cancer Society
Ted Pafundi, Director of Risk Management and Insurance
April Paul, Managing Officer of Employee Benefits, Health and Workers Compensation
Jane Schultz, PTEC St. Petersburg - Wellness Champion
Leslie Viens, AonHewitt Consultant
Wendy Weaver, Humana - Corporate Wellness and Personal Wellness Services
Ken Peluso, School Board Member

Summary

The goal of the Pinellas County Schools Employee Wellness Program is to encourage healthy eating, physical activity and an emotionally balanced lifestyle for our employees. We are committed to providing resources, tools and incentives to our employees which support personal health improvements and a positive work-life balance, regardless of job classification, status, insured or uninsured.

The focus for the 2014-2015 school year was financial wellness and HumanaVitality, a wellness rewards program that incentivizes employees for making healthier choices.

District Wellness Program Highlights

Financial Fitness Challenge - offered to all employees free of charge to help reduce the financial stress our employees experience.

- * 1741 employees completed the Financial Fitness Checkup
- * 1047 employees took some of the courses
- * 309 Employees completed the 10-week course
- * 5 employees who completed the 10-week course were randomly selected to receive stock in a name brand company valued up to \$200 and were highlighted in the SMART START Wellness Newsletter.
- * After challenge results:
 - * 38% decrease in employees' financial stress level
 - * 75% of employees have made or intend to make changes financially as a result of this program
 - * 49% improvement of employees that are now setting aside more of their income toward saving
 - * 30% improvement in employees' satisfaction with their finances
 - * 117% improvement in employees' confidence in understanding topics related to investing for retirement
 - * 66% improvement of employees that have a written financial plan
 - * 88% of employees would recommend the course to family, friends, and colleagues

Flu Shots

- * 1840 Flu Shots given on-site at PCS locations
- * 2225 (subscribers) flu shots given at other locations (Dr. offices, pharmacies, convenient care clinics, etc.)

HumanaVitality Overviews

- * 147 PCS Worksites, 6510 attended

HumanaVitality Screenings

- * 43 screenings, 1500 screened (including HPO, PE, Food Service, and Student Services events)

HumanaVitality Presentation Survey (survey given after overview which reiterated information while checking knowledge level)

- * 2701 surveys completed

Employee Assistance Program Overviews & Presentations

- * 37 mini overviews
- * 4 Financial Wellness Presentations
- * 3 Overcoming Negativity Presentations
- * 2 Ease Your Stress Presentations
- * Educational Tables at Wellness Fairs with Vitality Screenings
- * See EAP report for complete details on utilization, other

Skin Cancer Screenings

- * 21 Schools Participated
- * 474 Employees
- * 338 of those wear sun screen
- * Findings:
 - * Normal - 262
 - * Seborrheic Keratosis (Benign) - 37
 - * Subjective Abnormality - 212
 - * Dysplastic Nevus - 67
 - * Actinic Keratosis - 58
 - * Basal Cell Carcinoma - 29
 - * Squamous Cell - 8
 - * Melanoma - 4
 - * Unknown - 9

Diabetes CARE Program (2014)

- * 476 Diabetics enrolled
- * 10 Pre Diabetics enrolled
- * 5 Gestational Diabetics enrolled
- * 218 (47%) Diabetics current on their requirements and receiving a zero co-pay on their pharmacy prescription diabetic supplies

Diabetes Prevention Program

- * 51 PCS employees enrolled, 4 PCS retirees with Humana insurance enrolled
- * 91% attended 12 or more of the 16 sessions
- * 501 total pounds lost
- * 5.6% average weight loss (research shows a 5% weight loss reduced the incidence of type 2 diabetes by 58-71%)
- * 175 minutes / week - Average number of reported physical activity minutes (research shows achieving the activity goal of 150 minutes per week reduces the incidence of type 2 diabetes by 58-71%)

Humana Beginnings

- * Total Referrals Received (2014): 209
- * 22 of these referrals were ineligible, not interested, or termed
- * Total referrals: 187
- * Engaged members: 118
- * Estimated Enrollment Yield: 63%

Wellness Champions Program

- 127 Wellness Champions coordinated the following programs:
 - * 130 Financial Wellness Program, including Financial Planning Basics, Identity Theft, Surviving on a Limited Budget, Credit Reports and Scores, Retirement Planning and more. 2440 PCS employees attended.
 - * 45 additional Fitness/Movement type programs throughout the district with 607 participants, including south county kickball league, Zumba, Yoga, walking programs, etc.
 - * 46 Nutrition based programs with 1083 participants, including food cooking demos, lunch and learns, salad days, etc.
 - * 13 Biggest Loser Contests (Wellness Champions instructed to provide information on healthy eating to the participants)
 - * 14 Stress/Mindfulness programs with 193 participants, with topics such as Managing Stress, Overcoming Negativity in the Workplace and Chair Massage.
 - * 19 CPR/First Aid Programs with 224 participants
 - * The breakdown of programs by worksite are in the next section of this report.

Onsite Wellness Programs by Location

Wellness Champions are instrumental in assisting to deliver a comprehensive onsite wellness program to our employees. Employees from each worksite are surveyed to determine their wellness interests. At the beginning of the year, each worksite is surveyed to determine their specific wellness interests. The Wellness Champion builds a program that meets the interests of the staff while also meeting the requirements of the Wellness Champion Program. In 2014-2015, each Wellness Champion was required to hold a financial wellness program and could elect to either complete the HumanaVitality overview for their staff themselves or have district wellness staff provide the overview. The programs for each worksite are listed on the following pages with the number in attendance in parenthesis.

Administration Building

- HumanaVitality Overview (98)
- HumanaVitality Screening (171)
- Employee Assistance Program Overview
- Retirement Income Strategies (40)
- FRS & Options (41)
- Seasoning Food without Salt (52)
- Skin Cancer Screening (94)

Anona Elementary

- HumanaVitality Overview (32)
- Employee Assistance Program Overview
- Budgeting & Identity Theft (5)
- Salad Contest (8)

Azalea Elementary

- HumanaVitality Overview
- Employee Assistance Program Overview
- Cover Your Assets Financial Program (39)
- Managing Stress & Anxiety (8)

Azalea Middle

- HumanaVitality Overview (64)
- Financial Wellness table (27)
- Build a Better Salad (30)

Bardmoor Elementary

- HumanaVitality Overview (50)
- CPR/First Aid (13)
- Financial Wellness with Marlene (5)

Bauder Elementary

- HumanaVitality Overview (46)
- Financial Wellness / Retirement Info (49)

Bay Point Elementary

- HumanaVitality Overview (46)
- Meeting Financial Challenges (52)
- Yoga (every Thursday) (9)
- Salad Day (16)



Bay Point Middle

- HumanaVitality Overview (52)
- Saving, Investing & Credit presentation (6)
- Salad Day (30)
- Weigh In (6 weeks) (15)

Bay Vista Fundamental

- HumanaVitality Overview (36)
- Employee Assistance Program Overview
- Identity Theft (12)

Bayside High

- HumanaVitality Overview (46)

Bear Creek Elementary

- HumanaVitality Overview (42)
- Identity Theft (37)
- CPR/First Aid (12)
- Cooking with Herbs (32)



Belcher Elementary

- HumanaVitality Overview
- Financial Wellness with Marlene (6)
- Financial Health table with Bank of America (45)
- CPR/First Aid (12)

Belleair Elementary

- HumanaVitality Overview (48)
- Financial Wellness & Retirement (10)
- Cooking with Herbs (17)

Bernice Johnson Center

- HumanaVitality Overview (12)
- Identity Theft (11)
- Cooking with Herbs (14)
- Skin Cancer Screening (11)

Blanton Elementary

- HumanaVitality Overview (46)
- Identity Theft (28)
- CPR/First Aid (8)

Boca Ciega High

- HumanaVitality Overview
- Employee Assistance Program Overview
- Salad Days (19)
- Biggest Loser Contest (13)

Brooker Creek Elementary

- HumanaVitality Overview
- Financial CPR
- Financial Tips for Tacos (36)

Calvin Hunsinger Exceptional Center

- HumanaVitality Overview (74)
- Saving & Investing (11)
- Salad days (26, 33)
- Non-Competitive Walking Program (7)

Campbell Park Elementary

- HumanaVitality Overview (70)

Career Academies of Seminole

- HumanaVitality Overview (14)
- Employee Assistance Program Overview
- Financial Wellness Program (11)

Carwise Middle

- HumanaVitality Overview (66)
- HumanaVitality Screening (30)
- Financial Wellness Program (10)
- Biggest Loser Contest (10)
- Yoga (8)

Clearwater Fundamental

- HumanaVitality Overview (47)
- Identity Theft (51)
- Iron Chef Competition (36)
- Non-Competitive Walking Program (27)

Clearwater High

- HumanaVitality Overview (59)
- Employee Assistance Program Overview
- HumanaVitality Screening (22)
- Zero Balanced Budget Program (3)
- Financial Trivia Tuesday Email Challenge (55)

Clearwater Intermediate

- HumanaVitality Overview (18)
- Financial Wellness Program (17)
- Cancer Awareness Program (17)

Coachman Service Center

- HumanaVitality Overview (31)
- Financial Wellness Program with Marlene (34)
- Skin Cancer Screening (17)
- Fitness Program (24)

Coachman Bus Compound

- HumanaVitality Overview (12)
- HumanaVitality onsite event (21)
- Cancer Awareness (11)
- Vitamin & Supplement Safety (14)

Countryside High

- HumanaVitality Overview (114)
- Credit Reports & Scores (25)
- Gluten Intolerance Presentation (27)

Cross Bayou Elementary

- HumanaVitality Overview (50)
- Employee Assistance Program Overview
- Getting Financially Fit for Retirement (14)
- Healthy Food Cook-Off (29)
- Yoga (weekly) (6)

Curlew Creek Elementary

- HumanaVitality Overview (40)
- HumanaVitality Screening & Education (30)
- Cover You Assets Financial Program (9)
- Skin Cancer Screening (22)
- Cold Turkey Contest (any behavior) (12)

Curtis Fundamental

- HumanaVitality Overview (33)
- Yoga (8, 12)
- Work Out Wednesdays (once a month) (6)
- Salad days (12)

Cypress Woods Elementary

- HumanaVitality Overview (51)
- Yoga (10)

Disston Annex

- HumanaVitality Overview

Dixie Hollins Adult Education

- HumanaVitality Overview (22)
- Retirement & Investing Financial Program (15)
- Pedometer Walking Challenge (22)
- Salad Day (25)

Dixie Hollins High

- HumanaVitality Overview (109)
- Budgeting & Investing (5)

Douglas L. Jamerson Elementary

- HumanaVitality Overview (27)
- Financial Wellness Program with Marlene (7)
- Cooking with Herbs (13)

Drop Out Prevention

- HumanaVitality Overview (29)

Dunedin Elementary

- HumanaVitality Overview (48)
- Retirement Planning & Savings Accounts
- Chair Massage (15)

Dunedin High—none

Dunedin Highland Middle

- HumanaVitality Overview (50)
- HumanaVitality Screening (25)
- Getting Fit for Retirement (8)

East Lake High

- HumanaVitality Overview (77)
- Retirement Planning (7)
- Skin Cancer Screening (14)

East Lake Middle Academy of Engineering

- HumanaVitality Overview (17)
- Financial Wellness Program with Marlene (3)
- Fitness Jar Challenge (11)
- Staff Recipe Challenge (10)



Eisenhower Elementary

- HumanaVitality Overview (44)
- Retirement Planning (27)
- Cooking with Herbs (28)
- Wellness Walk (52)
- Salad Day (34)

Fairmount Park Elementary

- HumanaVitality Overview (52)
- Covering Your Assets Financial Program (3)
- Cooking with Herbs (11)
- Yoga for Relaxation (8)

(Morgan) Fitzgerald Middle

- HumanaVitality Overview (39)
- HumanaVitality Screening (38)
- Employee Assistance Program Overview
- Financial Wellness Program by Marlene (19)
- Fruit & Vegetable Challenge (29)
- Biggest Loser Contest (29)

Forest Lakes Elementary

- HumanaVitality Overview (50)
- Retirement Planning, 403b, IRA's (6)
- Skin Cancer Screening (27)

Frontier Elementary

- HumanaVitality Overview (25)
- Identity Theft (10)
- Jazzercise (13)

49th Street Bus Compound

- HumanaVitality Overview (20)
- Employee Assistance Program Overview
- Spend Less, Save More (12)
- 1st Time Home Buying (18)

Fuguitt Elementary

- HumanaVitality Overview (37)
- Getting Financially Fit for Retirement (13)
- Skin Cancer Screening (28)

Garrison Jones Elementary

- HumanaVitality Overview (37)
- Employee Assistance Program Overview
- Retirement Planning (23)
- Boot Camp (11)
- Walking Program (9)

Gibbs High

- HumanaVitality Overview (14)
- Employee Assistance Program Overview
- Financial Wellness Program (24)
- Zumba (9)

Gulf Beaches Elementary

- HumanaVitality Overview (22)
- Budgeting & Investing (10)
- CPR (10)

Gulfport Elementary

- HumanaVitality Overview (41)
- Financial Wellness Program (5)

Gus A. Stavros Institute

- HumanaVitality Overview
- Employee Assistance Program Overview
- Identity Theft (27)
- Cooking with Herbs (17)

High Point Elementary

- HumanaVitality Overview (49)
- HumanaVitality Screening (30)
- Financial Wellness Program (16)
- I Quit Cold Turkey Program (19)
- After School Fitness Programs (25)

Highland Lakes Elementary

- HumanaVitality Overview
- Financial Wellness Program (34)
- Skin Cancer Screening (17)
- Biggest Loser Contest (8)
- Yoga (every Tuesday) (7)

James B. Sanderlin Elementary

- HumanaVitality Overview (49)

John Hopkins Middle

- HumanaVitality Overview

John M. Sexton Elementary

- HumanaVitality Overview
- Financial Wellness Program with Marlene (25)
- Cooking with Herbs (18)
- High Fiber, Low Glycemic Carb Eating (12)



Kings Highway Elementary

- HumanaVitality Overview
- Identity Theft (14)
- CPR / First Aid (8)

Lake St. George Elementary

- HumanaVitality Overview (57)
- Identity Theft (14)
- CPR / First Aid (19)

Lakeview Fundamental Elementary

- HumanaVitality Overview
- Getting Financially Fit for Retirement (16)
- CPR / First Aid (9)

Lakewood Elementary

- HumanaVitality Overview
- Kickball League (19)
- Turkey Trot (24)

Lakewood High

- HumanaVitality Overview (10)
- Employee Assistance Program Overview

Largo High

- HumanaVitality Overview
- Employee Assistance Program Overview
- Skin Cancer Screening
- Fitness Program (37)

Largo Middle

- HumanaVitality Overview
- Financial Wellness Program with Marlene (4)
- Fit February Walking Program (25)

Lealman Ave. Elementary

- HumanaVitality Overview (46)
- Savings Plan (54)
- Kickball League (11)

Lealman Bus Compound

- HumanaVitality Overview (13)
- Retirement Income Strategies (17)
- Managing Stress (11)
- Overcoming Negativity at Work (12)



Lealman Intermediate

- HumanaVitality Overview (59)
- Healthy Habits Challenge (11)

Leila G. Davis Elementary

- HumanaVitality Overview (46)
- Getting Financially Fit for Retirement (8)
- CPR / First Aid (17)
- Salad Day (31)
- Yoga for Fitness and Strength (5)

Lynch Elementary

- HumanaVitality Overview (41)
- Preparing for Retirement (10)
- Saving Tips & Retirement Strategies (10)

Madeira Beach Fundamental

- HumanaVitality Overview (69)
- Employee Assistance Program Overview
- HumanaVitality Screenings (32)
- Kickball (18)
- Managing Stress Through Walking (18)

Madeira Beach Fundamental 6-8

- HumanaVitality Overview (69)
- Employee Assistance Program Overview
- HumanaVitality Screenings (32)
- Getting Financially Fit for Retirement (6)
- CPR (18)
- Salad Day (13)

Marjorie Rawlings Elementary

- HumanaVitality Overview (45)
- Saving & Budgeting (13)
- Biggest Loser Contest (6, 21)

Maximo Elementary

- HumanaVitality Overview (42)
- HumanaVitality Screening (23)
- Financial Wellness Program with Marlene (12)

McMullen Booth Elementary

- HumanaVitality Overview (70)
- Identity Theft (14)
- Probiotics and Natural Remedies (32)
- Fresh, Healthy Foods (40)
- Skin Cancer Screening (14)

Meadowlawn Middle

- HumanaVitality Overview (44)
- Employee Assistance Program Overview

Melrose Elementary

- HumanaVitality Overview
- Retirement Planning (16)
- CPR/First Aid (13)

Mildred Helms Elementary

- HumanaVitality Overview (26)
- How to Manage Money (11)
- Biggest Loser Contest (20)

Mount Vernon Elementary

- HumanaVitality Overview (25)
- Employee Assistance Program Overview

New Heights Elementary

- HumanaVitality Overview
- Ways to Become Financially Fit (22)

Nina Harris Exceptional Center

- HumanaVitality Overview (110)
- Employee Assistance Program Overview
- CPR/First Aid (14)
- Nutrition—more fresh foods (19)
- Biggest Loser Contest (36)
- Walking Program (14)



North Shore Elementary

- HumanaVitality Overview (20)
- Organizing Your Finances (8)
- Salad Day (43)

Northeast High

- HumanaVitality Overview (45)
- Employee Assistance Program Overview
- Budgeting, Investing, Emergency Funds (9)
- Skin Cancer Screening (21)
- Walking Program (25)

Northwest Elementary

- HumanaVitality Overview (26)
- Aerobics (9)
- Skin Cancer Screening (11)

Oakhurst Elementary

- HumanaVitality Overview (49)
- Financial Wellness Program with Marlene (4)
- Financial Planner Meeting (47)
- Pedometer Walking Challenge (40)
- Salad Day (19)

Oldsmar Elementary

- HumanaVitality Overview (31)

Orange Grove Elementary

- HumanaVitality Overview (27)
- Retirement Presentation (7)
- Exercise Tickets Program (14)

Osceola High

- HumanaVitality Overview (76)
- Employee Assistance Program Overview
- Retirement Planning (8)
- Salad Day (31)
- HumanaVitality Contest through app (18)

Osceola Middle

- HumanaVitality Overview (49)
- Financial Wellness Program (10)
- CPR/First Aid (15)
- Walking Program (8)
- Zumba (7)

Ozona Elementary

- HumanaVitality Overview (22)
- Cover Your Assets Financial Program (11)
- Skin Cancer Screening (20)

Palm Harbor Community School

- HumanaVitality Overview (13)
- Getting Financially Fit for Retirement (11)
- Bringing Balance to Your Life (11)

Palm Harbor Middle

- HumanaVitality Overview (30)
- Financial Wellness & Retirement (9)

Palm Harbor University High

- HumanaVitality Overview (100)

Pasadena Fundamental

- HumanaVitality Overview
- Identity Theft (8)
- Pedometer Walking Challenge (3)

Paul B Stephens Exceptional Center

- HumanaVitality Overview (104)
- HumanaVitality Screening (48)
- Retirement, Saving & Investing (15)
- Chair Massage (15)

Perkins Elementary

- HumanaVitality Overview
- HumanaVitality Screening (25)
- Employee Assistance Program Overview
- Financial Wellness Program (4)
- CPR (15)
- Nutrition Program (18)

Pinellas Central

- HumanaVitality Overview (54)
- HumanaVitality Screening (43)
- Debt Management & Savings (10)

Pinellas Park Elementary

- HumanaVitality Overview (48)
- Walking Program (11)

Pinellas Park High

- HumanaVitality Overview (75)
- Cover Your Assets Financial Program (17)
- Breast Cancer Awareness Program (26)
- Walking Program (10)

Pinellas Park Middle

- HumanaVitality Overview (23)
- Financial Wellness Program (5)

Pinellas Secondary

- HumanaVitality Overview (47)
- Relieving Financial Stress (14)
- Skin Cancer Screening (21)
- Salad Day (59)
- Get Ready! Get Set! Get Walking! Program (59)



Plumb Elementary

- HumanaVitality Overview (55)
- Credit Reports and Scores (7)
- Biggest Loser Contest (17)

Ponce de Leon Elementary

- HumanaVitality Overview (44)
- Employee Assistance Program Overview
- Salad Days (20,21)

Psychological Services

- HumanaVitality Overview (66)
- Budgeting and Saving (17)
- Gratitude Challenge (6)
- Walking Program Step Challenge (10)

pTEC Clearwater

- HumanaVitality Overview
- Your Retirement Dream (8)
- Cooking with Herbs (8)

pTEC St. Petersburg

- HumanaVitality Overview (50)
- Getting Financially Fit for Retirement (19)
- Ease Your Stress (22)
- Salad Day (14)
- Walking Through Europe! (15)

RL Sanders Exceptional Center

- HumanaVitality Overview (26)
- Employee Assistance Program Overview

Ridgecrest Elementary

- HumanaVitality Overview
- Student Loan Forgiveness (10)
- Kickball League (7)
- CPR/First Aid (11)

Safety Harbor Elementary

- HumanaVitality Overview (49)
- Saving & Retirement (4)
- Skin Cancer Screening (23)

Safety Harbor Middle

- HumanaVitality Overview (70)
- HumanaVitality Screening (21)
- Employee Assistance Program Overview
- Preparing for Your Financial Future (6)
- Walking Club (Thursdays) (3)

San Jose Elementary

- HumanaVitality Overview (28)
- Identity Theft & Retirement Savings (6)
- Chair Massage (10)



Sandy Lane Elementary

- HumanaVitality Overview
- CPR/First Aid (9)
- November Nutrition Challenge (5)

Sawgrass Lake Elementary

- HumanaVitality Overview (57)
- Debt Management & Financial Security (28)
- CPR/First Aid (8)
- Heart Rate Screening (32)

School Social Workers

- HumanaVitality Overview (82)
- Reclaim Your Retirement & Salad Day (92)
- Managing Stress & Anxiety (36)

Seminole Elementary

- HumanaVitality Overview (36)
- Financial Wellness Program with Marlene (43)
- Fit and Fab Habits (13)

Seminole High

- HumanaVitality Overview (44)

Seminole Middle

- HumanaVitality Overview (59)
- Retirement Planning (83)
- Biggest Loser Contest (12)

Seventy Fourth St. Elementary

- HumanaVitality Overview (39)
- Getting Financially Fit for Retirement (11)

Shore Acres Elementary

- HumanaVitality Overview (51)
- HumanaVitality Screening (24)
- Employee Assistance Program Overview
- Retirement & Financial Wellness Presentation (14)
- Relaxation Art Day (19)

Skycrest Elementary

- HumanaVitality Overview (43)
- Saving & Investing (8)
- Retirement Planning (16)
- Cooking with Herbs (10)

Skyview Elementary

- HumanaVitality Overview (23)
- Saving and Investing (5)
- Retirement Planning (7)
- Skin Cancer Screening (8)

Southern Oak Elementary

- HumanaVitality Overview (38)
- Financial Wellness Program (76)
- Chair Massage (9)
- Weekly Weigh-Ins (12)

St. Petersburg High

- HumanaVitality Overview
- HumanaVitality Screening (17)
- Employee Assistance Program Overview
- Identity Theft (5)

Starkey Elementary

- HumanaVitality Overview (50)
- Cover Your Assets Financial Program (17)
- Skin Cancer Screening (20)

Sunset Hills Elementary

- HumanaVitality Overview (30)
- Identity Theft (14)
- CPR/First Aid (10)

Sutherland Elementary

- HumanaVitality Overview (42)
- Financial CPR, Identity Theft, Debt Reduction (4)

Tarpon Springs Bus Compound

- Employee Assistance Program Overview

Tarpon Springs Elementary

- HumanaVitality Overview (46)
- Retirement Presentation (6)
- Biggest Loser Contest (6)

Tarpon Springs Fundamental

- HumanaVitality Overview (15)
- Financial Planning Basics, Budgeting, Saving (20)
- Nutrition Program (22)

Tarpon Springs High—none

Tarpon Springs Middle

- HumanaVitality Overview (20)
- Identity Theft (24)
- Biggest Loser Contest (10, 11)

Thurgood Marshall Fundamental Middle

- HumanaVitality Overview
- Identity Theft (9)
- Couch to 5K Training Program (9)

Title 1 Office

- HumanaVitality Overview
- Preparing for Retirement (11)
- Walking Program (10, 13)
- Salad Day (13)

Tomlinson Adult Center

- HumanaVitality Overview (19)
- Retirement Presentation (13)
- Salad Day (14)

Tyrone Middle

- HumanaVitality Overview (46)
- Meeting Financial Challenge (25)

Walsingham Elementary

- HumanaVitality Overview (47)

Walter Pownall Service Center - Maintenance

- HumanaVitality Overview (201)
- Saving Smart for Retirement (40)
- Identity Theft (45)
- Cooking with Herbs (30)

Walter Pownall Service Center - Transportation

- HumanaVitality Overview (25)
- Self Defense (17)

Walter Pownall Service Center - Main Building

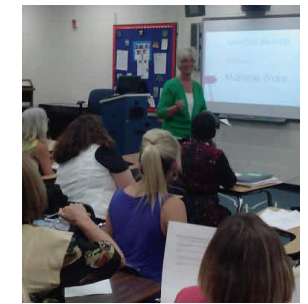
- HumanaVitality Overview
- Getting Financially Fit for Retirement (13)
- Financial Investing Tools (14)
- Finding Your Fitness Personality (14)
- How to Boost Your Immune Health (20)

Westgate Elementary

- HumanaVitality Overview (35)

Woodlawn Elementary

- HumanaVitality Overview
- Salad Day (34)



Operating Budget

The wellness program is entirely funded by Humana. Our health insurance RFP requires that our insurance carrier remit \$125,000 quarterly to support the district's wellness program. During the 2014-15 fiscal year, the funding was used for the Humana Vitality program (\$100,000), wellness programming and promotion, incentives, marketing, program management, and staff salaries and training, including the Humana Vitality/Wellness nurse.

Communications

District programs are advertised through the SMART START Wellness Newsletter, the Thursday Updates email, directly to Wellness Champions to communicate to employees, posters, postcards to work mailboxes, direct mailings, as well as face-to-face at health fairs and seminars. The focus of the 2014-2015 school year was on launching and promoting HumanaVitality and Financial Wellness. All materials except Employee Assistance Program posters are created by Wellness Team.

- 14 SMART START Wellness Newsletters
- Join the Financial Fitness Challenge poster
- Dedicated website for PCS Wellness www.pcsb.org/wellness
- Dedicated website for PCS HumanaVitality www.pcsb.org/Vitality
- "Vitality is coming in January" poster
- HumanaVitality PowerPoint & Talking points provided to Wellness Champions with Vitality training for them to offer overviews to staff, consistent with trainings offered by district wellness team
- HumanaVitality Check posters
- "Get Ready, Get Set, Go!" Vitality Launch poster
- "This year, it's all about silver" postcard sent to all employee mailboxes that have PCS Humana medical
- HumanaVitality Update
- "And you didn't wash your hands, why?" hand washing posters sent to all worksites during flu season
- Diabetes Prevention Program information mailed to retirees with Humana insurance (by PCS), by identified prediabetes (by Humana) and information posted in SMART START Wellness Newsletter and Thursday updates
- Weekly information on a different aspect of HumanaVitality highlighted in Thursday updates
- Employee Assistance Program posters sent quarterly
- Direct mailing to Retirees on HumanaVitality Inservice and Screening

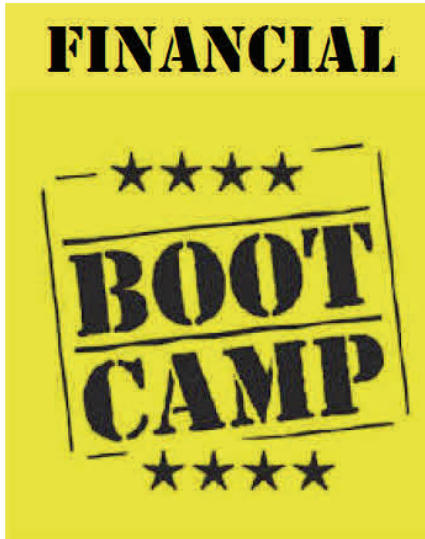
Awards



This workplace has been recognized by the American Heart Association for meeting criteria for employee wellness.



Communication examples:



Join the Financial Fitness Challenge!

Keep and Save More of What You Earn!


<p>What You'll Learn:</p> <ul style="list-style-type: none"> * Personal Finance Management * Smart saving and investing * Best retirement Planning strategies * Make the most of what you earn <p style="text-align: center; color: red; font-weight: bold;">START INVESTING IN YOURSELF!</p>	<p>How It Works:</p> <ul style="list-style-type: none"> * You sign up and learn on your own pace— even get your family involved! * Access to the online system 24/7 on the computer, tablet or smartphone * It's confidential and FREE (over a \$100 value, FREE to ALL PCS employees) * Earn recognition and a completion certificate * Complete the 5 courses with a 75% or above to be eligible to win stock in a name brand company.
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Step 1: Take the short Financial Fitness Checkup and get your current financial well-being assessment

Step 2: Sign up for the Challenge and work at your own pace to complete 5 one-hour interactive online courses over 10 weeks

Step 3: Earn knowledge, confidence, and recognition for completing the courses

Bonus: How would you like to own a share in a company like Disney, Microsoft or Facebook? All employees who complete the 5 courses with a 75% or above and earn the certificate of completion will be eligible to win stock in a name brand company valued up to \$200. Five winners will be randomly selected at the completion of the challenge.




Register at www.FFCprogram.com by September 15! Space is limited.

Sign up today!

Questions? Contact Christina Kempf, Employee Wellness Coordinator at kempfc@pcsb.org.

Program Partners: Educated Investor, Investor Protection Institute, Employee Benefit Adviser, Employee Benefit News



Right: Advertisement for Financial Fitness Challenge in the SMART START Wellness Newsletter and sent to all worksites for posting.

Right: Randomly drawn participants in the Financial Fitness Challenge who completed the whole course were eligible to win stocks valued up to \$200.

Financial Fitness Challenge Stock Winners

The winners from the Financial Fitness paid off for the five randomly selected PSC employees who completed the full financial course and were given their choice for stock valued up to \$200. All winners selected either Walt Disney or Home Depot stock.



Left: Michelle Bryne, Clearwater Intermediate.

Below: Franca Digiovanni, Administration Building



Left: Donna Kabot, Forest Lakes Elementary

Below: Kem Mosley, Gibbs High



Left: Mary Krouskos, Pinellas Park High



PCS Employees Embrace Financial Fitness Challenge



While some companies involved in the challenge are still talking about how to notify their employee about the checkup and courses available to them, Pinellas County Schools has embraced this challenge wholeheartedly and the number of employees involved is rising each day. To date, **1636** Financial Fitness Checkups have been completed, **930** participants have selected and started courses and **61** employees have FINISHED their courses with a 75% or above and are eligible to win one of the shares of stock values at around \$200 that we will draw for at the end of November.



If you didn't register, or you registered and haven't been participating, it's not too late. Simply go to www.FFCprogram.com. If you have not registered, select Pinellas County Schools and enter your work email. If you are returning, enter your user name and password in the box on the upper right of the screen. Don't miss this great opportunity to learn about Basic Personal Finance, Saving and Investing or Retirement Planning for FREE. The class is valued at over \$100 and is being paid for through the PCS Wellness Program in order to reduce the financial stress our employees experience.



Check out what a few "graduates" of the course have to say...

Name: Bob Johnston
Position: Instructor Distance Education
Worksite: Pinellas Technical College
Course taken: Retirement
Feedback: Excellent course. Good information ranging from Investment guidance and assessment to social security and Long Term Care investments.

Name: Cindy Carmody MA
Position: EBD Teacher – Middle School
Worksite: Tyrone Middle School (Pinellas County Schools)
Course taken: Basic Personal Finance,
Feedback: Love learning about becoming financially fit. Savings for the future? Financial challenge for the financially challenged. This really put into perspective what I knew and did not know. Who would have known that savings for the future is more than just randomly setting aside some money into a savings account.... Thanks for all the info....

Name: Serge Sanon
Position: Bilingual Assistant
Worksite: Lealman Elementary
Course taken: Saving and Investing
Feedback: This class is all about financial empowerment and freedom. Although I've taken financial planning courses before, this is by far the best. It will take you from where you are to where you want to be. The lessons are clear and relevant to everyone no matter where he/she is on his/her financial journey. The personal application of this class will benefit me throughout my retirement years. This has been an eye opener and a must -take class. Give it a try; you won't regret it.

Go to www.FFCprogram.com to enroll or log in and get started on your financial programs today!

Above: Testimonials from PCS employees who have participated in the Financial Fitness Challenge courses, as seen in October 7, 2014 issue of SMART START Wellness newsletter.

Exclusively for CCW Members



Help is Only a Phone Call Away
Just One Call

24/7 Support **800.327.9757**
PCSB.ORG/Employee-Assistance-Program

Expert support, 24/7

Unlimited, confidential support from Licensed Professional Counselors and Work/Life Specialists.

Short-term assistance

Turn to us for help with personal issues such as stress, depression, family problems, substance abuse and more.

Referrals for additional care

Simple, seamless referrals for additional treatment or special care, if needed.

Work/Life support

Help and referrals for childcare and eldercare issues, legal and financial concerns, time management and more.

Convenient work/life website

24/7 access to program communications, educational materials and other resources.

Join monthly webinars

Participate in free, monthly webinars on a wide range of important topics.

Find local providers

Search for a variety of services in your area, from adult day care to relocation services.

Available worldwide

Services are available in the U.S. and internationally in 150 countries.

Need Help? Call Us Today!

Call 800.327.9757. Health Advocate is available to you, your spouse, dependent children, parents and parents-in-law.

Health Advocate is not affiliated with any insurance or third party provider. Health Advocate complies with all government privacy standards. Health Advocate does not replace health insurance coverage, provide medical care or recommend treatment.



Above: Quarterly Employee Assistance Program posters are sent to all PCS worksites from CCW/Health Advocate.

Diabetes Prevention Program

If you are prediabetic and have been giving serious thought to changing your lifestyle to improve your health and reduce your chance of developing type 2 diabetes, the Pre-Diabetes Prevention Program may be right for you. The YMCA's Diabetes Prevention Program is led by a trained Lifestyle Coach and is a one year program. The first 16 sessions are weekly followed by 8 monthly sessions.

Program qualifications include:

- Overweight (BMI greater than or equal to 25, or 22 for Asian individuals)
- At risk for developing type 2 diabetes
- Or diagnosed with prediabetes.

(Individuals who have already been diagnosed with either type 1 or type 2 diabetes do not qualify for this program but do qualify for the Diabetes CARE program. Diabetics should contact Heather Keegan at 588-6137 or hkeegan@humana.com for more information).

The program goals include:

- Reduce body weight by 7%
- Increase physical activity to 150 minutes per week, which can be achieved in small amounts most days of the week.

How you benefit:

- Take control of your health, take control of your life
- Take part in a research based program that has show to reduce the number of new diabetic cases by nearly 60%
- Save \$379 by committing to take the class through PCS rather than paying for the class on your own
- Learn how to eat healthier, increase your physical activity and lose weight
- FREE YMCA gym membership during the initial 16-week portion of the program
- Earn 16 component points (course # 8005011C) and 350 Humana Vitality points
- Meet others in the small supportive classroom setting who are prediabetic

Class Locations:

- Greater Palm Harbor YMCA, 1600 16th St., **Palm Harbor** (Wednesdays, 6pm, begins January 28th)
- Clearwater YMCA, 1005 S. Highland Ave., **Clearwater** (Tuesdays, 6pm, begins January 27th)
- Bardmoor YMCA, 8495 Bryan Dairy Rd., **Largo** (Wednesdays, 6pm, beginning January 28th)
- Jim & Heather Gills YMCA, 3200 1st Ave. S., **St. Petersburg** (Thursdays, 6pm, begins January 29th)

Class Info:

Classes begin the week of January 26. All classes 6:00-7:00pm. The class day is listed next to location. Date or time doesn't fit your schedule? Call the coordinator below to discuss other options!

Put prediabetes in reverse.



The Commitment

The program cost is \$429 for individuals paying the YMCA directly. However, because Pinellas County Schools understands the importance of preventing the development of type 2 diabetes, we are willing to offer scholarships to fifty of our employees who are willing to pay a nominal fee of \$50 to attend the program and who are willing to sign a commitment statement stating they will attend and participate in the majority of sessions, defined as 12 out of 16 sessions. Those that attend the majority of the sessions will receive a \$50 Publix gift card at the end of the 16-week course. The PCS Wellness team is looking for PCS employees who have the **time, energy and desire** to commit to this program. Each scholarship granted to one employee is one we cannot give to another so it is important only those apply that are ready to meet this challenge and make some changes in their health status. Please don't deny another the opportunity if you are not fully ready to take on this commitment.

For Information and to Apply For Scholarship

For more information or to apply for the scholarship, contact on of the following Program Directors.

Palm Harbor / Clearwater sites: Summer Dodge at 727-772-9622.

Bardmoor / St. Pete sites: Kieran Gabel at 727-895-9622 x219.

For general program information, visit www.ymca.net/diabetes-prevention/.

Don't forget to also register for component points on MoodleLMS, Course # 8005011C.



Advertisement used in direct mailings and SMART START Wellness Newsletter for Diabetes Prevention Program.

Target Health Campaign -

Final 10 Winners!

During 2014 and through the middle part of January 2015, we encouraged employees to visit their primary care physician for their yearly preventative health exam. Ten winners were selected every quarter from those who turned in verification that they had their annual exam. Here are the final 10 random winners that were selected in January.



Top left then clockwise:

Ellen Noel - Interpreter Deaf / Hard of Hearing
 Diane Friedman - Resource Teacher
 Nuria Orozco - Bilingual Assistant I
 Kem Mosley - Teacher
 Cathleen Schmitt - Secretary / Bookkeeper
 Kim Richards - Teacher on Special Assign.
 Gayle Frey - Teacher Assistant

Not shown:

James McBride - Director of Transportation
 Madelyn Martin - Food Service Specialist
 Michelle Brennan - Teacher

Above: The Target Health Campaign which encouraged PCS employees to get annual preventative exams ended in January 2014. Each quarter, ten lucky employees were randomly drawn and awarded gift cards for their compliance with getting their annual preventative exam.

SMART START Newsletter

Produced by Risk Management - Christina Kempf, Employee Wellness Coordinator September 23, 2014

In this issue:
 FREE Credit Reports
 Easy Roast Chicken
 Note the Quote
 Financial Calculators
 Target Health Campaign Winners
 Clean Eating in October
 Humana News
 Financial Fitness Challenge
 Office Ergonomics

Please share this information with staff who may not have computer access!

There is only ONE site for **FREE** Credit Reports

www.Annualcreditreport.com

Or call 1-877-322-8228

Ask for all 3 credit reports at one time or get a different report every few months - Experian, Equifax, Transunion

Your credit report information can also be sold to anyone with "permissible purpose" - that means they can sell it so you can be marketed to (ie: credit card offers). Call 1-888-567-8688 to stop junk mail and marketing phone calls for 5 years.

Easy Roast Chicken

Ingredients

- 1 whole free-range or corn fed chicken, broken down into 8 pieces (or 8 of your favorite chicken pieces, skin on and bone in preferable)
- 2 tbsp. soy sauce
- 1 tbsp. light brown sugar
- 2 tbsp. red wine vinegar
- 3 tbsp. olive oil
- 4 shallots, chopped
- 2 cloves of garlic, minced
- Handful of parsley
- Salt and pepper

Directions

1. Preheat oven to 425 degrees.
2. In a large baking dish, combine marinade and toss with chicken. Season well.
3. Place chicken pieces skin side up and roast for 30 minutes until it begins to brown. Remove and baste with marinade. Flip pieces and bake remaining 10 minutes or until chicken is cooked.

Financial Calculators on CCW/HA Website

Visit the CCW / PCS Website to explore several financial calculators such as:

- Accelerated Debt Payoff
- College Savings
- Compare Savings Rates
- Don't Delay Your Savings!
- Emergency Savings Calculator
- Home Budget Analysis
- How Much Do You Owe?
- Life Expectancy
- Low Interest Financing Savings
- Lunch Savings
- Net Worth
- Payroll Deductions
- Personal Debt Consolidation
- Savings Calculator
- Savings Distribution Calculator
- Savings Goals
- Savings, Taxes, and Inflation
- Should My Spouse Work?
- Student Budget

To access these calculators and other information related to finances, emotional well-being, relationships, health, legal working and personal growth, go to www.pcsb.org/employee-assistance-program and click on CCW Health Advocate Website. Enter Pinellas County Schools when prompted.

Note the Quote

"Tough times never last but tough people do."
 -Dr. Robert Schuller

"The best way out is always through."
 -Robert Frost

A YEAR FROM NOW
 YOU'LL WISH YOU
 HAD STARTED TODAY

Above: Financial wellness was focused on throughout the year with the Financial Fitness Challenge and with other resources that are available to employees and their families, such as the many financial tools available on the CCW/Health Advocate website. Information provided by the approved financial speakers used for the Wellness Champion program was also used in the SMART START Wellness Newsletter.

The Wellness team created PCS-specific HumanaVitality materials which included the dedicated PCS HumanaVitality website. Methods of communicating the HumanaVitality included overviews, screenings, posters & flyers, Thursday updates, SMART START Wellness Newsletter, HumanaVitality Update, verbal updates in meetings, Vinnie Vitality video created by the TV/Multimedia Department, a postcard to each PCS Humana member's work mailbox and a postcard direct mailed to their home address over the summer. The materials helped PCS employees prepare for the launch of the program and participate in the program during year 1.

Get Ready for HumanaVitality!

Coming January 1

★ Get Ready

Go to www.pcsb.org/Vitality to learn about this exciting rewards program coming January 1!

Eligible to all Humana health members (employees, dependents & retirees).

★ Get Set

Register for MyHumana by November 30 to be eligible to win one of three mini iPads... just for getting ready for HumanaVitality to launch on January 1!

★ Go!

Log onto MyHumana.com starting January 1 to access HumanaVitality, take the online Health Assessment to learn your Vitality age and start earning Vitality Rewards!

Above: Poster distributed district wide before HumanaVitality launch.

Right: Handout sent to all worksites to be distributed to all employees with Humana insurance.

Vitality is Coming in January!

Earn rewards for healthy behaviors

PCS cares about our employees health and well-being.
 Get ready for this exciting new program by enrolling in MyHumana.com.

- Get rewarded for the healthy things you do such as getting a flu shot, receiving health screenings, attending a CPR class, exercising, taking a health assessment, attending approved educational classes and more!
- The more you do, the more you can earn!

Register at
 MyHumana.com by
 November 30 to be eligible to
 win one of three
 mini iPads!

Here's How to Get Ready...

Step 1

Registering is easy at MyHumana.com. Once registered, keep your User ID and password in a safe place where you can retrieve it. You will need it again to log onto Vitality! **Already registered?** Log on and update your profile to be eligible to win.

- Have your Humana ID card ready
- Go to www.MyHumana.com
- Select "Register" at the top of the page (if you have already registered, you will automatically have access to Vitality on January 1)
- Choose "Member all other plan types"
- Fill in some basic information (member ID #, date of birth, zip code, email address) and click "next"
- Create a User ID, password, and security prompt then click "next" to finish
- Any dependents on your plan will be eligible for Vitality so have them register at www.MyHumana.com also
- **Remember to make note of your User ID and password so you remember it when you log in next time!**

Step 2 (optional)

Download the MyHumana App (optional but recommended)

- Download the MyHumana Mobile app from your app store. Search "MyHumana" in the Google Play or App Store.

Living Healthy Has Its Rewards

SMART START Newsletter
Produced by Risk Management - Christina Kempf, Employee Wellness Coordinator November 14, 2014

In this issue:
 Financial Fitness Challenge
 Health Matters at Work
 Humana Vitality
 October Target Health Winners
 Diabetes Prevention Program
 Cornbread and Sausage Stuffing
 Aspire Lifesaving App
 At-Risk for Diabetes?
 Note the Quote
 Get Real About Spending

Financial Fitness Challenge
 There is still a little over a week to complete any remaining classes within the Financial Fitness Challenge that you have started. The deadline to finish is November 21 at midnight. Those that complete the full course with a 70% will be eligible for the stock drawing. Please note, the stock drawing has been moved to **December 3** and winners will be notified by email on that date. Go to www.FFCProgram.com to access the courses. Any tech questions should be directed to support@educatedinvestor.com.

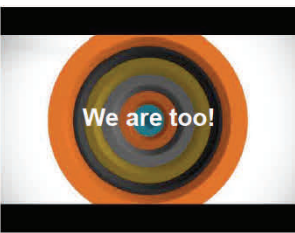
Please share this information with staff who may not have computer access!

Health Matters at Work
 Health Matters at Work is an award-winning web and workplace-based health initiative that the PCS Wellness Program has partnered with to expand our resources. It is designed to help businesses, employees, and their families access and use the credible health information, resources and support of the nation's most respected health charities. The site offers 4 main components:

- ★ Charity Locator: Find local and state charities for numerous different health conditions. Community Health Charities take the guess work out of figuring out which charities use their funds wisely by only allowing those that spend less than 25% on administrative costs and fundraising on their website. This information is evaluated yearly. This makes the Charity Locator useful for finding a charity you may be in need of or for a charity you may want to donate time or money toward.
- ★ Community Connections: Support groups, programs and services provided by health charities can be found here. Ex: Diabetes Bag of Hope, Workplace Weight Loss Program by American Diabetes Association, etc.
- ★ Resource Library: Numerous resources that provide credible health information on topics from Alzheimer's disease to cancer to multiple sclerosis to obesity and much more.
- ★ Podcasts & Webinars
- ★ Health Alerts: A monthly newsletter is available for those interested.

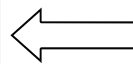
www.healthmattersatwork.org/pcsb

Ready to **EARN REWARDS** for **HEALTHY BEHAVIORS?**



The Humana Vitality Rewards program starts **January 1**.

Go to www.pcsb.org/Vitality to learn more. Plus watch for more information to come in December and in 2015!



Humana Vitality

Earn rewards for healthy behaviors
 PCS cares about our employees health and well-being.
 Take part in this exciting new program by enrolling in MyHumana.com.

- Get rewarded for the healthy things you do such as getting a flu shot, receiving health screenings, attending a CPR class, exercising, taking a health assessment, attending approved educational classes and more!
- Rewards program available to all PCS employees, spouses and dependents with Humana medical insurance.
- The more you do, the more you can earn!



Here's How to Get Started...


Step 1 - Register on MyHumana.com. Already registered? Log on and the Vitality tab will appear.


- Have your Humana ID card ready
- Go to www.MyHumana.com
- Select "Register" at the top of the page (if you have already registered, you will automatically have access to Vitality on January 1)
- Choose "Member all other plan types"
- Fill in some basic information (member ID #, date of birth, zip code, email address) and click "next"
- Create a User ID, password, and security prompt then click "next" to finish
- Any dependents on your plan will be eligible for Vitality so have them register at www.MyHumana.com also
- Remember to make note of your User ID and password so you remember it when you log in next time!
- For assistance, contact member Services on the back of your Humana Medical card.

Step 2 (optional)
 Download the MyHumana App (optional but recommended)

- Download the MyHumana Mobile app from your app store. Search "MyHumana" in the Google Play or App Store.

 Once registered on MyHumana.com, request a Vitality HealthyFood card which allows you to save up to 10% on healthier food purchases at Wal-Mart!



Above: HumanaVitality pre-launch advertisement in SMART START Wellness Newsletter.

Right: The cover of the 8-page handout detailing the HumanaVitality program that all staff attending the overview received.

After just a few reps with your mouse, you'll be ready for the **HumanaVitality** program.



Complete your **HumanaVitality** Health Assessment and start earning rewards.

- Register or log into **MyHumana.com**
- Start with a 10-minute online **Health Assessment**
- Earn **1,250 Vitality Points** for completing by March 31, 2015!
- Start shopping in the **HumanaVitality mall**

Do it for yourself and the ones you care about.




Above: Poster sent district wide promoting the first step of HumanaVitality...the Health Assessment.

FREE HumanaVitality Check!

Date: March 16, 2015
Time: Appointment times provided at check-in
Location: Cafeteria



The screening covers:

- ♥ Height
- ♥ Weight
- ♥ BMI
- ♥ Glucose
- ♥ Waist Circumference
- ♥ Blood Pressure
- ♥ Cholesterol - Total, HDL, LDL, Triglycerides

Open to ALL Food Service employees with PCS Humana Medical insurance.

Bring your PCS Humana medical card with you at the time of the screening.

Mini Conference HumanaVitality To-Do Checklist

☆☆ Attending these events will help you get a discount on your 2016 health insurance! ☆☆☆

- ☑ Attend a HUMANA VITALITY OVERVIEW. This is the Vitality101 class everyone needs to get started with earning points! LOCATION: Media area.
- ☑ Get a VITALITY CHECK. Appointment times provided at check-in. Worth 2000 points plus within normal range! LOCATION: Cafeteria.
- ☑ Complete your HEALTH ASSESSMENT, get your Vitality Age and set goals plus help logging 1250 points today! Order a pedometer that day if you want to get started on a fitness goal. LOCATION: Computer lab.
- ☑ BONUS!!!! Those staff who attend all 3 sessions are eligible for multiple drawings at the end of the day after the last speaker. Must have checked staff in PINK at the 3 separate sessions. Must be present to win.

HumanaVitality Follow-Up Event!

Don't let the 2016 Health Insurance Premium Credit (\$200-\$400) and other rewards pass you by!

Date: Wednesday, April 21
Time: 11:45am - 2:45pm
Location: Boca Ciega Computer Lab

Do you need help with...

- ♦ Logging onto MyHumana.com to access HumanaVitality
- ♦ Completing your health assessment
- ♦ Completing a Vitality Check
- ♦ Setting your goals
- ♦ Syncing a fitness device
- ♦ Learning how to submit documentation for activities
- ♦ Learning how to spend your Vitality Bucks
- ♦ Determining how many points you need to get to silver status
- ♦ Determining if you are eligible for Weight Watchers
- ♦ A general overview of the Vitality program
- ♦ Ideas on how to reach silver status...and MORE!

No Appointment Necessary



Above: Every Vitality Check had a customized flyer for the event.

Right: A few events that had the HumanaVitality overview and the screening asked to have an additional follow-up to ensure their employees had all their HumanaVitality questions answered.

Pinellas County Schools Humana Vitality Update



Dr. Grego is one of the first to get his Vitality Check, one of the key components of HumanaVitality. Together the Vitality Check and the Health Assessment, an online wellness questionnaire, provide a snapshot of your Vitality Age, which indicates if your body is living younger or older than your actual age based on your lifestyle and habits.

A Giant Leap Forward for Pinellas County Schools

Pinellas County Schools has had an award-winning wellness program for several years and this year, starting January 1, 2015, Humana is offering the HumanaVitality program which offers incentives for employees with PCS Humana medical insurance who actively participate in managing their health. HumanaVitality rewards healthy behavior and meets each individual where they are on their personal wellness journey, regardless if they are just beginning with one simple positive change in behavior or have been passionate about wellness for years. The Vitality program has been in existence for over 21 years and over the years, numerous individuals have made significant lasting changes to their health, resulting in even greater rewards than incentives one can get through the HumanaVitality mall.

Why Vitality? Why Now?

Each year, the PCSB faces significant increases on medical claims cost and some of that gets passed down to our employees. Until 2015, there has not been a wellness program significant enough to motivate our employees to really take control of their health and wellbeing. We have been searching for a program large enough to impact employees and their families and help get medical claims in control. While we still may see increases in the future as we begin this journey, the hope is that with a few years into HumanaVitality, there will be enough employees, spouses, children and retirees on board and making healthy decisions that we will see claims begin to go down. For years, we have had very few staff getting annual exams, age appropriate screenings, and a limited number participating in other healthy activities. The undetected medical conditions are more costly to both the district and employees. The faster we can regain a healthy population, the faster everyone will see the savings. This program, with the Vitality rewards and the insurance premium reduction incentive fairly rewards those employees who take the time to engaged in their own health and wellness, a win-win for everyone.

Healthy Habits Earn Big Rewards

With the PCS HumanaVitality Program, there are BIG Guaranteed Rewards PLUS additional chances to win!

- BIG REWARD #1 - Health insurance discount from \$200-\$400 in 2016 depending on your plan by earning enough points to get to silver status. (More info on silver status on page 2)
- BIG REWARD #2 - Rewards on the Vitality Mall (available as soon as you take the health assessment). Points can be saved for up to 3 years or spent as they are earned.
- CHANCE TO WIN - Ultimate Family Florida Theme Park Vacation, valued at \$16,000. See contest details on MyHumana.com.
- CHANCE TO WIN - Monthly Jackpot drawing. Prize values range according to your status range. Automatic entries each month - several from PCS have already won!

Above: A HumanaVitality Update was produced and emailed mid way through the launch.

When you make a **HEALTHY DECISION** with HumanaVitality, feeling **GOOD** isn't your only **REWARD**.

I walked for designer shoes.



Earn fitness points daily under the Get Healthy tab, My Goals.

I got movie tickets for my screenings.



Earn points for screenings such as dental, vision, mammograms, prostate exams, colorectal exams, pap/pelvic exams.

I got more GREEN when I achieved SILVER STATUS.



Earn the insurance reduction in 2016 when you reach Silver Status by August 31, 2015.

Rewards not limited to above example. Visit MyHumana.com and explore the HumanaVitality Mall for additional rewards such as **MACYS**, **TARGET**, and **amazon** gift cards, fitness devices, apparel, **Apple** devices, and more.

Humana Vitality **SMART**

Above and below: The HumanaVitality incentive poster was converted to a postcard and used for a direct home mailing.



This year, it's all about SILVER...

Earn Silver Status Over Summer! (and get rewarded for it!)

PCS has partnered with award winning HumanaVitality to bring you an exciting life-changing and health-improving program FREE to you, your spouse and your dependents.

Earn REWARDS: For participating in HumanaVitality, you can earn rewards such as gift cards to Target, Macy's, Amazon and iTunes, fitness devices and apparel, movie tickets, Apple products or gift your rewards to charitable organizations. In addition to the rewards, if you submit your activities and earn Silver Status by **August 31, 2015**, you will also receive a premium credit on your 2016 insurance! Credit for single coverage is \$10/pay (\$200/year), employee + spouse is \$15/pay (\$300/year), employee + child/ren is \$15/pay (\$300/year) and family coverage is \$20/pay (\$400/year). Additionally, Humana holds a monthly Vitality jackpot drawing and anyone at bronze level or higher is eligible to win. Prizes vary depending on your status level with prizes increasing in value as your status level raises. Several PCS employees have already won.

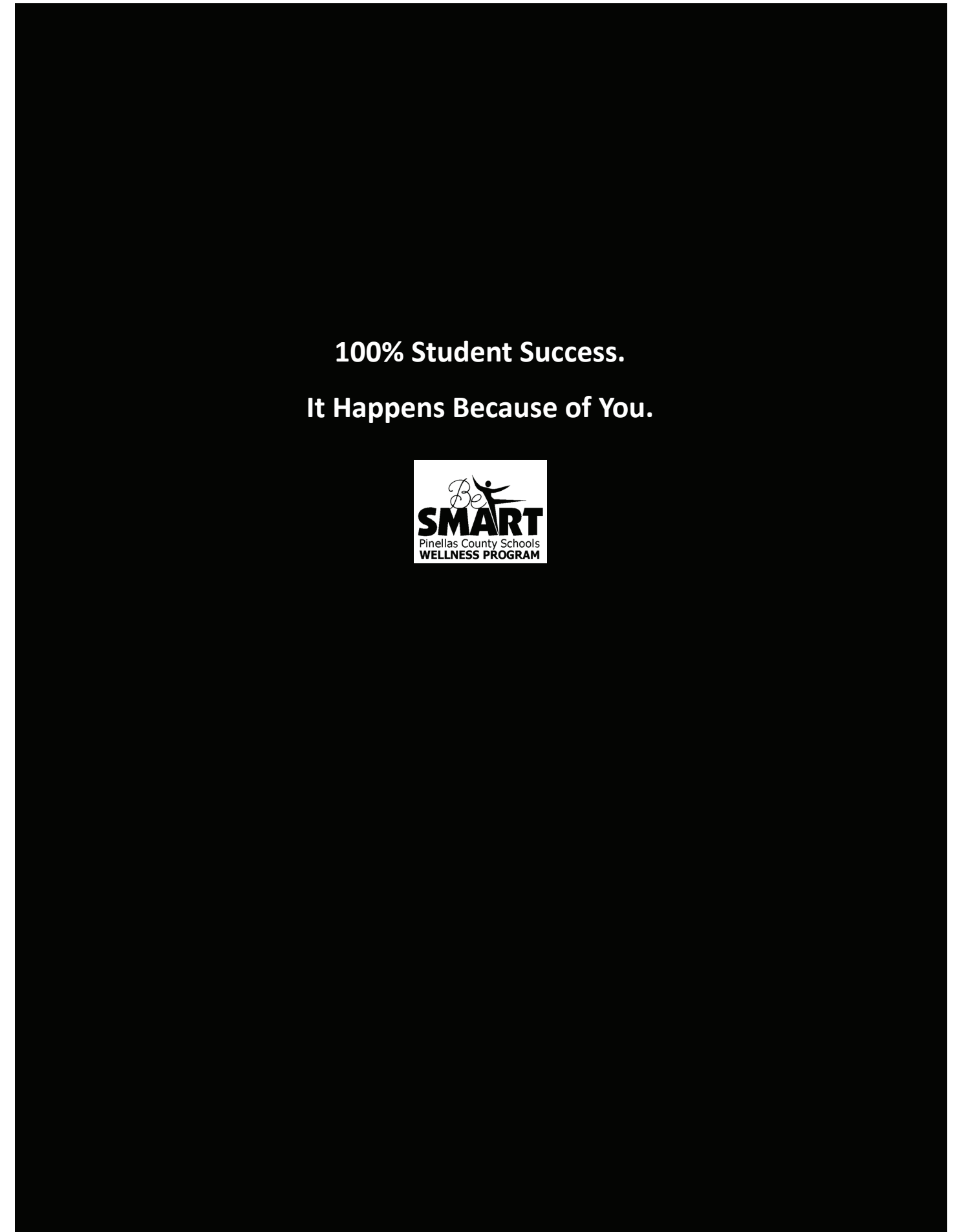
Get STARTED and Get HEALTHIER. For more information about the program, go to www.pcsb.org/Vitality. To get started or continue earning rewards, go to www.MyHumana.com.

Humana Vitality **SMART**

Above: The postcard above was sent to employee mailboxes.



Left: A humorous HumanaVitality "infomercial" video was produced using all PCS employees. It can be viewed at www.pcsb.org/Vitality.



100% Student Success.
It Happens Because of You.

