Date: April 5, 2018
To: Joint Labor-Management Benefits Committee
From: Staff
Subject: LIVEwell Wellness Program Update

RECOMMENDATION
That the JLMBC (a) receive and file staff report regarding LIVEwell Wellness Program (LIVEwell) developments, updates, and activities; and (b) approve an expenditure of up to $8,000 from the Employee Benefits Trust Fund/Wellness sub-account to fund a LIVEwell Wellness Festival in June 2018.

DISCUSSION
Engagement Plan Update
Staff has updated the 2018 Strategic Engagement Plan (below) by continuing the successful strategy of addressing all four building blocks and City-specific objectives, such as the Diabetes Awareness Campaign, coordinated with national observances and leveraging partner resources. In addition, the 2018 plan has been enhanced by several new events, expanding the offering and adding more variety to the calendar. This strategy should multiply the program’s appeal and attract more employee participation.

Staff continues to foster participation and drive change with a methodical build of the program. While the first year focused heavily on awareness and education, this year shifts toward participant action. Staff worked with partners to identify more interactive, live and physical activity events. Those activities include clinics (Massage and Vision Pop Ups), demonstrations (Healthy Cooking Chef Demonstration and Relaxation Techniques For Stress Management Live Webinar), an additional online nutrition program and three festivals (the LA County Joint Event presented at the March 22, 2018 JLMBC meeting as well as the LADOT Health Fair and LIVEwell Wellness Festival, both detailed below).
### Education Classes and Webinars

March is National Nutrition month so the LIVEwell monthly education email and webinar (attended by 44 employees) focused on nutrition. Employees identified “Eating Healthy On A Budget” as an important theme they needed information on during the 2017 Employee Wellness Survey. Staff worked with Kaiser to develop this custom content created for the City. The topic was also presented in person at four City locations (City Hall, Figueroa Plaza, Public Works and Garland) with a fifth location – Marvin Braude – planned for late March.

At the same time, the Diabetes Awareness effort continued with classes on that topic presented at five more City locations (Hyperion Treatment Plant, Personnel, Police Administration Building and two Los Angeles World Airports locations). Staff continues to work with local liaisons and stakeholders to promote all events. See Attachments A-D for materials.

For the period February 16 through March 22, 2018, 13 classes were held at 9 locations, with 228 employees having attended these classes. Following is the chart showing the distribution of attendees by location:
LADOT Health Fair
Staff is working with the Los Angeles Department of Transportation (LADOT) to support its Health & Wellness Week in three ways. Staff has scheduled Kaiser to present a Healthy Habits Class. LIVEwell will have a booth at the fair at the CalTrans Building on March 28th with 300 employee attendees expected. Staff has also provided a LIVEwell Raffle Prize (a gym bag full of LIVEwell wellness merchandise). This is an ideal example of a department stakeholder partnership and staff will continue to look for additional opportunities with other stakeholders in the future.

LIVEwell Wellness Festival
In keeping with the Strategic Plan, staff is preparing for the official LIVEwell Program launch event. Staff has vetted locations and determined that City Hall Plaza South is best suited for the event in terms of proximity to employees, cost, amenities, vendor partners and overall ease of execution. Staff is planning on a June lunchtime event with a multitude of City partners, stakeholders and Employee Benefits Division participants all addressing our four wellness building blocks (Prevention, Nutrition, Physical Fitness, and Stress Management). Below are the proposal details and estimated budget.

**Date & Time:** Tuesday, June 26th 11:00 a.m. – 1:00 p.m.  
**Location:** City Hall South Plaza
Goal: Introduce Keeping LAwell members to the LIVEwell wellness program services, Employee Benefit Division, and partner resources, while establishing the program as a valued resource in order to encourage participation and foster behavior change.

Objectives:

- Drive awareness of the LIVEwell program and educate employees on the benefits of participation.
- Foster the culture of wellness by conveying the City’s commitment and creating an opportunity for employees to experience the program, resources, and community associated with LIVEwell program and other employee benefit resources.
- Encourage employee participation in the program by making practices, resources and tools accessible, engaging and useful.
- Address each of the four LIVEwell building blocks in a unique way that engages and resonates with employee members.
- Introduce members to Benefits Division staff and resources in order to inform and encourage utilization, as well as drive satisfaction.

Primary Elements:

- Employees will be encouraged to pre-register one month in advance to help quantify attendance ahead of time and build awareness and excitement for the event. Once registered, employees may check in at the event to receive a wellness gift and be entered to win a $100 gift card with five winners overall. All other attendees will receive a LIVEwell recyclable grocery/tote bag upon entry.
- Employees will be encouraged to visit booths by participating in a scavenger hunt. At registration, they will receive a card with each booth represented on it. Then when they visit each booth, they will receive a stamp on the card. If they get at least 10 stamps (half of the total booths) they will be entered in to a drawing for a $100 gift card, with five winners overall.
- Booths – there will be up to 20 booths; each booth will have a dedicated theme (see following). Each booth will have a raffle and/or provide giveaways. Staff is investigating the possibility of having vendors give away packaged snacks such as water and energy bars. Vendors will also provide materials on programs and resources.
  - Event Check In: Employees will be greeted by the LIVEwell Team at the Check In Booth. Employees sign in (which includes a release of liability on the Sign In Sheet). They will show their City identification and receive a wristband that will need to be shown at all event booths. They will also receive a LIVEwell gym bag or recyclable grocery bag, as well as wellness materials such as program calendars.
  - LIVEwell Booth: presenting the wellness program and promoting events, particularly the LA County Joint Event.
  - Benefits Division Teams (See below for RETIREwell/Deferred Comp) – connecting employees with health & wellness resources, including:
    - CHOOSEwell – Staff and carrier advocates to answer questions.
    - COMMUTEwell – Staff with new brochure and sign up for Rideshare, Vanpool, etc.
  - Carrier Partners – each will have a theme that supports the LIVEwell program mission and building blocks, along with benefits materials, resources, apps.
    - Wellness Coaching – Wellness: “Joint Booth” with Kaiser and Anthem.
- Kaiser – Prevention: Health Screenings.
- Anthem/Vivity/Heal – Stress Management: Chair Massage; Nutrition; Prevention: House Call Service.
- Delta Dental – Prevention: (exams and behaviors) with toothbrushes and red dots for diagnosing brushing effectiveness.
- MHN – Stress Management: Ergonomics/stretching.

  - Other Stakeholders and Partners
    - (City) Rec & Parks – Physical Activity: Department program/event information.
    - (City) Animal Services – Stress Management: Petting Zoo.
    - American Diabetes Association – Prevention: Nutrition.
    - American Heart Association – Prevention: Blood Pressure Testing.
    - Jenny Craig and Weight Watchers – Nutrition.
    - Gyms, e.g., 24 Hr Fitness and LA Fitness – Physical Activity: City discounts; Equipment demonstrations
    - LACERS staff and Deferred Compensation Plan staff providing retirement and financial wellness program information.

- LIVEwell Game “Arena” – Physical Activity/Exercise: Giant outdoor games including Inflatable Bowling and Ring Toss, with wellness prizes.

- Live music (via band or DJ)

**Promotion & Communications Plan Overview:**

- Two months prior: Staff will pursue an action from elected officials promoting “City LIVEwell Wellness Day.”
- One month prior:
  - Outreach (via memos, emails/invitations, and newsletters) to key stakeholders, e.g., JLMBC, labor organizations, HR Liaisons/Department Contacts, and Champions.
  - All City Email Announcement: Save the Date with Pre-Registration.
  - Announcements:
    - Posted on Keeping LAWell website.
    - Newsletters: Personnel, LACERS.
    - At all LIVEwell Events that month.
  - Flyers
    - Attached to all LIVEwell Communications that month.
    - Distributed at all LIVEwell Events.
    - Posted as noted below.
  - Create a LIVEwell Wellness Festival Social Media account and post as needed.
- Two weeks prior:
  - Send All-City email reminder.
  - Post flyers in all local buildings (City Hall, City Hall East, Police Admin, LADOT).
- One week prior:
  - Send All-City email reminder.
  - Send reminder to all key stakeholders, e.g., HR Liaisons/Department Contacts and Champions.
  - Day of the event: Send All-City email reminder.
Budget: Below is the estimated budget, based on 675 participants (see below), or 25% of the estimated local employee population (2,600) plus 25 guests.

<table>
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<tr>
<th></th>
<th>Source</th>
<th># Participants or items</th>
<th>Cost per item</th>
<th>Subtotal</th>
<th>Estimated Total</th>
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<tr>
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<td>Booth Attendance Cards</td>
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**TOTAL ESTIMATED COST:** $5,487

The estimated cost assumes attendance of 650 City employees and 25 guests. Actual costs may be somewhat higher or lower depending on actual event participation. Since the City has not previously participated in an event like this, projecting attendance is challenging. The estimated 650 employee participants represents what staff regards as a reasonable projection of attendance, based on research that suggests that 25% of a local employee population will be in attendance at a “health fair,” and 2,600 employees work in nearby buildings (City Hall, City Hall East, Police Administration Building and LADOT CalTrans Building).

Staff recommends that the JLMBC approve an expenditure of up to $8,000 out of the Employee Benefits Trust Fund Wellness Reserve Account to hold the LIVEwell Wellness Festival in June 2018. This amount should be adequate to cover all costs. Lower participation will result in lower costs. If costs are lower, the amount paid will not exceed actual costs incurred. In the unlikely event that participation is significantly higher and additional funding is needed, staff will return to the JLMBC with an additional funding request.
March is National Nutrition Month. So here’s help for Eating Right On A Budget.

Getting the most nutrition from your food budget isn’t as hard as you might think. There are many ways to save money on healthy foods. Here are some tips for Eating Right On A Budget.

Plan before you shop.
Before you go to the store, plan your meals and snacks. Review recipes and make a list of the items that you need. You’re less likely to buy extra items not on your grocery list.

Buying in bulk is often cheaper.
So buy bulk, double a recipe and freeze extra portions to use later in the week. It will also save you time in the kitchen all week long.

Compare unit prices.
In store, compare different brands as well as different sizes of the same brand to see which has a lower unit price. This is the true cost of the item by weight or volume.

Use nutritious, low-cost foods.
Many foods can be less expensive overall, such as: beans, peas, and lentils; sweet or white potatoes; eggs; peanut butter; canned salmon, tuna or crabmeat; grains such as oats, brown rice, barley or quinoa; and frozen or canned fruits and vegetables.
Shop fresh fruits and vegetables in season.
Fresh fruits and vegetables that are in season are usually easier to get and less expensive. Your local farmer’s market is a great source of seasonal produce.

Cook more, eat out less.
Many foods prepared at home are cheaper and more nutritious. Be careful of convenience foods, like frozen dinners, pre-cut vegetables and instant rice or oatmeal, which may cost more than homemade.

Watch portion sizes.*
Eating too much of any food can add up to extra dollars and calories. Use smaller plates, bowls and glasses to help control portion sizes. Note: The number of calories you need to consume varies by gender, age, and activity level.*

*Not sure what a portion (or serving) size means for you? See the attachments for details.
Healthy food doesn’t have to be expensive!

Join the Eating Right On A Budget Webinar tomorrow, March 7th, at 12:00 p.m.

Are seasonal foods cheaper?
Does portion size impact your food budget?

Learn strategies for eating healthy on a budget, including saving money on food costs, as well as shopping, preparing, cooking and storing healthy foods.

Registration is not required so click here to join the webinar and enter password livewell2018.
Healthy food doesn't have to be expensive!

Join the

Eating Right On A Budget Class

Thursday, March 8th
12:00 p.m. – 1:00 p.m.
At City Hall East
Controller Room 351

Learn strategies for eating healthy on a budget, including the impact of portion sizes, plus saving money on shopping, preparing, cooking and storing foods.

Register at kp.org/wellnessevent, signup code LIVEnowell*

*This is not a Kaiser Health Plan site or account. All Anthem and Kaiser members are eligible.
Get a step ahead!

Know your diabetes risk and solutions.

Are you at risk? This interactive, Diabetes Prevention Class will help you understand your risk and provide tips on how to minimize your risk.

<table>
<thead>
<tr>
<th>Building &amp; Address</th>
<th>Date</th>
<th>Room</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyperion Treatment Plant</td>
<td>3/13/2018</td>
<td>Multipurpose Room, Service Maintenance Facility</td>
<td>12:00 p.m. - 1:00 p.m.</td>
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<tr>
<td>12000 Vista Del Mar, Playa del Rey</td>
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</tbody>
</table>

Register at kp.org/wellnessevent, signup code LIVEdell

*This is not a Kaiser Health Plan site or account. All Anthem and Kaiser members are eligible to attend.