Date: September 5, 2019
To: JLMBC
From: Staff
Subject: LIVEwell Program Update

RECOMMENDATION
That the JLMBC (a) receive and file (1) report regarding LIVEwell Program activities and updates for August 2019 and (2) staff analysis and evaluation of the 2019 annual employee wellness survey results; and (b) approve funding of $21,620 from the Employee Benefits Trust Fund/Wellness sub-account for the 2nd Annual Joint LA City/LA County Family Fitness Event (Rock N’ Stroll) at Griffith Park on September 21, 2019.

DISCUSSION

A. Engagement and Activities Update

(1) Communications

On August 1, staff sent a Citywide email announcing the launch of the new wellness online member portal, LIVEwell.la (Attachment A). The email provided a brief description of the new online resource, including instructions on how to register an account and the various features of LIVEwell.la.

(2) Regular Events: Education Classes, Clinics, and Webinars

Education Classes
In August, staff coordinated with LACERS and the City’s Deferred Compensation Plan (DCP) to present an Aging Well class for City employees. The class focused on the many facets of wellness, including nutrition, physical and financial health, stress management, and the prevention of chronic disease. In addition, LACERS and DCP representatives were in
attendance to discuss how their respective programs could improve financial wellness. Staff advertised the classes through targeted email announcements at each individual building location (Attachment B). A total of 209 employees attended the classes. The chart on page 1 indicates the distribution of attendees by location.

In addition, on Saturday, August 3rd, LIVEwell staff and Limeade onsite engagement specialists participated in a joint DCP/LACERS Financial Wellness half-day seminar for active and retired employees held in Ontario, CA. Seminar topics included the market and economy, budgeting, estate planning, and protecting oneself from identity theft and scams. A total of 147 participants attended the event. The event was well received by employees and all agencies plan to partner again to offer more events in a variety of locations.

**Clinics**

In July and August, staff coordinated with the LAwell Program’s vision benefits service provider, EyeMed, to provide **vision pop-up clinics** at four City locations. Staff advertised each clinic through targeted email announcements at each individual building location (Attachment C). The schedule of clinics was as follows:

1) Figueroa Plaza – July 8 to July 12
2) Central Library – July 15 to July 19
3) Public Works – July 22 to July 26
4) City Hall East – July 29 to August 2

The clinics were attended by a total of 239 employees. The chart to the right indicates the distribution of attendees by location. Staff is currently working with EyeMed to schedule vision pop-up clinics in 2020.

**Webinars**

In May, staff coordinated a **Super Foods and Super Moods** webinar which provided information to employees on pairing super foods with simple exercises to live a healthier, longer life. The webinar was attended by eight employees.

(3) **Engagement Results**

As previously reported, as of June 30, 2019, fiscal year 2018-19 total member engagements reached **10,971**, surpassing the established annual goal of 6,000. Staff is currently evaluating the capabilities of the new wellness online member portal, LIVEwell.la provided through Limeade to measure and track member engagements prior to establishing a fiscal year 2019-20 goal and will provide an update in the next monthly wellness report.
(4) Special Events

LIVEwell Local
In August, staff participated in two LIVEwell local events to promote the new LIVEwell.la member portal. On August 22, staff provided 30 new employees at the Police Department’s new employee orientation with an overview of the LIVEwell Program and encouraged employees to register their account on LIVEwell.la. Staff also coordinated a LIVEwell table in the Harbor Department’s cafeteria during lunch hours, and engaged with 91 Harbor Department employees regarding LIVEwell.la.

B. Joint Los Angeles City/County Family Fitness Event (Rock N’ Stroll)
As previously reported, the LIVEwell program is partnering with LA County for the second year to co-sponsor a joint family fitness event called Rock N’ Stroll on Saturday, September 21, 2019, at Griffith Park. The four-hour annual event is free for City and County employees and their families and friends. This event supports a key LIVEwell strategy of building a culture of wellness and family support of a healthy lifestyle. This event also offers the following benefits:

- Attracts new users to the LIVEwell program with value-added activities.
- Provides an opportunity for employees to try healthy practices in a friendly environment.
- Promotes and provides additional access to benefit service provider resources.
- Grows LIVEwell brand awareness and recognition, including the new online member portal, LIVEwell.la.
- Gathers additional insights into what program elements promote employee participation, such as weekend scheduling, family events, and different activities like hiking.

Staff has developed a comprehensive event day implementation plan and identified volunteer needs to be two shifts of five hours each. Staff will secure 10 volunteers total. Staff has also sourced and ordered merchandise for giveaways. Separate raffle prize drawings for LA City and LA County will be conducted. Staff met with LA County on August 14 to conduct a walk-through of the Griffith Park event space and finalize details of the event. The estimated cost of the event is $43,240 and is split evenly between LA City and LA County. Accordingly, staff recommends the Committee approve funding of $21,620 for the Rock N’ Stroll event at Griffith Park on September 21, 2019.

C. 2019 Annual Employee Wellness Survey Results and Analysis
LIVEwell’s third annual Employee Wellness Survey opened on April 15, 2019, and was available to employees until April 28. The survey closed on May 6, 2019. Staff has completed its review of the survey responses and the analysis of the results is presented in further detail below.

Employee Wellness Survey Background and Objectives
In 2017, the LIVEwell Wellness Program (LIVEwell Program) conducted its first member survey, which provided critical information about member behaviors, perceptions, and preferences and also set a baseline on key data points to benchmark and measure LIVEwell Program progress going forward. In
2018, the survey was expanded to gauge the progress of the LIVEwell Program in driving awareness and utilization and obtaining a deeper understanding of member health and wellness interests, practices, and preferences to refine program elements, better engage employees, support participation, and achieve behavioral change. In 2019, the goal of the survey was to continue to evaluate the LIVEwell Program’s ongoing progress in terms of participation, satisfaction, and behavioral change.

2019 Employee Wellness Survey Objectives and Design

The objectives of the 2019 wellness survey included the following:

- Benchmark the data and track changes versus the 2017 and 2018 Employee Wellness Surveys to document progress in wellness practices, particularly preventative practices, and identify obstacles to behavior change
- Gather further insights into employee interests in order to refine LIVEwell Program elements
- Identify opportunities for improvement in wellness awareness, interest level, and readiness
- Assess value of LIVEwell Program content

The survey was comprised of 36 questions. Key survey topics included:

- Health status and health interest/priority
- Habits (exercise, diet/eating, sleep)
- Frequency of prevention visits/health monitoring habits (annual exams)
- LIVEwell Program awareness and participation to date
- LIVEwell Program topics/interests

2019 Wellness Survey Participants

Staff received a comprehensive representative sample of employee members responding to the survey as follows:

- **Overall Number of Respondents:** There were a total of 2,141 total participants that responded to the survey compared to 3,200 participants in 2018. The decrease in the number of survey participants may be largely attributed to the shorter amount of time that the survey was open compared to 2018 which provided an additional month for participants to respond. Moving forward with next year’s survey, staff will evaluate the amount of time necessary to conduct the survey that will provide for an optimal number of participant responses.
- **Departments:** All departments, except one small department were represented with the largest share of total participants from Airports (9.9% vs. 13.7% in 2018), followed by Public Works, Sanitation (9.19% vs. 7.6% in 2018), Library (7.1% vs. 13.6% in 2018), Recreation and Parks (5.7% vs. 5.2% in 2018), Public Works, Engineering (5.2% vs. 4% in 2018), and Personnel (5.2% vs. 5.1% in 2018).
- **Unions:** Almost all labor unions were represented, with the largest share of the total participants from EAA (33.2% vs. 28.2% in 2018), AFSCME (24% vs. 28.4% in 2018), and SEIU (14.5% vs. 15.1% in 2018).
Participants were given the option to choose “I prefer not to answer” for the demographic questions, yet few (2% to 7%) did, which was the same as 2017 and 2018. The survey received a diverse demographic sample of employee members with a small shift in some factors below.

- **Age Groups:** The largest group continues to be the 45-54 age band (27.6%) with those ages 22-34 now representing the second largest group (22.2% vs. 19.5% in 2018) and 55-64 years dropping to third (22% vs. 21.8% in 2018). The 35-44 age group represents the fourth largest group at 20%.
- **Gender:** This year, 60.9% of the respondents were female vs. 58.8% in 2018.
- **Marital Status:** This year, 50% were married/domestic partnership vs. 52.2% in 2018.
- **Children:** This year, 51% of participants have children vs. 54.7% in 2018.
- **Ethnicity:** Participant ethnicity remained the same as in 2018 with Hispanic/Latino continuing to represent the largest group (28.6% vs. 28.7% in 2018), followed by White (27% vs. 27.5% in 2018), Asian (21.3% vs. 19% in 2018), Black or African American (16.1% vs. 16% in 2018), Native Hawaiian or Other Pacific Islander (2.5% vs. 2.7% in 2018), American Indian or Alaska Native (1.3% vs. 1.6% in 2018), and Other (4.2% vs. 4.6% in 2018).
- **Internet Access:** More participants reported accessing the internet via phones (77.7% vs. 74.5% in 2018) and via a wristwatch (6.5% vs. 5.7% in 2018).

2019 Employee Wellness Survey Key Findings

A summary of the wellness survey key findings based on each survey topic is provided below.

1. Health status and health interest/priority

   - Employees continue to report that they are less satisfied with the current status of their health, declining from 27.9% in 2017 to 23.5% in 2018 to 21.8% in 2019.
   - In addition, the percentage of employees reporting that they are in the process of making a change increased by 2.5% from 38.5% to 41% in 2019.
   - The percentage of employees indicating that they need help making a change increased from 11.7% in 2018 to 12.4% in 2019.
   - The top three health interest/priority topics that employees are interested in remained the same from 2018 to 2019 as follows: 1) Getting more physical activity; 2) Losing some weight; and 3) Improving eating habits.

   **Implications:**

   - Awareness is the first step in change/adoption so the wellness program should continue its efforts to grow awareness to increase employee participation in the wellness program and motivate behavior change. Constant awareness through regular communication keeps wellness and healthy behaviors top of mind for employees.
   - The launch of the new LIVEwell.la member portal provides increased opportunities to encourage employee participation in the wellness program beyond the current wellness program offering of wellness seminars, clinics, webinars, and one-time physical challenges.
The LiVEwell.la member portal provides employees the ability to join team challenges with coworkers, work on nutrition, sleep, weight loss, or any health goals through an array of various wellness activities that could be personalized based on the employee’s user preferences, and earn points and rewards for completing various types and levels of wellness activities. Staff will continue its efforts to grow awareness to increase employee participation of the new LiVEwell.la member portal as discussed in further detail below.

- The wellness program continues to provide an array of wellness activities to address employee’s top three health interest/priority topics through physical challenges such as the walking challenge, educational seminars and webinars providing useful information and practical tips on healthy behaviors, and healthy cooking demonstrations (new in 2019). The wellness program will continue to provide these program offerings while the new LiVEwell.la member portal will provide increased opportunities for employees to get more physical activity, lose weight, and improve eating habits by “gamifying” their wellness experience through various activities that allow employees to earn points and rewards in support of their health and wellness goals.

2. Habits (exercise, diet/eating, sleep)

- Physical Activity (exercise) – The percentage of employees reporting that they exercise the recommended 20 minutes at least three times per week dropped from 45.1% in 2018 to 42.6% in 2019 while the percentage of employees not exercising regularly increased from 30.3% to 31.7%. Those who reported that they don’t have enough time to exercise remained the same at 15.3%.
- Nutrition (diet/eating) – While most employees reported that they are eating some fruits and vegetables, just 16.4% (slight increase from 16.3% in 2018) are getting the recommended number of cups of fruits and vegetables per day.
- Stress management (sleep) – More employees reported that they get 6 hours or more sleep (64% in 2019 vs. 62.6% in 2018) while less employees reported they get less than 6 hours of sleep (36% in 2019 vs. 37.4% in 2018).
- Stress management (sleep) – Two new questions were added to the 2019 survey to measure employee’s stress levels. About 63.7% of employees report that they have some/moderate stress but it’s manageable or that they are stress-free while 21.6% of employees report that they have moderate/a lot of stress and that at times it is not manageable. About 63% of employees reported that their stress level was about the same or less than last year while 32% reported that their stress level was more than it was last year.

Implications

- Physical Activity (exercise) – Emphasizing physical activity, particularly with practical tips that employees can incorporate into their regular day, such as the Take the Stairs Campaign, will continue to support active employee lifestyles.
- Physical Activity (exercise) – The new LiVEwell.la member portal is a powerful tool to continue to emphasize and promote the importance of physical activity. LiVEwell.la provides a database of over 400 activities and resource topics, including many physical activity challenges that employees can participate in within an individual or group setting and earn points and
Additionally, LiVEWell.la provides the ability for the wellness program to spotlight and coordinate multiple physical activity challenges. This capability provides wellness program staff with increased opportunities to coordinate multiple Citywide challenges simultaneously and for a longer period of time. Thus far, one-time challenges such as the WalkPlus and Feel Like a Million campaigns have driven the largest engagement numbers for wellness program participation. Staff anticipates that with the increased capabilities of LiVEWell.la, even more employees will participate in a wellness program activity.

- **Physical Activity (exercise)** – Consistent with the 2018 survey results, employees continued to report that they want a City gym or gym discounts. It appears that employees continue to be unaware that both Anthem and Kaiser provide fitness discount programs through a program called Active & Fit that offers a low monthly fee of $25 and no contracts at hundreds of participating fitness centers for employees. Both carriers using the same program should reduce confusion and make it easier to communicate the program to employees. Staff will work with both Anthem and Kaiser to create a coordinated messaging campaign to promote Active & Fit and will also utilize the new and enhanced capabilities of LiVEWell.la to highlight and promote this benefit on the main page post log-in.

- **Nutrition (diet/eating)** – Previous Centers for Disease Control and Prevention have found that high cost, limited availability and access, and perceived lack of cooking/preparation time can be barriers to fruit and vegetable consumption.

- **Nutrition (diet/eating)** – Staff has implemented several programs (classes, webinars, and educational emails) to help employees with cooking and preparation, which will continue in 2019 and 2020. This information will also be housed on the new LiVEWell.la member portal for employees to access at any time. Additionally, LiVEWell.la will expand on the wellness program’s current offerings by providing a wide array of resource information on nutrition and diet and individual nutrition-related activities and challenges for employees to participate in to earn points and rewards for completing.

- **Nutrition (diet/eating)** – In 2019, the wellness program added healthy cooking demonstrations to its menu which have been well received by employees. Staff plans to continue these demonstrations at several different departments and locations through LiVEWell Local to continue to educate and promote nutritional and healthy eating habits.

- **Stress management (sleep)** – Sleep, stress, mental health, and physical health are all connected. Not getting enough sleep can lead to adults feeling more stressed. Stress and lack of sleep can further contribute to mental health issues since sleep allows our brains to recharge and our bodies to rest.

- **Stress management (sleep)** – Since sleep and stress are closely connected, continuing to provide stress management support and tips like Sleep Tips, Managing Holiday Stress, and Breathing Techniques, plus activities like chair massage clinics and stress reduction webinars will continue to be very beneficial for employees. LiVEWell.la will further expand on this by providing employees several recommended points-earning activities focused on practices that can support improvement in areas specific to the employee’s self-identified needs (for example, an employee who indicates she is regularly receiving less than optimal sleep may receive educational support and a challenge around improving sleep).

- **Stress management (sleep)** – Communicating and promoting Employee and Family Assistance Program (EFAP) resources more often through the wellness program and the City’s EFAP...
benefits service provider, Optum, will help promote engagement and participation in activities that can reduce stress and lead to better health outcomes. In 2019, staff worked with Optum to develop an ongoing lunchtime seminar series, which includes providing classes related to stress management. Staff will continue to work with Optum to continue to promote EFAP resources to employees.

- Stress management (sleep) – According to the City’s DCP Administrator, Voya, 53% of American workers reported having financial stress. As reported in the 2018 survey results, staff planned to pilot financial wellness programs, in conjunction with DCP staff, Voya, and LACERS to help identify meaningful ways to mitigate financial stress and promote sleep for employees. In August 2019, staff coordinated the first joint wellness event with DCP and LACERS representatives in Ontario, CA (see page 2 for additional details).

3. Frequency of prevention visits/health monitoring habits (annual exams)

- There was a slight increase in the percentage of employees reporting that they get a dental exam twice a year from 57.6% in 2018 to 59.3% in 2019. In 2019, about 21% of employees reported that they get an exam once a year while 4% reported that they never do. Of those who do not get an exam, most (34%) report they don’t have time or forget and 12% report that they are already healthy or there’s nothing wrong. Some also noted cost (16.5%) or fear (11.4%) as reasons why they don’t get a dental exam. These results are did not vary much from 2018.
- There was a slight increase in the percentage of employees reporting that they get a vision exam once a year from 63.4% in 2018 to 63.7% in 2019. At the same time, there was a slight decrease in the percentage of employees that reported never getting a vision exam from 8% in 2018 to 7.25% in 2019. Of those who do not get an exam, most (38%) reported that they do not wear glasses or contacts or their prescription does not change often and almost 31% report that it’s too much of a hassle, they don’t have time, or they forget. Some noted cost (7%) and very few (0.8%) reported being afraid of getting a vision exam. These results did not vary much from 2018.

**Implications**

- To increase preventative exams, more employees need to understand and appreciate the overall health implications of those practices.
- Educating employees on the importance of regular exams will help promote change. Detailing the benefits of regular exams, even for those who are “healthy” or think nothing is wrong, should produce results.
- Getting employees to preventative exams continues to be the biggest challenge. For example, it is typically easier to get someone who gets a dental exam once per year to increase that to two times per year, than it is to get someone who never goes to get an exam. It will continue to take more research, time, and engagement to make it happen.
- Communication is key and the wellness program has implemented campaigns and wellness seminars and webinars to help educate employees on the importance of preventative exams and drive utilization (e.g. vision pop-up clinics).
• Reminders from the wellness program and LAwell Program benefit service providers will help the segment of employees who say that they forget to get their preventative exams.
• Those who “feel like it’s a hassle” would also benefit from communications that highlight convenience aspects of benefit provider services and City programs.
• Staff will continue to work collaboratively with LAwell Program benefit service providers and Limeade through the benefit service provider summits coordinated by benefits consultant Keenan and Associates to develop and administer coordinated communications among all benefit service providers and the new online member portal, LIVEwell.la to drive member engagement and preventative visits.
• It is also important to note that once employees register an account on LIVEwell.la, they will be invited to complete a detailed wellness questionnaire. The questionnaire is designed to obtain core information from employees regarding their wellness status. The results of the questionnaire will also help staff gather additional insights into what program elements promote employees to get a preventative visit which staff can then utilize to inform the development and administration of coordinated communications campaigns with LAwell Program benefit service providers.

4. LIVEwell Program awareness and participation to date

• Employee awareness of the City’s wellness program and the LIVEwell brand name have increased vastly since the program’s inception in 2017. In 2019, only 12.9% of employees had no awareness of the program versus 19.6% in 2018 and 38.9% in 2017. In addition, now almost 67% of employees know the LIVEwell brand name versus 57.5% in 2018 and 35.8% in 2017.
• In 2018, wellness program participation varied from 16% to 21% depending on the activity/event. In 2019, employee wellness program participation fared very well. The expanded wellness program menu provided many opportunities for employees to participate in a wellness program activity through classes, seminars, webinars, clinics, festivals, LIVEwell Local, and one-time challenges. The survey results indicate that of the employees responding to the survey, 73.2% attended a class or participated in a clinic as follows:
  - Attended a wellness class: 20.7%
  - Received a flu shot: 15.2%
  - Received a stress-busting massage: 11%
  - Attended a cooking demonstration: 10.9%
  - Received a health screening: 8.3%
  - Visited a vision pop-up clinic: 7.1%
  - Wellness online challenge such as WalkPlus or Feel Like a Million: 17.1%
• Almost 28% of employees indicate that they did not participate in a wellness activity and the reason for not participating was as follows:
  - 33.6% did not know about the program activities
  - 26.9% indicated that times and locations are not convenient
  - 19.8% indicated that they are too busy
• Of those employees participating in a wellness program activity, almost 50% indicate that the wellness program is helpful or very helpful. About 43% indicate that the wellness program is somewhat helpful.
Almost 97% of employees read at least some of the wellness emails compared to 62% in 2018. Almost 96% of employees found the emails at least somewhat helpful (versus 91.4% in 2018), while 60% indicated the emails were helpful/very helpful (versus 46% in 2018).

In 2018, about 16% of employees attended some wellness classes. In 2019, almost 21% participated in some wellness classes.

About 25% of employees said they participated in the Feel Like a Million (FLAM) Challenge. Of those who didn’t participate in the FLAM Challenge, 35% said they didn’t know about it and 28% of employees said they were too busy to participate.

Implications

The LIVEwell brand name helps employees associate the wellness program with positive emotions and results, helping the wellness program earn loyal participants. Adding a targeted tagline, “Practical Wellness, Abundant Support” seems to have helped further convey a positive message for employees to associate with. Additionally, LIVEwell.la is co-branded with the LIVEwell brand to further strengthen the brand name. Continuing to communicate the brand and its purpose will drive participation.

According to industry resources and wellness providers interviewed by the City, wellness program participation ranges from 10% to 25% yet it can take years to achieve the higher participation rates. The City’s wellness program provided multiple ways for employees to participate in a wellness related activity and accordingly, program participation fared very well for the second year despite limited resources, no social media presence, and no website. The new LIVEwell.la member portal will provide increased opportunities for employees to participate in wellness related activities and should continue to improve employee participation rates as the program matures.

Wellness emails continue to hit the mark overall with being helpful and having content that employees are interested in. Getting over 50% of employees to indicate that the emails are helpful/very helpful is a considerable improvement from last year’s survey results. With LIVEwell.la, the wellness program now has a centralized website/resource center for posting information on wellness program ongoing events and also provides increased opportunities for communicating with employees continuously throughout the year instead of relying only on email communication. As LIVEwell.la matures and becomes a convenient resource, it should help support increasing employee participation and engagement.

LIVEwell.la provides many opportunities for employees to participate in wellness activities and challenges that are convenient for them on their own time and within their busy lifestyle which should help to address some barriers to entry for employees who indicate that they are too busy to participate or that the time and location of wellness activities are not convenient.

Increasing participation means reaching more employees and getting them to participate in the program. The second most common reason employees indicate that they did not participate in a wellness activity was that times and locations were not convenient. Decentralizing the program through LIVEwell Local and taking the wellness program to various City departments and buildings on a regular basis has resulted in good participation numbers for the wellness program. Localizing wellness program and team challenges will continue to build the wellness culture, community, and employee commitment.
5. LIVEnwell Program topics/interests

- Employees listed a number of activities they were interested in for future wellness activities, with the top results as follows:
  1. Discounted gym memberships
  2. Weight loss program
  3. Physical activity classes/group exercise such as walking and exercise classes like yoga and Zumba during lunch or after work hours
  4. More physical activity challenges such as the WalkPlus Campaign and ongoing incentives/rewards system for participating in and completing wellness challenges and activities
  5. Nutritional/diet and healthy eating classes/educational information and seminars

Implications

- As noted earlier, staff will work with both Anthem and Kaiser and utilize the new and enhanced capabilities of LIVEnwell.la to promote Active & Fit, a discounted gym membership program available to employees.
- Currently, the wellness program does not offer a weight loss program. While the wellness program included a Weight Management Class and Webinar, employee responses to the survey indicate they want dedicated weight loss support. Staff is currently reviewing the capabilities of LIVEnwell.la to offer support in this area through City coordinated weight loss activities/challenges and “micro-communities” in which groups of employees can participate in a wide array of established Limeade activities or even custom activities that are created by the City and/or as may be requested by employees (for example, special events or competitions, weight loss groups, walking groups, nutrition groups, or meditation groups). Points are earned for these activities that accrue to the tally for the Inspiration Program in which employees can earn points, collectible pins, and wellness rewards. In addition, a separate website page can be used by employees to post events outside of work (for example, employees could post and invite others to attend events such as a weekend hike, yoga class, cooking class, or similar events).
- The wellness program can help meet the need for physical activity classes by communicating the Active & Fit gym membership discount and via micro-communities available on LIVEnwell.la, as noted above.
- LIVEnwell.la provides an ongoing incentives/rewards system for participating in and completing wellness challenges and activities through the Inspiration Program. The Inspiration Program has four achievement levels and employees can choose to share their progress with others on a leaderboard (similar to, but much more elaborate and longer than, the wellness program’s WalkPlus and Feel Like a Million challenges). As noted earlier, LIVEnwell.la also provides the ability for the wellness program to spotlight and coordinate multiple physical activity challenges simultaneously and for a longer period of time throughout the year.
- Lastly, the wellness program will continue to provide an array of educational seminars and webinars providing useful information and practical tips on healthy eating habits, and healthy cooking demonstrations (new in 2019). LIVEnwell.la will also be a powerful resource providing additional educational and activity-based support in this area.
D. Wellness Online Member Portal LIVEwell.la Launch Update

The new wellness online member portal, LIVEwell.la successfully launched on August 1, 2019. As part of the communications plan to promote the launch of LIVEwell.la, an introductory brochure (Attachment D) providing an overview and highlights of the various features of the member portal was mailed to City employees during the week of July 22. This mailing was accompanied thereafter by a Citywide email announcing the launch of LIVEwell.la (Attachment A).

As of August 27, the number of City employees that have registered an account on LIVEwell.la is 423. While not as strong a start as staff anticipated with the launch, staff is encouraged that the number of registrations is steadily rising on a daily basis, having more than doubled since August 1 from 208 to 423. These initial results are before a September introductory enrollment drive which staff and Limeade onsite engagement specialists have developed. The enrollment drive will feature a wellness program gift and eligibility for a random gift card drawing for all LAwell Program members who enroll by September 30. This introductory campaign is expected to raise awareness and drive enrollment substantially higher. Staff has already received initial positive feedback from those employees who have registered on the ease of use, navigation, and variety of information and wellness activities and challenges available on LIVEwell.la.

As the Limeade platform is structured to offer calendar year campaigns, the City’s initial launch of the platform in 2019 from August-December 2019 is being treated as an opportunity to refine messaging and program design in preparation for the first full-year campaign beginning in January 2020. For the balance of 2019, staff and Limeade onsite representatives have developed a member communications and engagement action plan (Attachment E) that involves a mixture of various communication channels and outreach activities and emphasizes the value of LIVEwell.la to employees (i.e. what’s in it for me?). Staff will adjust the plan accordingly based on employee feedback and new opportunities to engage with employees. Growing LIVEwell.la as a central hub for wellness activities, events, and engagement will be the permanent and ongoing mission for staff and Limeade’s onsite engagement specialists.

Submitted by: ________________________________
Leo Reyes

______________________________
Jenny M. Yau

Approved by: ________________________________
Steven Montagna
LIVE YOUR BEST LIFE!

LIVEwell.la — A New Online Resource for Building Your Personal Wellness!

LIVEwell.la is a new web-based, one-stop resource for you to create and support all of your personal wellness goals by providing:

- Tools for creating personal health goals
- Team challenges and social support
- Updates for LIVEwell events and activities
- A broad array of informational resources and tools

To Get Started:

- Visit LIVEwell.la, click on “Get Started”, and enter:
  - Your email address
  - Your employee ID number
  - Your last name and date of birth (MM/DD/YYYY)
- Complete your WellCheck questionnaire to understand your personal strengths and opportunities.
- Reach new levels and earn great rewards!

Check in on your progress—wherever you are!

Download the mobile app and enter the code COFLA. LIVEwell.la is powered by Limeade, a provider of online wellness services.

To learn more about LIVEwell.la, click here.
Join LIVEnwell, LACERS, and Deferred Compensation for an informative class about aging well, no matter how close you are to retirement age. Learn how to uphold many facets of wellness, including nutrition, physical and financial health, stress management, and the preventions of chronic disease.

**Location:** Skyview
**Room:** Room 211
**Date:** August 6, 2019
**Time:** 12:00 p.m. – 12:30 p.m.

**Location:** Admin West
**Room:** SACU Roll Call Room
**Date:** August 21, 2019
**Time:** 12:00 p.m. – 12:30 p.m.

Register here!

All participants will receive a hand grip strengthener!

*All Anthem and Kaiser members are eligible. Giveaways available while supplies last.*
Vision Pop Up Clinics are Back!

July 8 – 12, 2019
Figueroa Plaza
221 N. Figueroa St.
5th Floor Conference Center

It’s convenient! Get a 15-20 minute comprehensive eye exam from an optometrist. Click here to schedule an appointment. Space is limited, so don’t miss out!

It’s affordable! As a City EyeMed plan member, you pay just the $10 copay for your exam.

Just want to shop the latest styles? Browse brand name frames and sunglasses with no appointment needed. Just bring your latest vision prescription and make purchases using your vision benefits!

Don’t need glasses? A simple eye exam can provide you with important indicators of your overall health. It can detect signs of high cholesterol, diabetes, and thyroid disorders.

Learn more about pop-up clinics at EyeMedPopUp.com

Questions? Need to change/cancel your appointment?
Contact: PUCappointments@eyemed.com
The City’s Joint-Labor Management Benefits Committee and Personnel Department are pleased to introduce:

**LIVEwell.la – A New Online Resource for Building Your Personal Wellness**

LIVEwell.la is a new web-based, one-stop resource for you to create and support all of your personal wellness goals by providing:

- Tools for creating personal health goals
- Team challenges
- Social support
- Updates for City wellness events and activities
- A broad array of informational resources and tools

**LIVEwell.la**

**What is the LIVEwell Program?**

The City’s LIVEwell Program offers support to employees in achieving their personal wellness goals. LIVEwell’s approach focuses on four pillars of wellness:

- **Healthy Nutrition**
- **Physical Activity**
- **Stress Management**
- **Prevention**

We provide classes, webinars, exercise and cooking demonstrations, health screenings, flu shot clinics, vision exams, wellness festivals, and more. Services are offered throughout the City’s various locations.

**LIVEwell.la is our newest exciting resource to take our employee wellness program to the next level!**
Motivation and inspiration, all in one place

LIVEwell.la is your online resource for all your wellness needs. Use it to discover your personal strengths and set personal wellness goals.

Personalized plan, just for you

Once you establish your account and take the WellCheck questionnaire, LIVEwell.la will provide you with activities and content based on your specific interests, allowing you to personalize and self-direct your wellness goals.

Challenge yourself

Participate in challenges and activities that appeal to you. There are dozens to choose from, such as “Exhale Your Worries,” “Walk and Talk,” “Use Your Desk as a Workout Zone,” and “No Sad Desk Lunches.”

Share and celebrate wins together

Share updates, photos, and comments with fellow City employees using the LIVEwell.la Community Feed. Give virtual high-fives to show support and cheer victories. Share your own achievements to inspire your peers on their wellness journeys. By connecting with your peers, you can give and feel support.

Achieve rewards and recognition

Collect points by creating your LIVEwell.la account, taking the WellCheck questionnaire, and completing activities you select. There are four point levels to achieve, each with their own rewards and recognition!

<table>
<thead>
<tr>
<th>Level</th>
<th>Level Name</th>
<th>Wellness Rewards</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adventurer</td>
<td>The Adventurer Badge of Honor Pin &amp; Lanyard, Badge Holder</td>
</tr>
<tr>
<td>2</td>
<td>Explorer</td>
<td>The Explorer Badge of Honor Pin &amp; Telescopic Stainless Steel Straw</td>
</tr>
<tr>
<td>3</td>
<td>Trailblazer</td>
<td>The Trailblazer Badge of Honor Pin &amp; Exercise Running Belt</td>
</tr>
<tr>
<td>4</td>
<td>Titan</td>
<td>The Titan Badge of Honor Pin &amp; Backpack Cooler</td>
</tr>
</tbody>
</table>
MAKE IT HAPPEN!

1. Visit LIVEwell.la and click on “Get Started”

2. Enter:
   - Your email address
   - Your employee ID number
   - Your last name and date of birth (MM/DD/YYYY)

3. From your homepage, complete the WellCheck questionnaire.

4. Review your WellCheck results to understand your personal strengths and opportunities.

5. Browse the activities available under “Other Things to Do.” Choose one or more that appeal to you, then join your first challenge!

Prefer Mobile?
Download the mobile app and enter the code COFLA. LIVEwell.la is powered by Limeade, a provider of online wellness services.

Questions regarding LIVEwell.la? Call (866) 774-3157 (7 a.m. to 7 p.m., M-F) or email support@limeade.com.
Questions regarding other LIVEwell Program resources? Call (213) 978-1619 or email LIVEwell@lacity.org.
NEW Online Wellness Resource for City Employees!

LIVE YOUR BEST LIFE!

Discover your personal strengths, participate in activities, and earn points toward rewards with your new LIVEwell.la resource center!
<table>
<thead>
<tr>
<th>MONTH</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>DELIVERY METHOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>Announcement Mailer</td>
<td>7/22/19</td>
<td>4-page pamphlet mailed to employee home address</td>
</tr>
<tr>
<td>August</td>
<td>Announcement Email</td>
<td>8/1/19</td>
<td>Citywide email</td>
</tr>
<tr>
<td>August</td>
<td>Aging Well Class (10 locations)</td>
<td>Aug 2019</td>
<td>5 minute prize demonstration</td>
</tr>
<tr>
<td>August</td>
<td>Joint LACERS/Deferred Compensation Financial Wellness Class</td>
<td>8/3/19</td>
<td>Information table and giveaways</td>
</tr>
<tr>
<td>August</td>
<td>LIVEwell Information Table – Port of LA, Personnel Department</td>
<td>Aug 2019</td>
<td>Information table and giveaways</td>
</tr>
<tr>
<td>August</td>
<td>New Hire Orientation – Police Department</td>
<td>8/22/19</td>
<td>Pamphlets and giveaways for distribution</td>
</tr>
<tr>
<td>September</td>
<td>Cooking Demonstrations (9 locations)</td>
<td>Sept 2019</td>
<td>5 minute prize demonstration, custom activity within LIVEwell.la</td>
</tr>
<tr>
<td>September</td>
<td>LIVEwell Information Table – Marvin Braude Building, Port of LA</td>
<td>Sept 2019</td>
<td>Information table and giveaways</td>
</tr>
<tr>
<td>September</td>
<td>Staff Meeting – Los Angeles World Airports (LAWA)</td>
<td>Sept 2019</td>
<td>LIVEwell.la and prize demonstration</td>
</tr>
<tr>
<td>September</td>
<td>Webinar – Nutrition for Children</td>
<td>9/4/19</td>
<td>5 minute LIVEwell.la promotion and activity demonstration</td>
</tr>
<tr>
<td>September</td>
<td>Second Citywide Email Announcement</td>
<td>On or around 9/10/19</td>
<td>Citywide Email</td>
</tr>
<tr>
<td>September</td>
<td>Joint LA City-LA County Rock N’ Stroll Wellness Festival in Griffith Park</td>
<td>9/20/19</td>
<td>Information table, LIVEwell.la demonstrations, giveaways, custom activity within LIVEwell.la</td>
</tr>
<tr>
<td>September</td>
<td>LAWAA Employee Appreciation Fair</td>
<td>Last week of Sept</td>
<td>Information table, LIVEwell.la demonstration, giveaways</td>
</tr>
<tr>
<td>October</td>
<td>Onsite Flu Shot Clinics (9 locations)</td>
<td>Oct 2019</td>
<td>Information table, giveaways, custom activity within LIVEwell.la to boost immunity</td>
</tr>
<tr>
<td>October</td>
<td>Webinar – Dental Hygiene</td>
<td>10/2/19</td>
<td>5 minute LIVEwell.la promotion and activity demonstration</td>
</tr>
<tr>
<td>October</td>
<td>Open Enrollment Events</td>
<td>Oct 2019</td>
<td>Attend Open Enrollment events to promote LIVEwell.la via webinars and seminars</td>
</tr>
<tr>
<td>November</td>
<td>Citywide posters with new poster featuring festive end-of-year activities</td>
<td>Nov 2019</td>
<td>Posters displayed in high-traffic City locations</td>
</tr>
<tr>
<td>November</td>
<td>Onsite Biometric Screenings (10 dates)</td>
<td>Nov 2019</td>
<td>Information table and giveaways, promote Wellcheck questionnaire in LIVEwell.la</td>
</tr>
<tr>
<td>November</td>
<td>Webinar – Easy Ways to Eat Right and Stay Healthy</td>
<td>11/6/19</td>
<td>5 minute platform promotion and activity demonstration</td>
</tr>
<tr>
<td>November</td>
<td>LIVEwell Information Table – Personnel Department, Employee Benefits Division</td>
<td>11/14/19 (World Diabetes Day)</td>
<td>Information on diabetes and activity demonstrations within LIVEwell.la that help support healthy blood sugar</td>
</tr>
<tr>
<td>December</td>
<td>Onsite Yoga Classes – (7 Locations)</td>
<td>Dec 2019</td>
<td>5 minute LIVEwell.la promotion and activity demonstration</td>
</tr>
<tr>
<td>MONTH</td>
<td>ACTIVITY</td>
<td>DATE</td>
<td>DELIVERY METHOD</td>
</tr>
<tr>
<td>-------</td>
<td>----------</td>
<td>------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Leader and manager supported communications (Union, Council, GMs, etc.)</td>
<td>Ongoing</td>
<td>Email, department meetings, staff meetings</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Employee Resource/Affinity Groups</td>
<td>Ongoing</td>
<td>Partner with existing groups to promote LIVEwell.la and wellness resources</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>LIVEwell.la Department Posters</td>
<td>Ongoing</td>
<td>Posters displayed in high-traffic City locations</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Monthly Wellness Newsletter</td>
<td>Ongoing</td>
<td>Citywide Email</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Thank you emails to attendees of classes and webinars</td>
<td>Ongoing</td>
<td>Email highlighting related wellness activity in LIVEwell.la to tie back to class/webinar topic</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>New Hire Employee Orientations</td>
<td>Ongoing</td>
<td>5 minute LIVEwell.la demonstration and giveaways</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Department meetings and staff meetings at various City locations</td>
<td>Ongoing</td>
<td>5 minute LIVEwell.la demonstration and giveaways</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Information tables/activity stations at various City locations</td>
<td>Ongoing</td>
<td>Information tables and giveaways, themed for awareness months, holidays, etc.</td>
</tr>
<tr>
<td>Oct-Dec</td>
<td>LIVEwell.la-specific Webinars</td>
<td>Ongoing</td>
<td>Opt-in webinar for LIVEwell.la registration, features, and activities</td>
</tr>
<tr>
<td>Oct-Dec</td>
<td>Custom/Featured Activities in LIVEwell.la</td>
<td>Ongoing</td>
<td>Custom and featured activities in LIVEwell.la depending on Citywide events and needs as they arise</td>
</tr>
</tbody>
</table>