Date: March 5, 2020
To: JLMBC
From: Staff
Subject: LIVEwell Program Update – February 2020

RECOMMENDATION
That the JLMBC receive and file the report regarding LIVEwell Program activities and updates for February 2020.

DISCUSSION

A. Engagement and Activities Update

(1) Communications

On February 4, 2020, Employee Benefits Division (EBD) staff released the February 2020 monthly LIVEwell Program Newsletter (Attachment A) via Citywide email. The newsletter’s theme was “Heart Health Month” and highlighted various activities in the LIVEwell.la online wellness platform that members could participate in to develop healthy heart habits like eating healthy, exercising, checking cholesterol levels, and monitoring blood pressure. The newsletter also promoted February chair massages at various City locations. The monthly LIVEwell.la monthly testimonial featured an employee from Public Works who completed the highest level of the Wellness Inspiration Program. The employee’s testimonial noted the versatility of LIVEwell.la in tracking good habits, the ease of adopting new ones, and the sense of accomplishment he felt in earning prizes and completing Level 4 of the program.

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

Classes
In February 2020, staff coordinated the LIVEwell Program’s chair massages at 10 City locations, including the Department of Recreation and Parks’ Cabrillo Aquarium, which is the first time LIVEwell held an event at that location. A total of 11 chair massages were held in February with a 12th chair massage event held at the Harbor Department on March 3. The chair massages address the wellness building block of stress management and are highly popular among employees. Employees who participated in the chair massages each received a five-minute massage from a licensed therapist.
focused on relaxation and relieving muscle tension. A total of 540 employees participated in the chair massages. The chart below indicates the distribution of attendees by location.

(3) Special Events

**LIVEwell Local**

In continuing with the LIVEwell Program’s strategy of increasing enrollment on the new LIVEwell.la online wellness platform and engaging City employees with the various resources offered by the LIVEwell Program, EBD staff and onsite engagement specialists from Limeade continue to visit directly with employees at various City locations. Staff and Limeade onsite engagement specialists participated in five LIVEwell Local events during February 2020.

- On February 11, 2020, staff hosted a two-hour informational table session at Los Angeles Fire and Police Pensions (LAFPP) to register employees on LIVEwell.la and provide information on LIVEwell Program resources. Staff interacted with approximately 55 employees. Subsequently, LAFPP LIVEwell.la user registrations increased by 34%, placing LAFPP as the top City department with the highest percentage of LIVEwell.la user registrations. LAFPP is a new location for the LIVEwell Program and staff plans to schedule future LIVEwell Program activities at this location.

- On February 12, 2020, supervisors from the Granada Hills Library requested staff to visit their location to provide information to their employees about the LIVEwell Program. Staff interacted with six employees and registered two employees on the LIVEwell.la online wellness platform.
On February 13, 2020, staff participated in the Library’s Southwest Region Supervisor’s quarterly meeting at the Junipero Serra Library Branch. Staff provided information on LIVeWell Program classes and clinics and promoted the new LIVeWell.la online wellness platform. All 15 of the supervising librarians who participated in the meeting registered on LIVeWell.la. The Junipero Serra Library Branch is another new location for the LIVeWell Program and staff will work with the supervising librarians to schedule future LIVeWell Program activities at this location.

On February 13, 2020, staff hosted a two-hour informational table session for Information Technology Agency (ITA) employees at City Hall East to register employees on LIVeWell.la and provide information on LIVeWell Program resources. Staff interacted with approximately 100 employees. Subsequently, ITA LIVeWell.la user registrations increased by 10%.

On February 25, 2020, staff held a two-hour informational table session for Planning Department employees at City Hall to register employees on LIVeWell.la and provide information on LIVeWell Program resources. Staff interacted with approximately 45 employees. Subsequently, Planning Department LIVeWell.la user registrations increased by 5%.

**Mayor’s Health and Wellness Resources Video**

As previously reported to the Committee at its February 4, 2020 meeting, Personnel Department General Manager, Wendy Macy, delivered a Mayor’s Cabinet presentation on December 16, 2019 encouraging all City General Managers to create, endorse, and publicize a culture of wellness in their departments, including promoting enrollment in the new LIVeWell.la online wellness platform and sharing this vision with departmental supervisors. The Mayor also encouraged General Managers to actively engage the resources of the City’s health and wellness programs, including the Employee and Family Assistance Program (EFAP) to promote employee health and wellness within their departments.

Subsequently, on February 4, 2020, the Mayor released a video to all City employees promoting employee health and wellness programs and encouraging civilian employees to enroll and use the new LIVeWell.la online wellness platform to set and track health and wellness goals, earn points and rewards, and support other City employees in their wellness journeys.
Staff is currently working on updating the LiVEwell Program website and LiVEwell.la online wellness platform with the Mayor’s video and will be using the video to promote future LiVEwell Program events and activities including at new hire benefits presentations.

(4) Engagement Results

In fiscal year 2019-20, staff set a goal of 10,000 total member engagements. As of February 27, 2020, total fiscal year 2019-20 member engagements is **5,048** which is on pace to meet the current fiscal year 2019-20 goal.

(5) 2020 LiVEwell Program Strategic Plan

As previously reported to the Committee, staff will present the 2020 LiVEwell Program strategic plan in conjunction with the 2019 annual employee wellness survey results at the Wellness Subcommittee meeting which is anticipated to be scheduled in March 2020.

B. LiVEwell.la Online Wellness Platform User Registrations Update

Staff and the City’s onsite engagement platform specialists from Limeade continue to actively employ various communication channels and outreach activities to communicate the value of LiVEwell.la to employees (i.e., What’s in it for me?) and register employees onto the new LiVEwell.la online wellness platform. Staff was very active staffing tables through LiVEwell Local and at the chair massages held in February 2020 to encourage user registrations. Staff also utilized a free registration gift incentive to encourage employees to register their account on LiVEwell.la. This technique has proven to be remarkably successful in increasing user account registrations. As of February 20, 2020, total LiVEwell.la user registrations is **2,318** which represents: 1) a **16%** increase from staff’s last update on user registrations as of January 24, 2020; and 2) **eight** percent of eligible City employees.
Currently, staff anticipates the LIVEwell Program menu for 2020 will provide sufficient engagement opportunities to meet the fiscal year 2019-20 goals for measuring member engagement and utilization of LIVEwell.la by the end of the fiscal year (Attachment B).

Submitted by: _____________________________________
Leo Reyes, Senior Personnel Analyst I

Submitted by: _____________________________________
Jenny M. Yau, Senior Personnel Analyst II

Approved by: _____________________________________
Steven Montagna, Chief Personnel Analyst
In honor of February’s Heart Health Month, learn more about healthy heart habits like eating healthy, exercising, checking your cholesterol levels, and monitoring your blood pressure.

LIVEwell.la makes being heart smart easy with an entire section dedicated to heart health activities. Simply click on “Topics,” scroll to the bottom and click “Heart Health” to begin building your own very own heart health wellness plan! Check out the activities below to get started:

- WellCheck Questionnaire – 200 points
- Fill Half Your Plate with Vegetables and Fruit – 25 points
- 150 Minutes of Exercise Each Week – 25 points

Visit LIVEwell.la on your browser, or download the Limeade app on your smartphone and use code COFLA.

Plant-Based Minestrone – Today on the Community Feed!

Cozy up to a hot bowl of soup this winter season. Minestrone soup is inexpensive, packed with nutrition, and almost impossible to mess up. It’s also low in fat and an easy way to get your daily serving of vegetables. Plus, it’s like a warm hug on a chilly winter day. Head over to the community feed for this super simple (and healthy!) recipe.

Upcoming Wellness Events

Some benefits of massage therapy are obvious – relief from back pain and muscle tension, for two. But did you know that the National Center for Complementary and Integrative Health has researched massage as symptom management for conditions such as fibromyalgia, cancer, HIV/AIDS, and headaches? While not all the results are conclusive, massage can be helpful for many people, and if it works for you, the LIVEwell lama team will be at 12 locations this month providing chair massages from licensed therapists. See more info below!

Chair Massages

- 1/25 – Personnel, 11:00am-1:00pm
- 1/26 – Harbor, 11:00am-1:00pm
- 1/27 – Media Tech Center – 11:00am-1:00pm
- 1/27 – Hyperion, 11:00am-1:00pm
- 1/29 – Zoo, 11:00am-1:00pm
- 1/29 – Pacific Service Yard, 2:00pm-4:00pm
- 1/29 – City Hall East, 11:00am-1:00pm
- 1/29 – City Hall West, 5:00-7:00pm
- 1/26 – Central Library – 11:00am-1:00pm
- 1/27 – Marion Braude Building – 11:00am-1:00pm

“An employee’s participation or procurement of any good or service is done voluntarily. LIVEwell.la and its vendors are not liable for the payment of Workers’ Compensation benefits for any injury which arises out of an employee’s voluntary participation in any off-duty recreational, social, athletic, charitable or fundraising activity which is not part of the employee’s work-related duties.”

Stand Up and Be Counted!

What’s Happening in Wellness February 2020

LIVEwell.la Hearts your Heart

Oscar Jaimes, Accountant at Public Works, shares his experience with the LIVEwell.la platform:

“I enjoy the LIVEwell.la app because it lets me keep track of my good habits. The app also lets me learn about new ones I can adopt. I have really enjoyed how easy it was to integrate my smartwatch so it can track my steps. For me it is about making small incremental changes until I am living a healthier lifestyle. I also enjoyed that these small changes can also earn me rewards and as I completed level 4 it was a great sense of accomplishment!”

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ATTACHMENT A

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<thead>
<tr>
<th>Category</th>
<th>Metric</th>
<th>Goal</th>
<th>Strategies</th>
<th>Status</th>
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| Participation: LIVEwell.la member engagement | LIVEwell.la user registrations | **Achieve 10% of eligible population registering on LIVEwell.la** | • Incentives for registration – gift card drawing, free gift for all new registered users  
• LIVEwell monthly newsletter feature  
• Tabling at LIVEwell events (clinics, classes, webinars, festivals, department meetings, new hire orientations)  
• Citywide email, department intranet posting, City departments poster blitz | As of 2/20: 2,318 registered users (8% of eligible population)  
Goal on pace to be reached |
| Participation: LIVEwell.la member utilization | LIVEwell.la WellCheck questionnaire completion | **Achieve 50% of registered users completing LIVEwell.la WellCheck questionnaire** | • Incentives for completing WellCheck questionnaire – gift card/prize drawing, free gift, points incentive on LIVEwell.la  
• Targeted LIVEwell.la emails and reminders  
• LIVEwell.la member engagement campaign | As of 2/20: 821 registered users have completed the WellCheck questionnaire (35% of registered users)  
Goal on pace to be reached |
| Participation: LIVEwell.la member utilization | LIVEwell.la activity participation | **Achieve 65% of registered users participating in a LIVEwell.la activity** | • Implement featured activity strategy for remainder of fiscal year including group Citywide challenges on LIVEwell.la  
• Extra points incentive for completing first activity  
• Targeted LIVEwell.la emails and reminders  
• LIVEwell.la member engagement campaign | As of 2/20: 1,310 registered users have participated in a LIVEwell.la activity (57% of registered users)  
Goal on pace to be reached |