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.
**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
- 6 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**

- 41 screenings, 15000 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 - 213
- Dysplastic Nevus - 67
- Actinic Keratosis - 58
- Basal Cell Carcinoma - 29
- Squamous Cell - 8
- Melanoma - 4
- Unknown - 2

Diabetes CARE Program (2014)

- 476 Diabetics enrolled
- 10 Pre Diabetics enrolled
- 5 Gestational Diabetics enrolled
- 213 (47.2%) 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 9% 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: 69%

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. 2449 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.
  - 10 CPR/First Aid Programs with 274 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)

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

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

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)
Bay Point Middle
- HumanVitality Overview (52)
- Saving, Investing & Credit presentation (6)
- Salad Day (30)
- Weigh In (6 weeks) (15)

Bay Vista Fundamental
- HumanVitality Overview (36)
- Employee Assistance Program Overview
- Identity Theft (12)

Bayside High
- HumanVitality Overview (46)

Bear Creek Elementary
- HumanVitality Overview (42)
- Identity Theft (37)
- CPR/First Aid (12)
- Cooking with Herbs (32)

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

Bellevue Elementary
- HumanVitality Overview (48)
- Financial Wellness & Retirement (10)
- Cooking with Herbs (17)

Bernice Johnson Center
- HumanVitality Overview (12)
- Identity Theft (11)
- Cooking with Herbs (14)
- Skin Cancer Screening (11)

Blanton Elementary
- HumanVitality Overview (46)
- Identity Theft (28)
- CPR/First Aid (8)

Boca Ciega High
- HumanVitality Overview
- Employee Assistance Program Overview
- Salad Days (19)
- Biggest Loser Contest (13)

Brockus Creek Elementary
- HumanVitality Overview
- Financial CPR
- Financial Tips for Tacos (36)

Calvin Hunsinger Exceptional Center
- HumanVitality Overview (74)
- Saving & Investing (11)
- Salad days (26, 33)
- Non-Competitive Walking Program (7)

Campbell Park Elementary
- HumanVitality Overview (70)

Career Academies of Seminole
- HumanVitality Overview (14)
- Employee Assistance Program Overview
- Financial Wellness Program (11)

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

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

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

Clearwater Intermediate
- HumanVitality Overview (18)
- Financial Wellness Program (17)
- Cancer Awareness Program (17)

Coachman Service Center
- HumanVitality Overview (31)
- Financial Wellness Program with Marlene (34)
- Skin Cancer Screening (17)
- Fitness Program (24)

Coachman Bus Compound
- HumanVitality Overview (12)
- HumanVitality onsite event (21)
- Cancer Awareness (11)
- Vitamin & Supplement Safety (14)

Country Side High
- HumanVitality Overview (114)
- Credit Reports & Scores (25)
- Gluten Intolerance Presentation (27)

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

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

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

Cypress Woods Elementary
- HumanVitality Overview (51)
- Yoga (10)

Dixie Hollins Adult Education
- HumanVitality Overview (22)
- Retirement & Investing Financial Program (15)
- Pedometer Walking Challenge (22)
- Salad Day (25)

Dixie Hollins High
- HumanVitality Overview (109)
- Budgeting & Investing (5)

Douglas L. Jamerson Elementary
- HumanVitality Overview (27)
- Financial Wellness Program with Marlene (7)
- Cooking with Herbs (13)

Drop Out Prevention
- HumanVitality Overview (29)

Dunedin Elementary
- HumanVitality Overview (48)
- Retirement Planning & Savings Accounts
- Chair Massage (15)

Dunedin High—none

Dunedin Highland Middle
- HumanVitality Overview (50)
- HumanVitality Screening (25)
- Getting Fit for Retirement (8)

East Lake High
- HumanVitality Overview (77)
- Retirement Planning (7)
- Skin Cancer Screening (14)

East Lake Middle Academy of Engineering
- HumanVitality Overview (17)
- Financial Wellness Program with Marlene (3)
- Fitness Jar Challenge (11)
- Staff Recipe Challenge (10)
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
- Employee Assistance Program Overview

Largo Elementary
- HumanaVitality Overview
- Employee Assistance Program Overview
- Skin Cancer Screening
- Lighthouse for Life (34)
- Skin Cancer Screening (40)

Largo Middle
- HumanaVitality Overview
- Employee Assistance Program Overview

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

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)
- 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)
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- Fresh, Healthy Foods (40)
- Skin Cancer Screening (14)
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| 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)  
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| Oldsmar Elementary | • HumanaVitality Overview (31)  
| Orange Grove Elementary | • HumanaVitality Overview (27)  
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| | • Salad Day (31)  
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| Osceola Middle | • HumanaVitality Overview (49)  
| | • Financial Wellness Program (10)  
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| | • Zumba (7)  
| Ozona Elementary | • HumanaVitality Overview (22)  
| | • Cover Your Assets Financial Program (11)  
| | • Skin Cancer Screening (20)  
| Palm Harbor Community School | • HumanaVitality Overview (13)  
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| | • Bringing Balance to Your Life (11)  
| Palm Harbor Middle | • HumanaVitality Overview (30)  
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| Palm Harbor University High | • HumanaVitality Overview (100)  
| Pasadena Fundamental | • HumanaVitality Overview  
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| | • Pedometer Walking Challenge (3)  
| Paul B Stephens Exceptional Center | • HumanaVitality Overview (104)  
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| | • Chair Massage (15)  
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| Pinellas Park Elementary | • HumanaVitality Overview (48)  
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| | • Walking Program (10)  
| Pinellas Park Middle | • HumanaVitality Overview (23)  
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| | • 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)  
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| | • Skin Cancer Screening (23)  

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<td>- Identity Theft (45)</td>
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<tr>
<td></td>
<td>- Cooking with Herbs (30)</td>
</tr>
</tbody>
</table>
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

![Awards Image]

Communication examples:

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 Byrne, Clearwater Intermediate.
Below: Franca Digiovanni, Administration Building

Left: Donna Kobot, Forest Lakes Elementary.
Below: Kern 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 employees 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, 1,626 Financial Fitness Checkups have been completed, 531 participants have selected and started courses and 611 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.FFProgram.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 Cameneda MA
Position: EBO Teacher – Middle School
Worksite: Pinellas 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 Samson
Position: Bilingual Assistant
Worksite: Lettman 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 they are on this life 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.FFProgram.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.
Above: Quarterly Employee Assistance Program posters are sent to all PCS worksites from CCW/Health Advocate.

Exclusively for CCW Members

Help is Only a Phone Call Away

Just One Call

800.327.9757

PCSD.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, anonymous referrals for additional treatment or special care, if needed.

Work/Life support
Help and referrals for childcare, eldercare, health, 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 rehabilitation services.

Available worldwide
Services are available in the U.S. and internationally in 190 countries.

How you benefit:
- Take control of your health, take control of your life
- Take part in a research-based program that has shown 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

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 that apply that are ready to meet this challenge and make changes in their health status. Please don’t deny another the opportunity if you are not fully ready to take on this commitment.

For more information and to apply for your scholarship, contact any of the following Program Directors:

Palm Harbor / Clearwater sites: Summer Dodge at 727-777-9622.
Clearwater: St. Pete sites: Candace Uhl at 727-520-7610.

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.
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.

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.

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.

Above: Poster distributed district wide before HumanaVitality launch.

Right: Handout sent to all worksites to be distributed to all employees with Humana insurance.
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.
Every Vitality Check had a customized flyer for the event.

Above: A Humana Vitality Update was produced and emailed mid-way through the launch.

Right: A few events that had the Humana Vitality overview and the screening asked to have an additional follow-up to ensure their employees had all their Humana Vitality questions answered.
Above and below: The HumanaVitality incentive poster was converted to a postcard and used for a direct home mailing.

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.