

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous <u>XX</u> _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

- CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title: Wellness Brochure

Name of Port: Georgia Ports Authority

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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

1. What are/were the entry’s specific communications challenges or opportunities?

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

2. How does the communication used in this entry complement the organization’s overall mission?

- Explain the organization’s overall mission and how it influenced creation of this entry.

3. What were the communications planning and programming components for this entry?

- Describe your overall goals or desired results.
- Describe your objectives and list specific, measurable milestones needed to reach your goals.
- Identify your primary and secondary audiences in order of importance.

4. What actions were taken and what communication outputs were used in this entry?

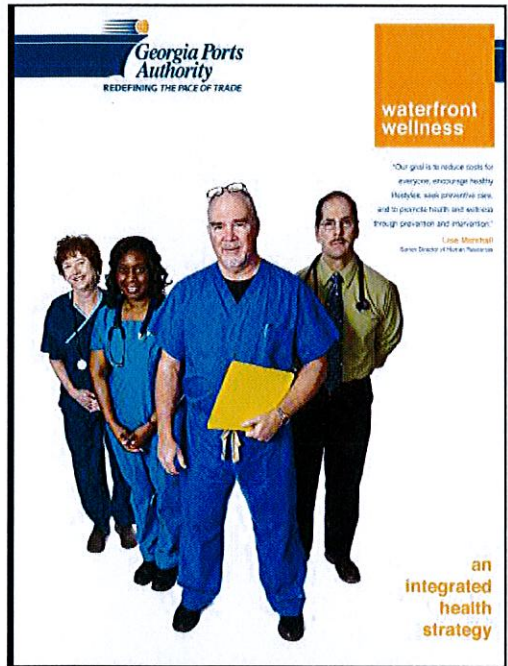
- Explain what strategies were developed to achieve success and why these strategies were chosen.
- Specify the tactics used (i.e., actions used to carry out your strategies).
- Detail the implementation plan by including timeline, staffing and outsourcing used.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

GEORGIA PORTS AUTHORITY

Waterfront Wellness Brochure AAPA 2015 Entry Classification: Miscellaneous



SUMMARY:

As the owner and operator of the fourth busiest container port in the nation, the Georgia Ports Authority directly employs more than 1,000 people. The health and wellness benefits offered to those employees are numerous.

GPA created this easy-to-use brochure to communicate to employees about all of the programs, initiatives and options offered for health and wellness.

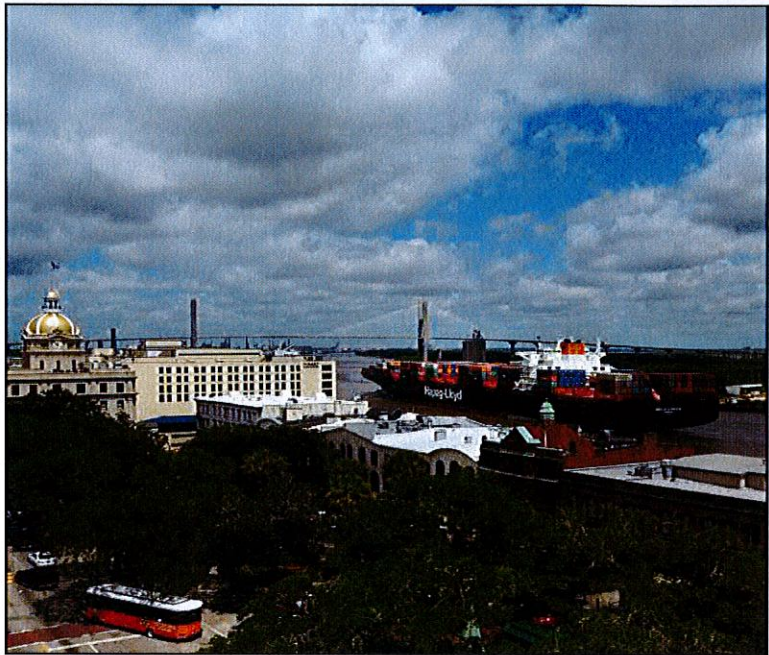
The goal of the Waterfront Wellness Program is to reduce costs for everyone, encourage healthy lifestyles, and to promote health and wellness through prevention and intervention.

SITUATION

1. What are the entry's specific communications challenges or opportunities?

The health and wellness benefits at Georgia Ports Authority are numerous. Some overlap and some are integrated. GPA needed a way to communicate about all of the benefits to our more than 1,000 direct employees.

Input was gathered from the occupational health nurses, the wellness nurse practitioner, the benefits staff, the medical plan's third-party administrator, and GPA's benefits consultant.



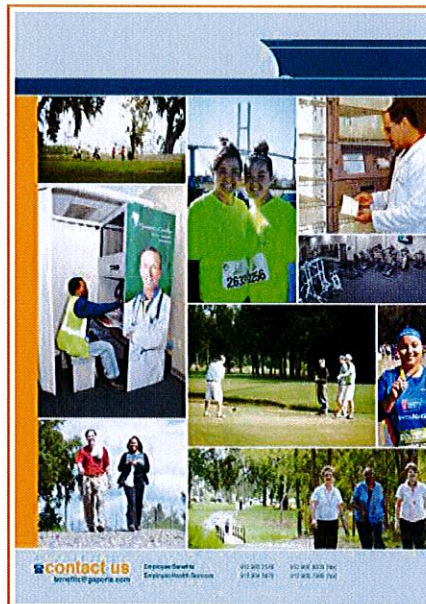
Georgia Ports Authority employs more than 1,000 people.

MISSION

2. How does the communication used in this entry complement the organization's overall mission?

Fostering international trade and industry for state and local communities, the Georgia Ports Authority operates deepwater ports in Savannah and Brunswick. The Port of Savannah, one of the busiest in the nation, includes Garden City container terminal and Ocean Terminal, handling breakbulk and Ro/Ro cargo. The Port of Brunswick also handles autos, along with farm and forest products. GPA's deepwater ports support more than 352,000 jobs in Georgia and contribute \$18.5 billion in income,

\$66.9 billion in revenue and \$2.5 billion in state and local taxes.



GPA creates jobs and opportunities across Georgia and beyond, and constantly works to become more efficient by “using less to move more.” That same idea applies to GPA’s group medical plan that includes health and wellness efforts, especially those that target specific health risks.

GPA Waterfront Wellness Program controls increasing medical costs by using prevention and intervention to reduce the need for health care.

PLANNING

3. What were the communications planning and programming components for this entry?

Goal:

Clearly communicate the health and wellness benefits available to all Georgia Ports Authority employees to encourage participation in the Waterfront Wellness Program

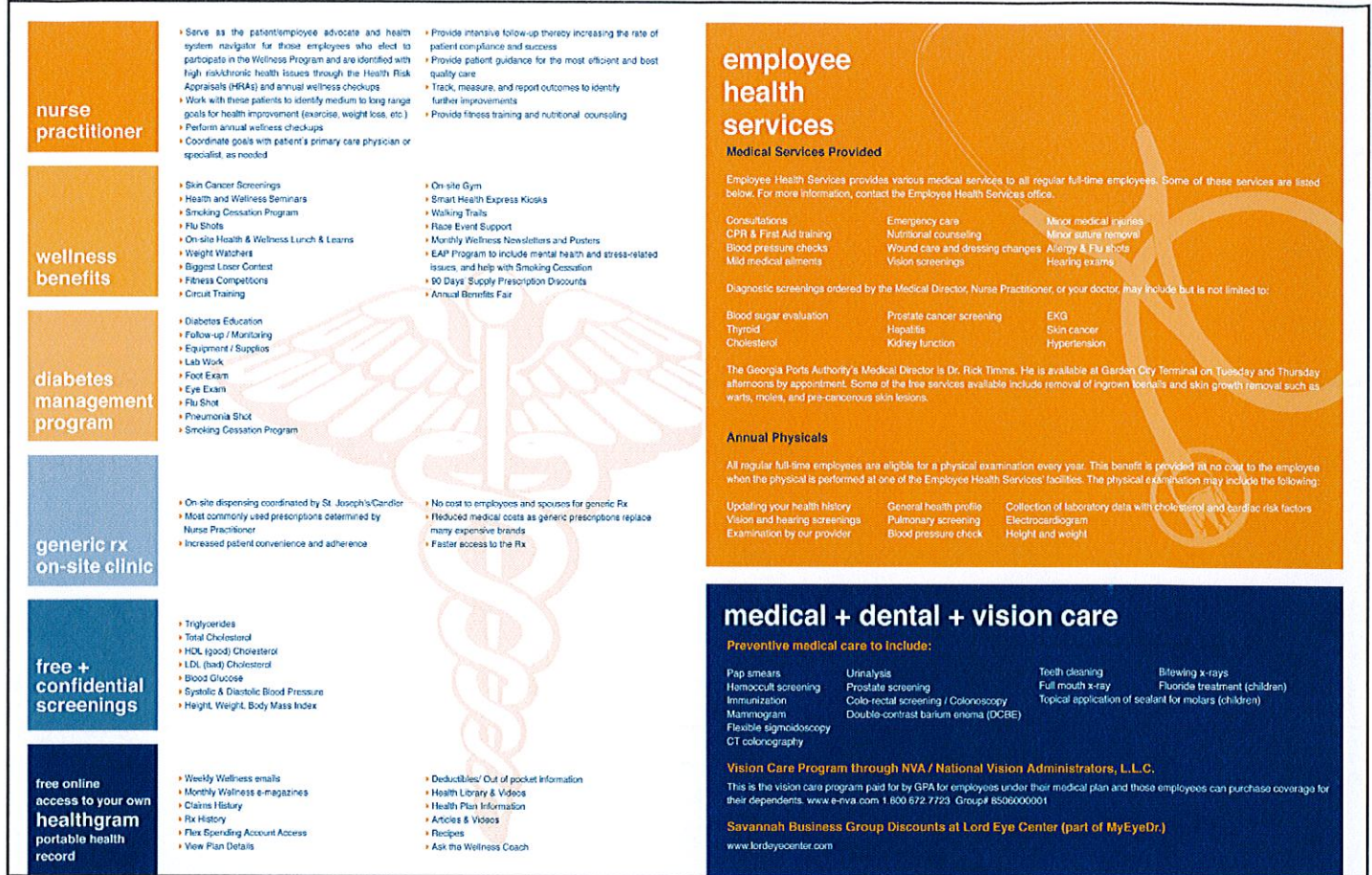
Objectives:

- Organize the long list of benefits in an easy to use and attractive way
- Create a design that encourages employees to use the brochure
- Make the brochure available to all employ-

ees and dependents

Target Audiences:

The primary audience is GPA employees who are entitled to every benefit mentioned in the brochure. The secondary audience is dependents of GPA employees who are eligible for many of the benefits listed.



The brochure is a vertical layout with a central graphic of a caduceus. It is divided into several colored sections: orange for 'employee health services', blue for 'diabetes management program', and dark blue for 'medical + dental + vision care'. Each section contains a list of services and benefits.

nurse practitioner

- Serve as the patient/employee advocate and health system navigator for those employees who elect to participate in the Wellness Program and are identified with high risk/diagnosed health issues through the Health Risk Appraisals (HRAs) and annual wellness checkups
- Work with these patients to identify medium to long range goals for health improvement (exercise, weight loss, etc.)
- Perform annual wellness checkups
- Coordinate goals with patient's primary care physician or specialist, as needed
- Provide intensive follow-up thereby increasing the rate of patient compliance and success
- Provide patient guidance for the most efficient and best quality care
- Track, measure, and report outcomes to identify further improvements
- Provide fitness training and nutritional counseling

wellness benefits

- Skin Cancer Screenings
- Health and Wellness Seminars
- Smoking Cessation Program
- Flu Shots
- On-site Health & Wellness Lunch & Learns
- Weight Watchers
- Biggest Loser Contest
- Fitness Competitions
- Circuit Training
- On-site Gym
- Smart Health Express Kiosks
- Walking Trails
- Race Event Support
- Monthly Wellness Newsletters and Posters
- EAP Program to include mental health and stress-related issues, and help with Smoking Cessation
- 90 Days' Supply Prescription Discounts
- Annual Benefits Fair

diabetes management program

- Diabetes Education
- Follow-up / Monitoring
- Equipment / Supplies
- Lab Work
- Foot Exam
- Eye Exam
- Flu Shot
- Pneumonia Shot
- Smoking Cessation Program

generic rx on-site clinic

- On-site dispensing coordinated by St. Joseph's/Candler
- Most commonly used prescriptions determined by Nurse Practitioner
- Increased patient convenience and adherence
- No cost to employees and spouses for generic Rx
- Reduced medical costs as generic prescriptions replace many expensive brands
- Faster access to the Rx

free + confidential screenings

- Triglycerides
- Total Cholesterol
- HDL (good) Cholesterol
- LDL (bad) Cholesterol
- Blood Glucose
- Systolic & Diastolic Blood Pressure
- Height, Weight, Body Mass Index

free online access to your own healthgram portable health record

- Weekly Wellness emails
- Monthly Wellness e-magazines
- Claims History
- Rx History
- Flex Spending Account Access
- New Plan Details
- Deductibles/ Out of pocket information
- Health Library & Videos
- Health Plan Information
- Articles & Videos
- Recipes
- Ask the Wellness Coach

employee health services

Medical Services Provided

Employee Health Services provides various medical services to all regular full-time employees. Some of these services are listed below. For more information, contact the Employee Health Services office.

Consultations	Emergency care	Minor medical injuries
CPR & First Aid training	Nutritional counseling	Minor suture removal
Blood pressure checks	Wound care and dressing changes	Allergy & Flu shots
Mild medical ailments	Vision screenings	Hearing exams

Diagnostic screenings ordered by the Medical Director, Nurse Practitioner, or your doctor, may include but is not limited to:

Blood sugar evaluation	Prostate cancer screening	EKG
Thyroid	Hepatitis	Skin cancer
Cholesterol	Kidney function	Hypertension

The Georgia Ports Authority's Medical Director is Dr. Rick Timms. He is available at Garden City Terminal on Tuesday and Thursday afternoons by appointment. Some of the free services available include removal of ingrown toenails and skin growth removal such as warts, moles, and pre-cancerous skin lesions.

Annual Physicals

All regular full-time employees are eligible for a physical examination every year. This benefit is provided at no cost to the employee when the physical is performed at one of the Employee Health Services facilities. The physical examination may include the following:

Updating your health history	General health profile	Collection of laboratory data with cholesterol and cardiac risk factors
Vision and hearing screenings	Pulmonary screening	Electrocardiogram
Examination by our provider	Blood pressure check	Height and weight

medical + dental + vision care

Preventive medical care to include:

Pap smears	Urinalysis	Teeth cleaning	Blowing x-rays
Hemoccult screening	Prostate screening	Full mouth x-ray	Fluoride treatment (children)
Immunization	Colo-rectal screening / Colonoscopy	Typical application of sealant for molars (children)	
Mammogram	Double-contrast barium enema (DCBE)		
Flexible sigmoidoscopy			
CT colonography			

Vision Care Program through NVA / National Vision Administrators, L.L.C.

This is the vision care program paid for by GPA for employees under their medical plan and those employees can purchase coverage for their dependents. www.e-nva.com 1.800.672.7723 Group# 650600001

Savannah Business Group Discounts at Lord Eye Center (part of MyEyeDr.)

www.lordeyecenter.com

ACTIONS

4. What actions were taken and what communication outputs were used in this entry?

- A two-person team from the employee benefits department compiled the information for the brochure.
- Wells Fargo Insurance Services, GPA's benefits consultant, reviewed the information and made adjustments.
- Once the content was finalized, an outside design firm laid out the project, focusing on making it consistent with GPA's current branding.
- The brochure is updated annually.
- The cover photo is of the Waterfront Wellness staff.
- Every GPA employee received a copy of the original printing of the brochure. After that, it is

- presented to new hires.
- Every possible medical, health and wellness benefit available to GPA employees and their families is listed in an easy-to-use format.
- It was designed to reduce any feeling of being overwhelmed that new employees used to mention when presented with all of the wellness options.
- Many of the initiatives listed in this overall brochure are communicated about in more detail directly to employees as well as their dependents. Some programs are promoted through direct mail to employees' homes to encourage dependent participation.
- Annually, the budget is \$500 for photography, \$300 to update layout, \$300 per year for printing.

RESULTS

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- The team decided to use a staff photo instead of a stock photo at the recommendation from a member of GPA's board. Feedback from employees has been positive.
- An unexpected benefit of the publication was increased pride for GPA's medical and nursing staff. The same photo on the cover has since been used in framed mission statements placed in many buildings of GPA's terminals and near health kiosks.
- This brochure has helped GPA employees and their families have a better understanding of the medical, health, and wellness resources available to them as they seek preventative care and intervention in an effort to live healthier lives and reduce their overall need for healthcare. This reduces the costs for everyone while helping employees to live longer, better quality lives.
- Since the brochure was created participation in wellness programs has increased. In the Generic Rx program alone participation has risen from 64.1% to 81%.
- The first flyer was 2011. We've added some benefits to it through the years like Zumba, circuit training, the fitness center, etc. Currently, 59% of participants in GPA's insurance participate in the Waterfront Wellness Program, up from 48% in 2013.

