MBGH Learning Network Program

Health Benefits Communications:

Inform, Educate and Engage

September 13, 2011

Procter & Gamble

Communication of Wellness Programs

The Importance of Branding

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P&G Vibrant Living

Make every day a healthy day.

Members are Asked to Engage in the Partnership

A Branded U.S. Wellness Program –

P&G Blueprint for Healthy Living

July 2006

Blueprint Brand Design Principles

Use “P&G Healthy Living initiative” device

Maintain the basic design style / elements of the **Healthy Living** personality expression for consistency, connection, and momentum

Predominance of **blue** from P&G color palette to reinforce “Blueprint” equity

Communicate that “Blueprint for Healthy Living” is a set of **tools** you can use in your **personal** journey toward a **healthier lifestyle**

Vibrant Living Website

Latest News

Flu Shot Vaccinations Covered at 100%
In an effort to support P&G families in avoiding influenza (flu) infections, flu vaccinations will be covered at 100% under the P&G healthcare benefits plans regardless of whether the provider utilized is in-network or out-of-network.

How to take advantage of this P&G Vibrant Living benefit
Anthem Flu Shot Claim Form
Humana Flu Shot Claim Form
UHC Flu Shot Claim Form

H1N1 Flu Information
The Centers for Disease Control and Prevention encourages you to take the following steps to avoid the H1N1 Flu: 1) Cover your nose and mouth when you cough or sneeze; 2) Wash your hands often with soap and water; 3) Avoid touching your eyes, nose or mouth; 4) Stay home if you get sick.

H1N1 Resources from the CDC

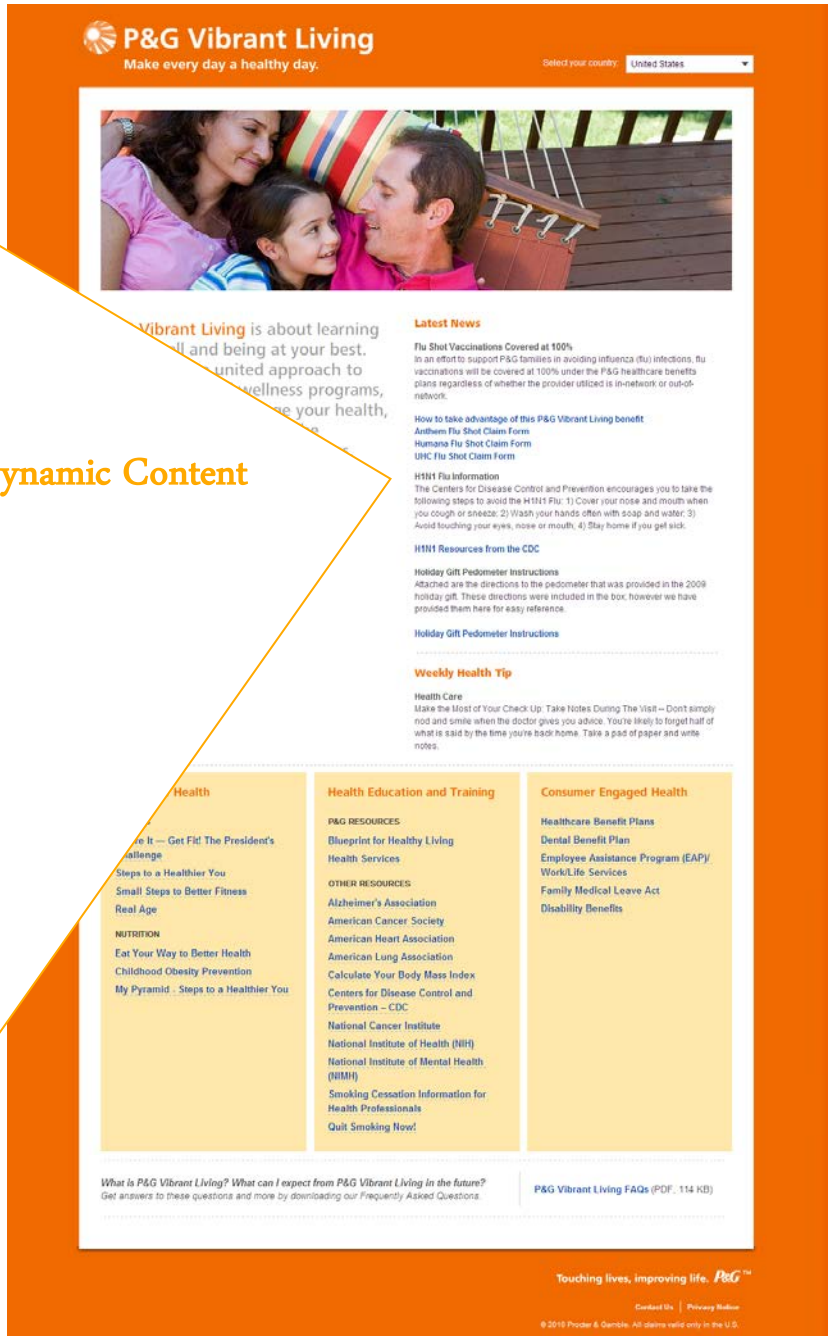
Holiday Gift Pedometer Instructions
Attached are the directions to the pedometer that was provided in the 2009 holiday gift. These directions were included in the box; however we have provided them here for easy reference.

Holiday Gift Pedometer Instructions

Weekly Health Tip

Health Care
Make the Most of Your Check Up: Take Notes During The Visit -- Don't simply nod and smile when the doctor gives you advice. You're likely to forget half of what is said by the time you're back home. Take a pad of paper and write notes.

Dynamic Content



Vibrant Living Website

Health Education and Training

P&G RESOURCES

Blueprint for Healthy Living

Health Services

OTHER RESOURCES

Alzheimer's Association

American Cancer Society

American Heart Association

American Lung Association

Calculate Your Body Mass Index

Centers for Disease Control and Prevention – CDC

National Cancer Institute

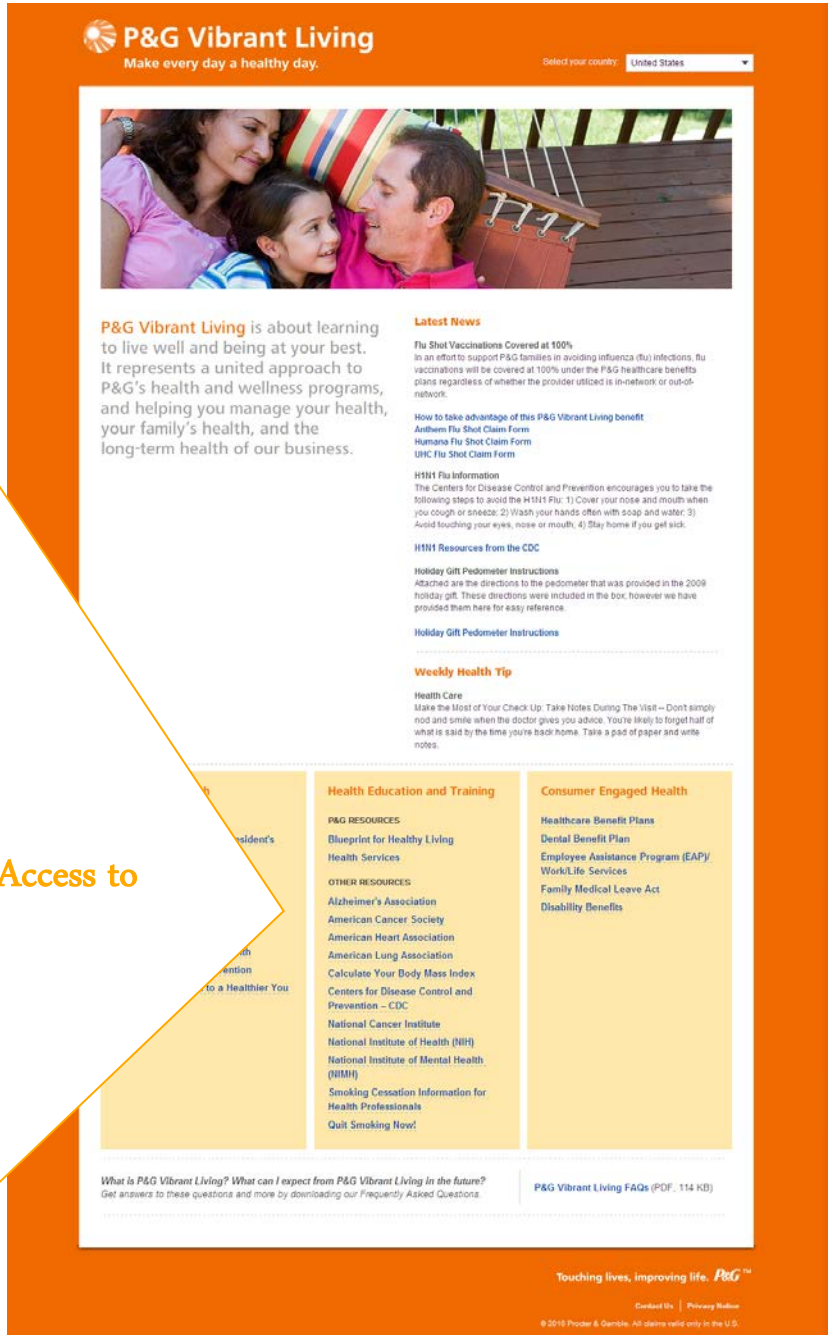
National Institute of Health (NIH)

National Institute of Mental Health (NIMH)

Smoking Cessation Information for Health Professionals

Quit Smoking Now!

Easy Access to Links



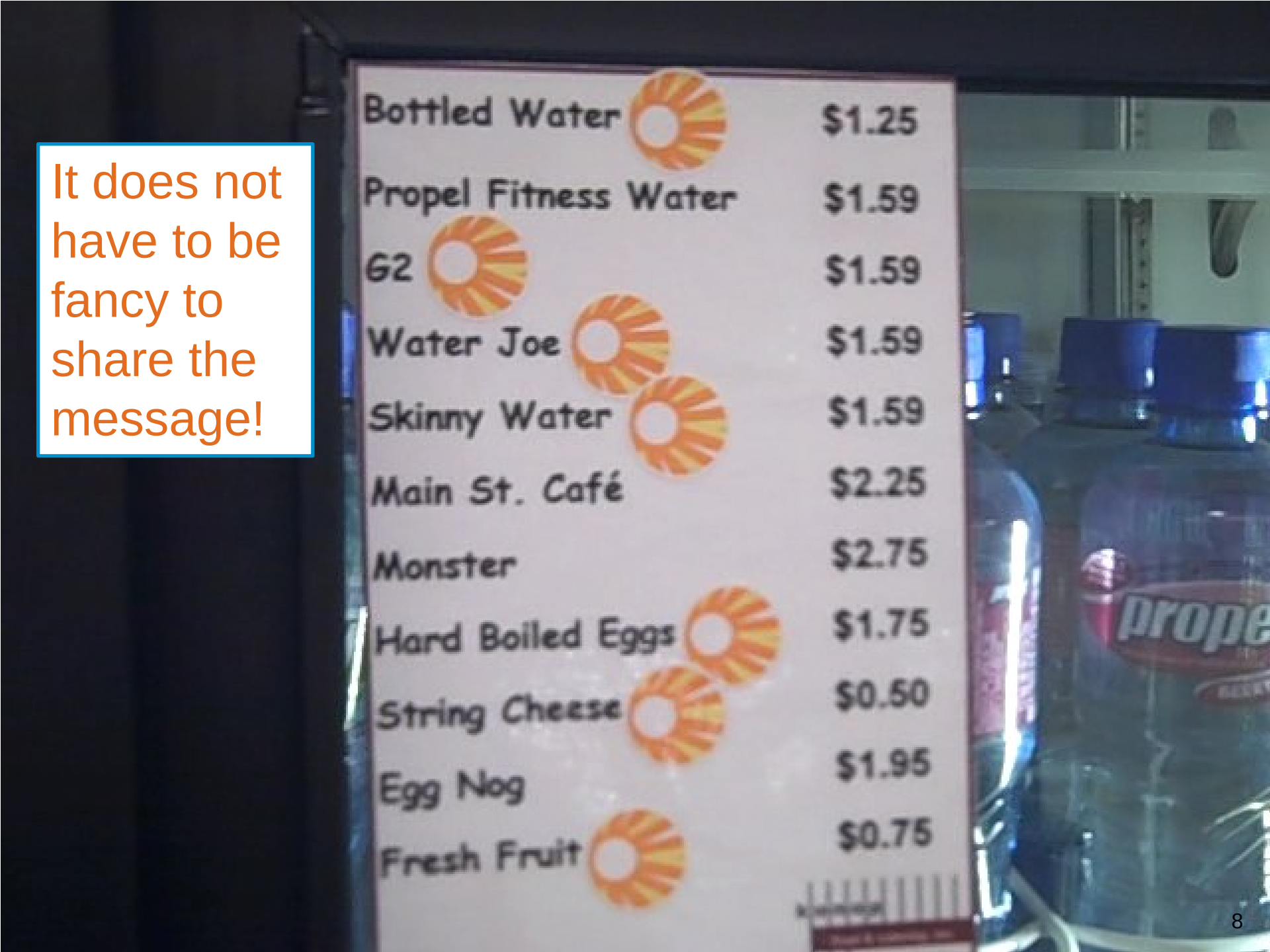
Comprehensive On-Site Fitness

Cafeterias Reinforce Healthy Eating

BEFORE

NOW

It does not have to be fancy to share the message!



Environmental Reminders – Keeping the Message Alive

Keeping the Message Alive

Hardcopy

It's This EZ!

1. CALL
Schedule an appointment at a Cincinnati Vibrant Living Health Center.

GO	983-3333
F&HCIC	627-5057
MBC	622-3456
MVIC	627-2209
SWIC	626-3401
WHBC	634-5524

All P&G Employees are eligible.

2. MEET
Meet with a Registered Nurse for your testing and results:
- Testing includes (blood draw or finger stick for cholesterol and glucose, blood pressure, and other measurements)

Do not eat or drink anything except water for 10-12 hours prior to your appointment to obtain the most accurate results.

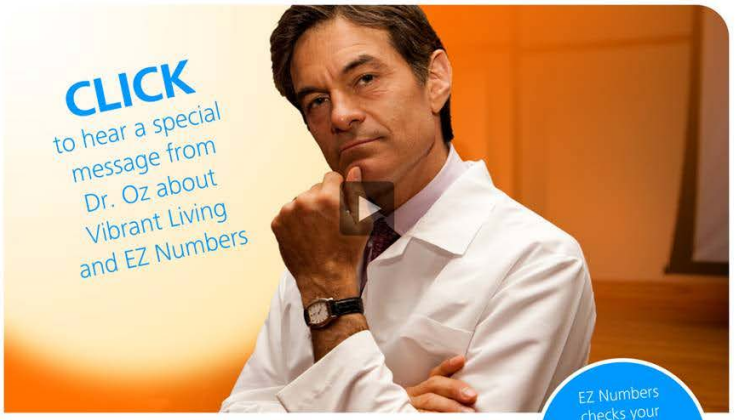
3. GO
Go with your numbers on a free credit card flash drive:
- To complete your Wellness Assessment at www.blueprintforhealthyliving.com
- In a Corporate Athlete class for "Facing the Truth".
- In discussions with your doctor.

Free! Credit Card Flash Drive

Brought to you by
P&G Vibrant Living Health Center
Healthy People • Healthy Business
Formerly Health Services

Touching lives, improving life. P&G™

E-Mail



GET YOUR HEALTH NUMBERS–
At Work, At Your Convenience, For Free

EZ Numbers checks your cholesterol, blood pressure, blood sugar, body fat (BMI) and more!

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FREE!* Credit Card Flash Drive with your EZ Numbers results!
*while supplies last

P&G Vibrant Living Health Center
Healthy People • Healthy Business

Touching lives, improving life. P&G™

Keeping the Message Alive

{EARN UP TO **$275** OR **$550** AND A LIFETIME OF WELLNESS.}

Don't miss your opportunity to earn cash now! The Blueprint for Healthy Living program rewards you and your adult family members for taking steps to get and stay healthy.

Activities *must* be completed by November 30, 2010 to earn 2010 rewards.

Visit www.blueprintforhealthyliving.com or call 1-888-216-8275 to get started today!

ACTIVITIES INCLUDE:

Wellness Assessment	$100*
Personal Wellness Advocacy programs	$100 each*
Your Everyday Health Sessions	$20 each*
Condition Management program	$200*

*Earn rewards up to the amount of your 2010 deductible ($275 Employee / $550 EE+1 or Family)! Certain restrictions apply to rewards. See web site for complete details.

P&G Vibrant Living
Make every day a healthy day.

Blueprint for Healthy Living
P&G Vibrant Living Initiative

Family Reminders

Keeping the Message Alive