



Meredith Corporation

Des Moines, IA

2011 WELLNESS OPERATING PLAN

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Overview

Meredith Corporation Mission Statement

We are Meredith Corporation, a publicly held media and marketing company founded upon service to our customers and committed to building value for our shareholders. Our cornerstone is knowledge of the home and family market. From that, we have built businesses that serve well-defined readers and viewers, deliver the messages of advertisers, and extend our brand franchises and expertise to related markets. Our products and services distinguish themselves on the basis of quality, customer service, and value that can be trusted.

Principles

- Our primary focus is success over the long term.
- Our stockholders, who have demonstrated faith in our company, deserve a superior return on their investments through market appreciation and dividends.
- Our loyal customers are the company's lifeblood. We are dedicated to building enduring relationships with them and to understanding and meeting their needs with high-quality, high-value products, and with service beyond their expectations.
- Our employees are the company's most important resource. We expect integrity, creativity, courage, initiative, teamwork, respect and individual judgment. We favor an entrepreneurial style. We value and reward excellent achievement.
- We believe good citizenship requires concern for the communities in which we operate. We encourage corporate and employee participation.
- We treasure the good reputation of our company, its products, its services, and its people. Our reputation matters to us in everything we do.

Corporate Wellness Philosophy

To remain viable, Meredith Corporation must balance the need to generate profitability, contain costs and nurture a bright and creative workforce in an ever-increasing competitive marketplace. Meredith recognizes that a healthy workforce is paramount in the cost containment of healthcare resources, and optimal business production by decreasing employee absenteeism and presenteeism. Meredith Corporation recognizes the most efficient way to impact the bottom line is to focus on the prevention, early identification and management of illness and injuries. By doing this, expenses are positively affected by lower rates for workers compensation, disability and medical care claims and an increase in employee productivity. It is both a business value and the right thing to do that motivates Meredith to continue to fuse health and productivity management into the corporate culture. The following commitments ensure the continued viability of health promotion at Meredith Corporation.

Wellness Program Vision Statement

Meredith will “Strive for 85” by achieving for 85 percent employee participation in the HRA/wellness screenings and 85 percent of participants in the low risk (0-2 risk factors) category to keep health care cost increases below the Consumer Price Index for annual health care expenditures.

Wellness Program Mission Statement

To develop a healthier and more productive workforce through a comprehensive health and wellness strategy that allows employees to live longer, happier lives, leading to an enjoyable retirement.

Wellness and Strategic Priorities

Meredith Corporation provides the strategic path that encompasses Operational Excellence integrated with the core value that Meredith employees are our most valuable asset.

As a core value, the corporate culture is addressed by elements of success which include visible leadership commitment, progressive motivation, observations, assessments and audits, health and productivity management, standards and procedures, communication and awareness, responsibility and accountability.

Meredith will maintain a best-practices – operational excellence—workforce by investing time and dollars in succession planning, safety, health and technical, and business training and by providing competitive market-based compensation and benefits. The products, services, activities and data collection provided, directly support these business strategies and are dedicated to improving employee health and safety to meet the needs of the organization by increasing productivity, preventing/managing illnesses and saving money.

2011 Wellness Operating Plan

- I. Evaluate the scope of wellness programs and services, making adjustments as necessary to increase company-wide employee awareness and participation. Demonstrate positive health status outcomes through employee lifestyle modification and behavior change.
- II. Enhance cross department collaboration on key initiatives supporting Meredith's wellness strategy.
- III. Demonstrate value for the corporate wellness program by aligning with the Meredith business strategy and collecting supporting data.

Meredith Corporation

2011 Wellness Operating Plan

GOAL I

Evaluate the scope of wellness programs and services, making adjustments as necessary to increase company-wide employee awareness and participation. Demonstrate positive health status outcomes through employee lifestyle modification and behavior change.

Objective 1

Evaluate current benchmarks utilized for program analysis and evaluation.

Rationale: As Meredith continues to expand the employee wellness initiative, data from the health culture audit suggests benchmarks in line with current best practices enhances employee confidence in corporate leadership and direction because outcomes can be accurately measured in line with industry best practices. **Communication Plan/Strategy:** Annual written outcomes report to managers (May), internal email communication to employees (June), CEO address to employees in All Employee Meetings (June-September).

Strategies/Methods for Evaluation

1. Examine aggregate data, expenditures, claims and employee enrollment and participation data across several departments including Fitness and Wellness, Compensation and Benefits, Safety and Risk Management and Corporate Health/Medical with regard to current utilization of employee corporate health/medical services, use of and enrollment in employee health, fitness, medical and other applicable benefits, safety and risk management data including absenteeism, worksite injuries and aggregate disability claims and costs, wellness screening data including identification of risk factors and areas needing improvement and gathering data in regard to current Meredith Fitness Center utilization and class participation, and enrollment in health and fitness initiatives. Specific focus will be placed on costs associated with preventive health with the goal to slow the growth of, stabilize or actually reduce costs and claims; especially where incidents could have been avoided through education, awareness and preventative action.
2. Partner with department representatives in Corporate Health and Wellness, Compensation and Benefits, Safety and Risk Management and Medical to review current benchmarks, employee involvement and cost containment goals.

Goal 1 Objective 1

Department	Target Market	Overall Strategy	Potential Barriers	Point of Contact/ Individual Accountable	Status/Timeline
Health and Wellness	All Employees	Evaluate and continue to collaborate to increase awareness through education leading to action and accountability including positive lifestyle modification and overall behavior change.	Available funding and support, large workload/time, limited historical knowledge of the program.	Tim O'Neil	Ongoing - Offer ongoing initiatives and educational campaigns directing employees to engage in positive lifestyle habits. 2011 Q4 – Compare outcomes to previous benchmarks to evaluate effectiveness.
Compensation and Benefits	All Employees	Examine current use of available employee health and wellness related benefits and aggregate claims.	Data privacy and disclosure, quantity of available data, time.	Anne Marie Boock	2011 Q1 – Establish metrics and goals for evaluation. 2011 Q4 – Examine employee participation and claims. Potential benefits re-design as necessary based on demand and employee utilization.
Safety and Risk Management	All Employees	Partner to develop education and promotional initiatives based on incidents, claims and employee needs.	Support from Safety/Risk Management in developing an integrated strategy.	Sheila Weirich	2011 Q1 – Establish targeted interventions based on need. Evaluate metrics for evaluation. 2011 Q4 – Examine employee participation, departmental feedback and reported incidents and claims.
Medical	All Employees	Purchase and implement an electronic medical records system for confidential data tracking and reporting.	Funding and IT support based on organizational priorities.	Kathy Reardon	2011 Q1 – Establish metrics to be evaluated 2011 Q2 – Utilize IT Department to develop secure data storage platform, establish current and desired state (GAP Analysis), and develop initiatives in targeted areas for intervention.

GOAL I

Evaluate the scope of wellness programs and services, making adjustments as necessary to increase company-wide employee awareness and participation. Demonstrate positive health status outcomes through employee lifestyle modification and behavior change.

Objective 2

Implement company-wide awareness and health educational campaigns to maximize employee engagement and participation. Utilize available resources to develop innovative and motivating employee interventions and incentives.

Rationale: Based on data analysis from the most recent employee health risk appraisal and employee interest survey, areas of greatest need and interest include body composition, blood pressure awareness and preventative exams, stress management and ergonomics.

Communication Plan/Strategy: Local buy-in and support is critical, so working through site contacts at all levels to determine appropriate strategies at each location will ensure the most positive employee response. Online, verbal, hard copy and electronic methods of communication will all be used.

Strategies/Methods for Evaluation

1. Maintain monthly meetings with Cohesive Wellness Teams, having one or more “Wellness Champions” per Meredith site nationwide.
2. Promote company position on health and the importance of well-being and resources available to employees through annual CEO communication to employees.
3. Provide easily assessable online materials to promote Meredith wellness resources, benefits and services.
4. Deliver a combination of educational and awareness initiatives designed to lead employees to lifestyle improvement with regard to physical activity, healthy weight maintenance, medical self-care and health care consumerism, personal resilience/stress management, tobacco use/smoking cessation, safety and risk management, employee benefits and the attraction/retention of a best-in-class workforce.
5. Include wellness program literature in new employee benefits packets and additional employee promotions and mailings as appropriate.
6. Promote the onsite fitness center and group exercise class schedule to Des Moines employees and promote the health and wellness reimbursement benefit to employees nationwide.
7. Continue to offer incentives and benefits exclusive to wellness program participants, such as the \$500 annual reduction in medical premiums by participating in a company-sponsored health screening. Monitor employee participation and survey feedback from initiatives to determine if incentives are appropriate.

Goal 1 Objective 2

Method	Target Market	Overall Strategy	Potential Barriers	Individual Accountable	Status/Timeline
Leverage Cohesive Wellness Teams	All Meredith Locations	Maintain site contact to support and promote initiatives to employees at their location. Quarterly promotional mailings with health themes to coincide with national health observances. Monthly "Wellness Champion" conference calls to promote initiatives.	Maintaining one or more Wellness Champions per location.	Tim O'Neil, with help from Wellness Committees	2011 (ongoing) – Continue recruiting and developing themes. Ongoing promotions and site initiatives.
Annual CEO Communication	All Employees	Promote ongoing senior management support of health initiatives.	Diluted effect if too many other communications.	Tim O'Neil – lead	Offer in January when employee likelihood to change behavior and interest is the highest.
Online health education materials and resources	All Employees	Provide forum on Meredith Wellness website for employees to access all available health-related resources.	Cross-Departmental Support	Tim O'Neil – lead	2011 Q1 – Unveil web changes
Education and Awareness Initiatives	All Employees	Implement quarterly bulletin board themes tied to business objectives and national health observances. Implement one national initiative in the areas of physical activity, nutrition/weight management, medical self-care, tobacco cessation and stress management	Competition for employee attention in regard to other health initiatives in the company.	Tim O'Neil and Kathy Reardon	2011 (ongoing) – Tobacco Cessation Initiative 2011 Q1 – Physical Activity Initiative 2011 Q2 – Stress Management Initiative 2011 Q3 – Nutrition Initiative 2011 Q3 – Medical Self-Care Initiative 2011 Q4 – Health Risk Assessment
New Employee Literature	New Employees	Promote available health and wellness resources with employee benefits packet.	Support from Compensation and Benefits Department	Tim O'Neil – lead, Kathy Reardon, Anne Marie Boock	2011 Q1 – handouts completed and implemented

GOAL I

Evaluate the scope of wellness programs and services, making adjustments as necessary to increase company-wide employee awareness and participation. Demonstrate positive health status outcomes through employee lifestyle modification and behavior change.

Objective 3

Capture and report health and behavior change outcomes and projected cost savings as a result of programming and employee initiatives.

Rationale: Data from the health culture audit suggests confidence in senior leadership rises when individual efforts and outcomes can be linked directly to the business strategy. Keeping senior leadership informed of positive progress and employee success encouraged continued support.

Communication Plan/Strategy: Individual success stories as well as aggregate feedback and outcomes from initiatives will be shared with employees via email, internal newsletter and verbally in large employee gatherings such as department-specific and all employee meetings.

Strategies/Methods for Evaluation

1. Promote insurance and overall program cost savings as a result of employee participation in health initiatives and behavior change. Relate impact to business strategy.
2. Offer annual Employee Health and Wellness Awards to recognize employees that have made great strides toward enhancing health and well-being in themselves and others.
3. Provide avenues for employee feedback on wellness initiatives and corporate offerings.
4. Improve employee and spouse involvement through the use of the on-site fitness center in Des Moines.

Goal 1 Objective 3

Program/Method	Target Market	Marketing Strategy	Barriers	Individual Accountable	Status
Promote Projected Cost Savings	Board of Directors, Senior-Level Management, Department Leaders, Employees	Collect data as a result of programming and relate to benchmarks established in Objective 1. Partner with Holmes Murphy to collect (and measure) health improvement and enhancement data based on Wellness Screenings.	Cost of obtaining data feeds. Time to aggregate data into useful reporting.	Tim O'Neil in conjunction with leaders outlined in Objective 1.	Collect in Q3 and Q4 of 2011 and promote in Q1 of 2012 .
Capture and Promote Employee Health and Wellness Awards	All Employees	Recognize employees that have made great strides toward enhancing health and well-being in themselves and others through the initiation of Employee Health and Wellness Awards. Employees may be nominated for a Lifestyle Change or Wellness Leadership Award.	Data Privacy, not everyone will nominate someone.	Tim O'Neil	Annual initiative in Q2. Post Employee Health and Wellness Award winners through portal on website in 2011 Q2 .
Employee Feedback	Current and Potential Program Participants	Maintain Wellness@Meredith.com email address for employee feedback, concerns and suggestions. Provide space for anonymous feedback online and conduct pre- and post-program surveys to capture outcomes and suggestions for improvement. Revitalize Employee Suggestion Box in the on-site Fitness Center in Des Moines.	Sometimes 10 percent of participants provide feedback that does not reflect the views of the other 90 percent of program participants.	Tim O'Neil, Kathy Reardon, Sheila Weirich and Anne Marie Boock	2011 (ongoing) –maintain throughout the entire year.
Increased Fitness Center Utilization	Des Moines area Meredith Employees	Provide employees with fitness classes such as zumba, cycling, extreme outdoors, pump, cardio circuit, turbo kick and yoga. Ongoing follow-up with program participants. Offer onsite fitness assessment and personal training option for program participants.	Program may require additional funding.	Tim O'Neil	Began 2011 Q1 . Evaluation and program enhancement is ongoing.

Goal II

Enhance cross department collaboration on key initiatives supporting Meredith's Wellness Strategy.

Objective 1

Continue to utilize HR and Corporate Communications to leverage the existing Meredith Wellness website to cross-promote programs and services across the following Meredith departments: Health and Wellness, Safety and Risk Management, Compensation and Benefits, and Medical.

Rationale: Data from the employee interest survey suggests enhancing the current web site would lead to online tools becoming a higher preference among employees looking to receive health and wellness information. **Communication Plan/Strategy:** Weekly update email and monthly employee newsletter along with verbal promotion in department meetings will most effectively promote the existing and enhanced resources on the web.

Strategies/Methods for Evaluation

1. Offer "how to" resources for employees looking to make a positive lifestyle behavior change.
2. Link to department sites to cross-promote key initiatives.
3. Promote EAP and Lifestyle Management Resources when applicable.
4. Partner with Meredith's National Media Group to link to existing health and wellness resources on external websites.
5. Establish monthly meeting with department representatives to discuss collaboration and cross-promotion strategy.
6. Discuss Stress Management/Personal Resilience Techniques with Department Managers.
7. Incorporate department engagement and participation objectives into health incentive campaigns and promotions.
8. Promote enhanced website to employees. Monitor response through feedback collected in next health culture audit.

Goal 2 Objective 1

Program/Method	Target Market	Marketing Strategy	Potential Barriers	Individual Accountable	Status
How-To Resources for Lifestyle and Behavior Change	Employees in the Pre-Contemplation, Contemplation or Action Stage of Change	Maintain online "Wellness Tools" linking behavior change to department offerings and available resources. Online Ask the Trainer, Ask the RD Resource	Wealth of Information Needing Organized	Tim O'Neil in conjunction with Department Leaders	2011 (ongoing)
Link to Department Web Pages	Employees	Maintain Meredith Wellness Web Page linking overall wellness to department offerings.	Time and IT Support	Tim O'Neil	2011 (ongoing)
Partnership with National Media Group	All Employees	Meet with Publishing representatives to discuss potential opportunities to cross-promote initiatives.	Quantity of Resources	Tim O'Neil and Publishing Representatives	2011 (ongoing)
Monthly Meeting with Department Representatives	Department Representatives	Establish goals and metrics for evaluation in regard to promoting departmental offerings. Implement official Company Personal Resilience Strategy. Activity Based Team Building Initiatives	Interest and time of department representatives	Tim O'Neil, Kathy Reardon, Sheila Weirich and Anne Marie Boock	2011 (ongoing)
Incorporate Department Objectives into Incentive Campaigns	Incentive Campaign Participants	Continue to incorporate objectives of Health and Wellness, Corporate Health/Medical, Compensation and Benefits and Safety/Risk Management into promotions and incentive campaigns.	Interest and time of department representatives	Tim O'Neil in conjunction with Department Leaders	2011 (ongoing)
Promote Enhanced Web Site	All Employees	Continue to promote enhanced Meredith Wellness Website.	Time it takes to finalize the web site programming and cost of implementation.	Tim O'Neil and Corporate Communications	2011 (ongoing)

GOAL II

Enhance cross department collaboration on key initiatives supporting Meredith's Wellness Strategy.

Objective 2

Determine effectiveness of cross-department collaboration and promotions in the areas of Health and Wellness, Safety and Risk Management, Benefits and Compensation and Medical.

Rationale: Data from the health culture audit indicated a strong need for improvement in cross-departmental collaboration.

Communication Strategy: Initiatives will be promoted through collaborating groups to foster and encourage ongoing enhanced teamwork.

Strategies/Methods for Evaluation

1. Meet with department leaders to determine desired cross-promotions strategy.
2. Evaluate benchmarks and outcomes, which if achieved would indicate success.
3. Collect data and relate to established metrics and benchmarks.
4. Evaluate outcomes through verbal feedback from department leaders and future health culture audit, then determine future course of action.

Goal 2 Objective 2

Program/Method	Target Market	Marketing Strategy	Potential Barriers	Individual Accountable	Status
Meetings to Determine Cross-Promotional Strategy	Department Leaders	Meet to obtain buy-in and continued support and determine course of strategy for the year.	Time Limitations of Department Leaders, Support of Cross-Promotional Initiatives	Tim O'Neil and Department Leaders	Meet 2011 Q1 to determine action plan.
Data Collection Methods	Department Leaders, Senior-Management	Establish methods of data collection and timeline.	Buy-In from Department Leaders	Tim O'Neil	Meet 2011 Q1 to determine methods and timeline.
Data Collection Phase	Department Leaders	Based on timeline, collect data and analyze results.	Access to Data, Employee Confidentiality	Tim O'Neil in conjunction with Department Representatives	Begin in 2011 Q1 . Data collection will be ongoing.
Evaluation Phase	Department Leaders	Examine outcomes and determine future changes to course of action, if applicable. Promote outcomes to senior-management.	Time the departments are willing to spend evaluating and potentially changing initiatives and promotions.	Tim O'Neil in conjunction with Department Leaders	Evaluate at the end of Q2 and Q4 in 2011 .

GOAL III

Demonstrate value for the corporate wellness program, by aligning with the Meredith business strategy and collecting supporting data.

Objective 1

Report outcomes and employee success based on program benchmarks. Use data to maintain or expand the influence of wellness programs and services.

Rationale: Employee interest survey data indicated confidence in the direction of the company and reporting positive outcomes will enhance confidence in the decision to make employee a strategic priority.

Communication Plan/Strategy: Post program survey results, cost containment and community recognition will be shared with employees via electronic and vocal communication methods where and when appropriate based on outcomes and level of recognition.

Strategies/Methods for Evaluation

1. Utilize cross-department collaboration and outcomes from objectives in Goal 2 to align with business objectives in cost containment and return on investment.
2. Utilize ROI and cost savings data to lobby for additional funding for fitness and wellness resources based on feedback from department leadership and the needs of employees. Continue to grow the amount of funding and staff allocated toward employee health and well-being.
3. Differentiate Wellness Program Expense from other major departmental expenditures (IT operating system, maintenance, etc.) and evaluate outcomes based on similar expenditures.
4. Renew Meredith's Wellness Council of America (WELCOA) Well-Workplace designation.

Goal 3 Objective 1

Program/Method	Target Market	Marketing Strategy	Barriers	Individual Accountable	Status
Cost Containment and ROI	Senior-Leadership and the Board of Directors	Demonstrate cost savings and a positive return on investment based on resources allocated for company wellness program.	Return on Investment may not be an absolute figure.	Tim O'Neil in conjunction with Holmes Murphy and departments within the organization.	Establish metrics for evaluation in 2011 Q1 and evaluate at the end of 2011 Q4 . Compare to previous annual benchmarking data to measure success.
Maintain Current Funding and Support or Obtain Additional Funding and Support for Corporate Wellness Initiatives	Senior Leadership	Successfully link expenditures and outcomes to the organizational business strategy and create a case for continued funding and support.	Cost Containment and ROI may not be realized in one calendar year.	Tim O'Neil	Evaluate progress at end of Q2 (end of fiscal year) annually.
Value Proposition	Senior Leadership	Identify and differentiate departmental expenditures in terms of dollars spent and value gained.	Access to expenditure data	Tim O'Neil	Evaluate at the end of 2011 Q4 .
Well-Workplace Designation	All Meredith Stakeholders	Apply for Well-Workplace designation in 2011 Q2 based on initiatives and operating plan.	Program in infant stages, needs time to grow and gain momentum and support	Tim O'Neil and Kathy Reardon	Evaluate progress throughout the first half of 2011 and report outcomes as applicable.

GOAL III

Demonstrate value for the corporate wellness program, by aligning with the Meredith business strategy and collecting supporting data.

Objective 2

Utilize senior-leadership support to market wellness initiatives across the company and throughout communities with a Meredith site.

Rationale: Data from the employee interest survey and health culture audit suggest a strong sense of commitment and community involvement across the company and promoting opportunities to become involved in both internal and external initiatives to promote employee health and well-being should be well received.

Communication Plan/Strategy: Promote events through posters/flyers, CEO communication, weekly update announcement and monthly newsletter. Department meetings will also be a source for event promotion and team recruitment.

Strategies/Methods for Evaluation

1. Cultivate a culture of support throughout all levels of the Meredith organization.
2. Involve Meredith wellness initiatives in community events and expand presence.
3. Partner with Meredith Site Champions to expand the reach of the Meredith Wellness program in sites and local communities. Tie fitness programs/incentives into local organizations and current events. Encourage and incentivize employees and spouses to participate in community fitness events, races and fundraisers through physical activity. (Heart Walk, Fight for Air Climb, Race for the Cure.)
4. Continue to capture outcomes such as participation, behavior change and employee success stories through program surveys and comments from participants. Regularly report progress to management and employees both in verbal and written form.

Goal 3 Objective 2

Program/Method	Target Market	Marketing Strategy	Barriers	Individual Accountable	Status
Culture of Support	Senior Management and Employees	Promote management support to employees. Maintain support by reporting progress and outcomes to management.	Variety of cultures (locations in 22 states)	Tim O'Neil	Begin with quarterly progress report to senior-management in 2011 Q1 .
Wellness in the Local Community	Wellness Council Member Organizations	Participate in two or more WELCOA events throughout the year.	Attention needs to be primarily focused internally though the program start-up phase.	Tim O'Neil and Kathy Reardon	Participate in the Wellness Council Annual Conference in fall 2011 and attend a Well-Workplace University session on behalf of Meredith Corporation.
Site Champion Partnership	One or more employees at each Meredith Site	Leverage Champions per Objectives in Goal 1 and promote strategies for corporate and community involvement.	Distance – non-regular physical presence at sites.	Tim O'Neil	Visit sites as able in 2011 and coordinate quarterly communications with Site Champions to promote community involvement.
Capture Outcomes from Site Champion Partnership and Community Involvement	Upper-Level Management	Quarterly update to CEO with next-step action plan to present to the Board.	Aggregate data (HRA and biometric only collected annually)	Tim O'Neil	Year round initiative to coincide with quarterly board meetings

PROGRAM CALENDAR JANUARY-JUNE 2011

	<i>January</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>
<i>Enrollment/Incentive</i>	<i>Live Healthy Meredith Physical Activity Fitness Incentive Campaign begins</i> <i>Fitness Center Open House</i>	<i>Live Healthy Meredith Incentive Campaign continues</i>	<i>Live Healthy Meredith Incentive Campaign continues</i>	<i>Live Healthy Meredith Incentive Campaign concludes</i>	<i>NEHFD activities May 16-20</i> <i>Blood Pressure Awareness Self-Care Campaign</i>	<i>Summer fitness center incentive begins</i>
<i>Health Enhancement</i>	<i>Tobacco Cessation Initiative</i> <i>Family Fitness</i>	<i>Red Flannel Run</i> <i>801 Grand Stair Climb Challenge</i>	<i>Weight Watchers At Work spring series</i>	<i>Heart Walk</i>		<i>Dam-to-Dam run</i> <i>Weight Watchers At Work summer series</i>
<i>Group Exercise</i>	<i>Winter Group Exercise Schedule Ends</i>	<i>Spring Group Exercise Schedule Begins</i>	<i>Spring Schedule</i>	<i>Spring Group Exercise Schedule Ends</i>	<i>Summer Group Exercise Schedule Begins</i>	<i>Summer Schedule</i>
<i>Bulletin Board/ Newsletter Communication/Marketing</i>	<i>National Volunteer Blood Donor Month</i>	<i>American Heart Month</i>	<i>National Nutrition Month</i>	<i>Alcohol Awareness Month</i>	<i>Better Sleep Month</i>	<i>Personal Resilience, National Headache Awareness Week</i>
<i>Facility/Services</i>			<i>Weather/Fire Emergency Drills</i>			
<i>Customer Service/ Quality Assurance</i>	<i>Follow-up calls/emails to inactive participants</i> <i>Suggestion Box</i>	<i>Fitness Class Satisfaction Survey</i> <i>Suggestion Box</i>	<i>Suggestion Box</i>	<i>Follow-up calls/emails to inactive participants</i> <i>Suggestion Box</i>	<i>Fitness Center Participant Survey</i> <i>Suggestion Box</i>	<i>Suggestion Box</i>
<i>Staff Development</i>	<i>Site Staff Meetings</i>	<i>Site Staff Meetings</i>	<i>Site Staff Meetings</i>	<i>Site Staff Meetings</i>	<i>Site Staff Meetings</i>	<i>Site Staff Meetings</i>

	<i>Customer Service Training</i>	<i>Customer Service Training</i>	<i>Customer Service Training</i>	<i>Customer Service Training</i>	<i>Customer Service Training</i>	<i>Customer Service Training</i>
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Ongoing Programs and activities include: *Group exercise classes, CPR/AED, First Aid and Safety training.*

PROGRAM CALENDAR JULY-DECEMBER 2011

	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>	<i>November</i>	<i>December</i>
<i>Enrollment/Incentive</i>	<i>Summer fitness center incentive continues</i>	<i>Summer fitness center incentive continues</i>	<i>Summer fitness center incentive ends</i>	<i>Fitness Center Open House/Recruitment Drive</i>	<i>Holiday Incentive Program Begins (Stress Management)</i>	<i>Holiday Fitness Incentive Program Ends</i>
<i>Health Enhancement</i>	<i>Sun Safety/Skin Cancer Awareness</i>	<i>Family Outing Event</i>	<i>Weight Watchers At Work fall series</i>	<i>Women's Health Month Bone Density Screening</i>	<i>Health Screenings Family Outing Event</i>	<i>Weight Watchers At Work winter series</i>
<i>Group Exercise</i>	<i>Summer Group Exercise Schedule Ends</i>	<i>Fall Group Exercise Schedule begins</i>	<i>Fall Schedule</i>	<i>Fall Group Exercise Schedule ends</i>	<i>Winter Group Exercise Schedule Begins</i>	<i>Winter Schedule</i>
<i>Bulletin Board/ Newsletter Communication/Marketing</i>	<i>Eye Injury Prevention Month</i>	<i>National Immunization Month</i>	<i>Prostate Cancer and Ovarian Cancer Awareness Month</i>	<i>Breast Cancer Awareness Month</i>	<i>American Diabetes Month</i>	<i>National Handwashing Awareness Week</i>
<i>Facility/Services</i>			<i>Medical/Weather / Fire Emergency Drills, CPR/AED Training</i>	<i>Annual Blood borne Pathogens Testing</i>		
<i>Customer Service/ Quality Assurance</i>	<i>Follow-up calls/emails to inactive participants</i> <i>Suggestion Box</i>	<i>Fitness Class Satisfaction Survey</i> <i>Suggestion Box</i>	<i>Suggestion Box</i>	<i>Follow-up calls/emails to inactive participants</i> <i>Suggestion Box</i>	<i>Fitness Center Participant Survey</i> <i>Suggestion Box</i>	<i>Suggestion Box</i>
<i>Staff Development</i>	<i>Site Staff Meetings</i>	<i>Site Staff Meetings</i>	<i>Site Staff Meetings</i>	<i>Site Staff Meetings</i>	<i>Site Staff Meetings</i>	<i>Site Staff Meetings</i>

	<i>Customer Service Training</i>	<i>Customer Service Training</i>	<i>Customer Service Training</i>	<i>Customer Service Training</i>	<i>Customer Service Training</i>	<i>Customer Service Training</i>
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Corporate Health and Wellness Program History

Meredith Corporation has devoted resources to employee health and well-being since the 1920's by having a full-time nurse and on-site medical team and facility for employees. Education and prevention resources have been provided in many forms including: verbal presentations (lunch and learn sessions) and hard copy handouts, pamphlets and flyers. Meredith has continued to devote additional resources to employee health and well-being by expanding the size of the medical staff and developing the Corporate Health/Medical department to provide a wealth of preventative resources to employees. Meredith has devoted time and effort to safety and risk management to ensure a safe work environment and promotes ergonomic evaluations to employees. Meredith has offered free employee physicals to sites nationwide and offered a Health Risk Appraisal and Wellness Screening to Des Moines employees since 2006 and to all employees nationwide since 2007. Meredith hired a full-time Wellness Manager in September 2007 to oversee the rollout of the nationwide wellness initiative and to further develop the wellness strategy to ensure the program continues to be strategically aligned with the goals and ROI targets of the organization. In January 2008, Meredith formed an employee wellness committee, launched Live Healthy Meredith across all locations and became Tobacco Free Workplace. Meredith started its Financial Wellness initiative in fall of 2009 and was featured in Fortune Magazine for success in creating a business case for investment in worksite health promotion. Meredith established a Wellness Points and Wellness Bucks employee benefit program in January 2010 to enhance the existing incentive structure Well-Bucks can be used to reimburse employees for health and wellness purchases. Employees lost 6,000 pounds in January 2011 in the Live Healthy Meredith campaign. Through the Live Healthy program, Meredith employees have lost more than 21,000 pounds in the last four years.

Additional Corporate Wellness Program Expansion Strategies

- Request additional funding and support based on need and outcomes data from programming.

Potential Expansion Barriers/Challenges

- Limited Budget and Funding
- Coordinating Nationwide Initiatives and Gathering Support at the Site Level

Strategies to Overcome Expansion Barriers and Challenges

- Establish cross-departmental data collection methods and metrics for evaluation. Coordinate site “Wellness Champions” to support wellness initiatives at the site level.

Itemized Budget – Meredith Fitness Center and Wellness Program Expenses

Fitness Center Expenses:

Labor Expense	\$26,000.00
Education and Training	\$1,250.00
Equipment Expense (depreciation)	\$25,100.00
Equipment Repairs	\$3,000.00
Office Supplies	\$780.00
Miscellaneous Expense	\$1,020.00
Annual Fitness Center Budget	\$57,150.00

Wellness Program Expenses:

Wellness Platform	\$145,000.00
Wellness Screening	\$85,000.00
Wellness Coaching	\$60,000.00
Tobacco Cessation	\$12,000.00
Financial Wellness Programs	\$225,000.00
Financial Wellness Incentive Prizes	\$25,000.00
Annual Wellness Program Budget	\$552,000.00
Total Budgeted Funds	\$609,150.00