

*Well Workplace Award
Executive Summary*

AAA Southern New England

Rhode Island

Gold Award

This document is an executive summary of the entire application submitted by this organization. For more information on the Well Workplace application criteria and the process for submission, please visit <http://www.welcoa.org/wellworkplace>. Complete applications are on file at the Wellness Councils of America.

Information in this publication is carefully reviewed for accuracy. Questions, comments, or ideas are welcome. Please direct to Dr. David Hunnicutt, Executive Editor, at the address below.

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**WELLNESS COUNCILS
OF AMERICA**

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Organizational and Program Background

Overview of the Organization

AAA Southern New England (the "Club") is the sixth largest AAA membership organization in the nation with its main headquarters in Providence, Rhode Island. The headquarters location supports 31 branch offices and 2 fleet operations centers across Rhode Island and Massachusetts. The Club has grown from 450 employees in the mid-90's to over 1450 today. The Club's President & CEO, Mr. Mark Shaw, took the helm in January of 2001. Mr. Shaw was the Executive Vice President when AAA applied for and was awarded the Bronze Well Workplace Award in 2000.

The Background of The Wellness Initiative

The road to worksite wellness at AAA Southern New England began with a focus on safety for employees at the Club's Road Service operations where expansions had led to increased injuries and workers' compensation expense. During the period **1995-1999**, we identified our employee health risks and health interests. This information, together with the broader risk management issues of workers' compensation and property liability, served to give us a more specific understanding of what risks our population faced. As we moved forward, we partnered with BC/BS RI, United HealthCare NE, Beacon Mutual Insurance Company and Hartford Insurance to address our populations health risks. The details of the programs and interventions we developed during this period served as the basis of our Bronze award in 2000. Since 1997 we have worked alongside the RI Department of Health to help establish worksite health promotion initiative in RI.

The period **2001-2005**, for which we are applying for a Gold award has seen a continued expansion of our resources, interventions, participation rates, and integration of our efforts. Participation in health-related programs has gone from 203 in 2001 to over 1,500 in 2005.

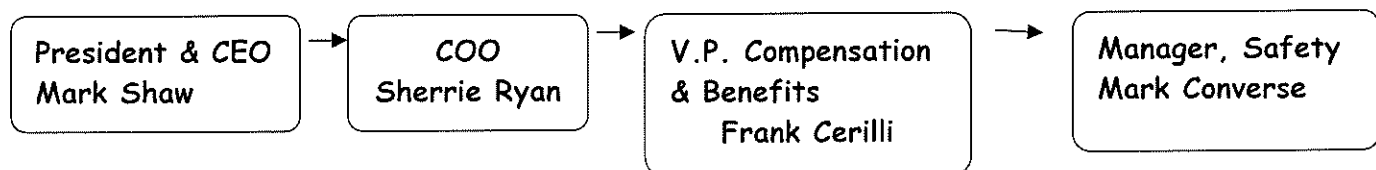
Vision & Mission Statement of The Organization and The Wellness Program

The mission statement of AAA Southern New England is "We exist for our members (customers) and judge everything we do by how well it serves their needs."

The mission statement of our health promotion initiative is "to enhance employee quality of life through health awareness, education, prevention, and prudent health care utilization and thereby provide for a healthier and more productive workforce.

Wellness Program in the Organization & Organizational Chart

The health/wellness risk management program is a function of the Human Resources Department. The designated coordinator is Mark Converse, Safety Manager, who is tasked with risk management duties for health, safety, and wellness. This position reports to the Vice President of Compensation & Benefits.



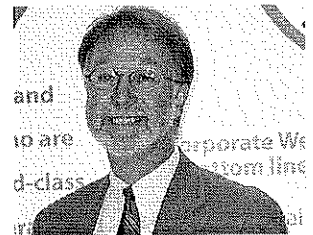
Descriptive Overview of the Look and Feel of the Wellness Initiative

AAA Southern New England has modeled its health promotion programs around WELCOA's seven C's. Having a basic business model to benchmark ourselves against, we turned our attention to adapting that framework to our workplace and its culture. Partnering with our health care providers to conduct activities provided the added resources to coordinate credible events that over time have resulted in more strategic and purposeful **support**. Human Resources continues to rely on a broad array of **people and departments** to coordinate activities each year. As a membership organization, we take great pains to get **feedback** from our members to ensure we are meeting their needs. Turned inward, this is also true of our culture where to solicit feedback via program **evaluations and culture audits** to better refine and improve programs and ensure desired participation rates. As health care costs increase, health risk prevention has turned strategic and data-driven/results-oriented.

Individual(s) that have made the Wellness Initiative What it Is Today

The primary coordinator for AAA's wellness programs is Mark Converse.

AAA has received immeasurable assistance in the development of its understanding of and integration of programs from the local Wellness Council of RI (WWCRI) and national WELCOA. WWCRI and WELCOA gave AAA the understanding of the best-practices to develop systemic and effective health promotion programming and continue to serve as an on-going resource for its development.



Highlight three unique strengths the wellness initiative offers for the employees.

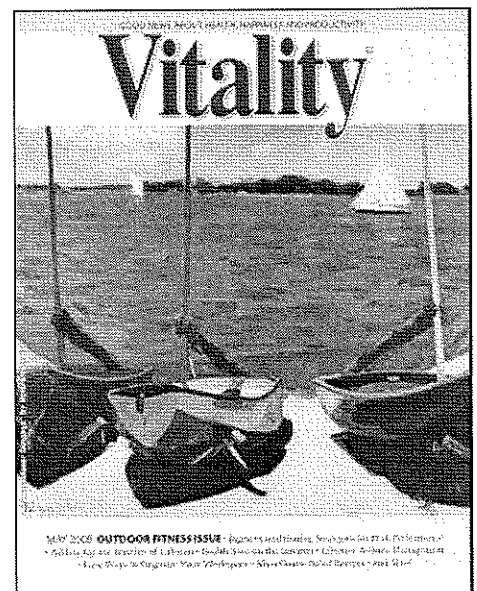
1. The wellness programs operate within a very positive organizational culture as our 2003 and 2005 culture audits revealed. Our employees are very satisfied with the work environment at AAA and that makes our multi-year wellness program initiatives more meaningful for participants. In addition, data from our health risk appraisals showed 83% of participating employees (n=514) agreed or strongly agreed that they were satisfied with their job at AAA.
2. Remote locations are not overlooked. We take great pains to ensure, as much as possible, our 33 remote branch or fleet offices are given the opportunity to participate in programs. To meet the needs of remote sites, we offer on-going rebates for Weight Watchers, Freedom From Smoking classes, Stop Smoking Help materials, and Flu Shots. In the recent past we added a Weight Watchers Reward of \$100 for the outcome of attaining Lifetime Status and weight loss.
3. AAA Southern New England has not only incorporated health promotion as a strategic initiative that continues to grow, but we have taken a leadership role in advancing workplace health promotion as a business strategy in Rhode Island.

Describe the most popular programs and activities your wellness initiative offers.

Based on participation rates over the past several years, the most popular programs have been onsite **health screenings** (BMI, body fat), **balancing/work/life** (stress) program, and our focus on visits to remote branch offices.

Since the late 90's we have distributed the Vitality magazine monthly to all locations.

This awareness piece is the cornerstone of our communications and was so accepted that we expanded the magazine in 2005 to an online e-version called e vitality that has a permanent spot on the homepage of our intranet.



The screenshot shows the e-Vitality website layout. At the top left is the AAA Southern New England logo. The main header features the 'e-Vitality' logo and the date 'December 2005'. Below the header are several sections: 'feature articles' with a list of topics like 'Cognition Update', 'Your Nutrition', 'Your Fitness', 'Mental Health', and 'Productivity'; 'each month' with icons for 'Quit Hearing Loss', 'Recipes Assistance', 'Self-Care HELPERS', and 'Digest This Issue's ZIP'; 'this month's top picks' with a photo of a child and text about holiday blues; 'departments' with links to 'Eyes-Binding Health Advice', 'Doing Vitality', 'Hot Resources', 'Your Safety', 'Supplement Sales', 'Vitamins', and 'Dear Guests'; and 'december's to-do list' with checkboxes for 'Express gratitude for family, friends and your many blessings', 'At holiday parties, indulge in moderation and never drink and drive', and 'Devote 15 to 20 minutes each day to stretching. Plan several mini-stretch breaks during the day if you work in one position for long periods.'

Pertinent Information about Our Health Promotion Initiatives

AAA Southern New England has incorporated health promotion as a strategic initiative and taken a leadership role in advancing workplace health promotion as a business strategy in Rhode Island.

We are a founding member and financial contributor to the local WELCOA Council, Worksite Wellness Council of RI. Since its inception by the Department of Health (HEALTH) in late 1997, when Dr. David Hunnicutt, President of WELCOA, spoke at a conference on worksite health promotion, AAA has been involved. Mark Converse served as volunteer President of the Council for a 2-year period (2001-2002) and continues to be actively involved to this date.



In each of the last 5 years, AAA has reserved a table for 10 for our senior management staff, including our CEO, to attend the annual Worksite Health Awards Breakfast sponsored by BCBS and the Providence Chamber of Commerce. This local health award program has grafted in the national WELCOA Well Workplace Award and embraced the broader vision of a Well State designation for Rhode Island. Our most recent involvement has been a request by Governor Donald Carcieri to participate in his aggressive advancement of the Well State initiative.