

**Well Workplace Award
Executive Summary**

**Anheuser-Busch, Inc.
Jacksonville
Gold Recertification Award**

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.

Information may not be reproduced, copied, cited, or circulated in any printed or electronic form without written permission from the publisher. ©2002 Wellness Councils of America, 9802 Nicholas Street, Suite 315, Omaha, NE 68114; phone (402) 827-3590; fax (402)827-3594; visit our website at www.welcoa.org.

All rights reserved. Information contained in this document was accurate at the time the award was designated. Due to changing business environments information is subject to change without notification.



WELLNESS COUNCILS OF AMERICA

© 2002

Preface

Organizational and Program Background

Anheuser-Busch Companies, Inc. Jacksonville Brewery is one of 12 breweries owned and operated by Anheuser-Busch Companies. This facility is located on the north side of Jacksonville. The parent corporation is divided into 13 subsidiaries with 147 locations worldwide. Anheuser-Busch, Inc. (A-BI) is the largest subsidiary of Anheuser-Busch Companies. A-BI is the world's largest brewer of beer and the U.S. industry leader since 1957. A-BI produces approximately 30 different brands of beer and three non-alcoholic brews at 12 breweries located throughout the United States. In addition, A-BI imports three other beers for distribution in the United States.

The Jacksonville Brewery, built in 1969, is located on the north side of Jacksonville, Florida on an 867-acre site. In 2002, the Jacksonville Brewery packaged and shipped 8 million barrels of beer. This facility employs approximately 625 full time employees, of which approximately 475 are members of a local labor organization. The average annual payroll for the plant is \$50 million.

Sylvester Robinson, Plant Manager, and Daniel Driscoll, Brewmaster, jointly manage the Jacksonville Brewery.

The Jacksonville Brewery began conducting annual 48-hour health fairs in the late 1980's. These wellness events consisted of hiring an outside vendor to perform onsite cholesterol screenings and simple HRA's. These annual fairs were conducted in the employee cafeteria.

As time went on, ABI employees asked for an increased number of wellness programs with greater variety. In 1991, Claire Smith, our current Occupational Health

Nurse was hired. She has been instrumental in developing the wellness program into what it is today. Her philosophy is to make “Wellness” the main ingredient of everyday life. She continues to execute this philosophy by conducting 10 to 12 wellness events throughout the year, so that wellness is not perceived as a once a year event.

Anheuser-Busch, Inc. Jacksonville first received a Silver Well Workplace award in 1994, and re-certified in 1997. In June 2000, this facility applied for and received the Gold Well Workplace designation. At this point, we are reapplying for the Gold Well Workplace Award.

Locally, the wellness team has developed the following mission statement:

Mission

To promote optimal health and fitness for employees and families through education, prevention & early detection programs.

Vision

We will enable our employees to take a proactive approach to their own well-being through healthy choices, behavior modifications and a good working relationship with a Primary Care Provider.

By partnering with our health insurers, we will reduce healthcare costs and optimize utilization through prevention and early treatment of disease for our employees and their covered family members.

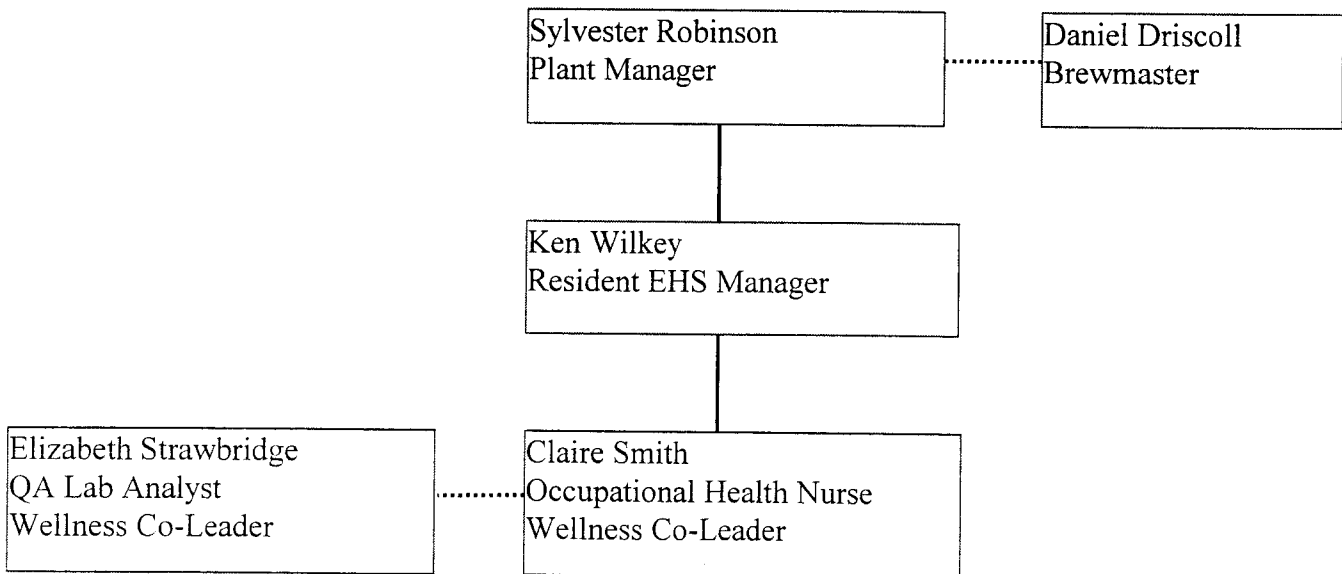
Syl Robinson, Plant Manager, joined the Jacksonville Brewery in 2001 and is committed to improving employee health and fitness. He is a strong believer in personal health and preventive care. Syl continues to be a strong supporter of Wellness programs

and attends them regularly. Syl supports our fitness center and encourages employees to use this free facility.

Dan Driscoll began his career at Anheuser-Busch in 1985 as a brewing supervisor. Dan has held various positions in the Jacksonville Brewery and two other breweries. He was promoted to Brewmaster in 1999. Dan is also a strong believer in personal health and fitness. He regularly attends our wellness events and promotes the events by providing both his salary and hourly employees the time to participate. Dan is also an avid runner and sports enthusiast.

Wellness is delivered to the employees and spouses through the Environmental, Health & Safety Department. Ken Wilkey, the Resident Manager of this EHS Department, sits on the senior Management Team and reports directly to the Plant Manager. Claire Smith, Occupational Health Nurse, is charged with providing a first rate wellness program. The Wellness Team under her leadership with the assistance of Quality Assurance Lab Analyst, Elizabeth Strawbridge, strategically plans, promotes, conducts and evaluates wellness events and initiatives throughout the year.

Organizational Chart



The Jacksonville Brewery is committed to making a difference in the health of its employees and families. This is possible by the implementation of the seven C's.

Wellness is a focal point of the senior management team and is integrated into the annual strategic plan. Wellness participation, events and initiatives are discussed weekly at staff meetings. Numbers are continually updated and a corporate wide scorecard is used to track this initiative. Senior managers participate in wellness events and also send letters and e-mails to their employees. The Plant Manager and Brewmaster must also approve the wellness team's annual budget.

In 1995, the Jacksonville Brewery formally established a "Wellness Team". This team is a diverse group of employees. These employees volunteer their spare time to serve on the team. It is made up of 16 employees from the different departments within the plant. These employees also represent all three shifts

The Wellness Team has evolved since its inception. It now consists of hourly and salaried employees, middle management, and senior management. It is organized with a sponsor, co-leaders, and members. Ken Wilkey, a senior management team member, is the Wellness Team sponsor. Claire Smith and Beth Strawbridge are co-leaders. Beth is a bargaining unit employee with a great interest in establishing a world-class wellness program.

The Wellness Team members analyze plant demographic data and serve as a voice for the workforce in determining which programs are applicable and how to implement them. The team meets quarterly for at least 8 hours and more often if an event is coming up. In 2003, 3-4 team members were assigned to each quarter's events. This subcommittee

is required to establish a theme, goals and wellness initiatives for their assigned quarter. The annual wellness theme for the Jacksonville Brewery is “*Become Health Wiser in 2003*”.

Data is collected from many sources and is discussed in detail at our annual planning meeting each fall. Data is obtained from past programs, an employee needs survey, Group Insurance Claims, prescription usage and program evaluations. Results of programs are often communicated via e-mails, reports, letters to homes and our quarterly newsletter.

As stated above, every fall the wellness team meets to review data, establish annual goals and to craft an Operating Plan. The program for 2002 was entitled “Bud Wellness 500” and the program for 2003 is entitled “Become Health Wiser in 2003”. Both plans were designed by employing the 7 C’s. The “Bud Wellness 500” and the “Become Health Wiser in 2003” plans were supported by the SMT. Both plans were developed the wellness team by reviewing data. Once each plan was developed, a budget was established. The Wellness Team works with the benefits department so that our employees get the most out of their superior benefits programs. All programs are evaluated for both content and effectiveness.

Wellness at Anheuser-Busch is unique in that instead of just offering screening and educational opportunities to participants, they promote strong relationships with employees’ and spouses’ PCPs. Additionally, Anheuser-Busch uses multiple approaches to increase employees’ education and awareness about wellness and maximize utilization of each health plan’s disease management programs.

Year after year, our most popular programs include free flu shot administration to employees, spouses and retirees, alternative approaches to medicine, risk factor screenings for cardiovascular disease and diabetes, and PCP visits.

The Jacksonville Wellness Team is very good about obtaining success stories. Many times, wellness events have helped our employees and their spouses understand and identify underlying disease processes. By developing partnerships with their PCP, many of these individuals are living healthier lives. Annually, wellness success stories are printed in our corporate newspaper.

Anheuser-Busch provides an environment supportive to healthy lifestyles, offering a world class benefits package and a superior safety program. The Jacksonville Brewery provides a fitness center at no cost to employees and supports participation in community athletic events.

The company strives to evaluate and continually improve its health and safety programs. This year the company added a “ Work-Life” assistance program to help employees balance their work and home lives.