



# Communicating Health & Wellness



GAF started a wellness campaign for employees in late 2009 as part of the company's safety program, as well as in anticipation of changes to its benefits in 2012, when employees began receiving discounts on their medical premiums as a reward for good health.

The following shows various elements created by VZ Communications to support the effort. We wrote and designed each, and we supported our client in the development of the overall strategy, including branding the program *Living Life Well*. Most printed material was distributed in both English and Spanish.

The program earned an **Award of Excellence** from The Communicator Awards.

# Wellness Campaigns

VZ Communications has developed numerous marketing materials for our client in support of campaigns to lose weight, stop smoking, improve fitness and eat healthier. For each campaign, we develop the overall branding and collateral posters, emails, and more to encourage employee participation.

**The GAF Weight Loss Challenge 2012**

**Resolve to no longer need to resolve to lose weight!**

Make this the year that you finally lose those extra pounds for good, start eating healthier and get more exercise so that you can move on to better New Year's resolutions next year!

**My New Year's Resolution... Lose Weight!!**

This year's Weight Loss Challenge gives you two opportunities to be recognized for your achievement:

- By April 13, lose enough weight so that your BMI is 27.5 or less, or achieve a 10% reduction in your current BMI.
- Maintain your weight loss through August—and hopefully for the rest of your life!

**How the Challenge works:**

- Sign up between January 16-20 with your HR leader, and get your first weigh-in.
- Determine how much weight you need to lose to achieve a body mass index (BMI) of 27.5 or lower.
- Set goals to achieve your weight loss by April 13 and be recognized for reaching your goal!
- Maintain your weight loss so that your BMI remains at 27.5 or less when you get your biometric screening at work in August—and be recognized again!

Too much weight to lose by April 13? No problem—just set your goals so that you can achieve your weight loss when you get your biometric screening at work in August and be recognized!

Tell us how you do with this challenge! Send your story to [wellness@gaf.com](mailto:wellness@gaf.com)

For Earth Day 2011, you can get healthier and help save the Earth at the same time.

**Hydrate for Health**

Get your FREE 16-ounce thermal travel tumbler at work for Earth Day 2011 (we're celebrating it at work on April 21)

Fill your tumbler with healthy fluids at least **four times a day** and get healthy while you help **save the Earth**

Think of your new tumbler as the first step toward replacing disposable cups and bottles for all of your drinks hot and cold—at home and at work.

When you do, you help reduce the impact of paper and plastics on the environment.

**Why drink water?**

- Drinking water is essential to your health.
- Water can help control calories.
- Water eases muscle aches.
- Water helps keep skin looking good.
- Water helps your kidneys.

Your Hydrate for Health tumbler is great not only for water but for any hot or cold beverage. It's double-wall insulated, top-lock dishwasher safe and designed to fit in most automobile cup holders.

**11 in 11**

Living Life Well

Our journey toward healthy living continues

what have **you** got to lose?

If you've got more than a couple of extra pounds to lose, it can seem **overwhelming** but it's **no excuse** you don't have to be this year. The Biggest Loser to become a **healthier** you.

In 2011, join the **Lose 11 Pounds in 2011 Weight Loss Challenge!**

Take it 11 pounds at a time and keep it off through 11/11/11 for an **easy-to-manage plan to get healthier.**

**How the Challenge works:**

- Sign up between March 11-31 with your HR leader.
- Participate in the first weigh-in on March 31.
- Get recognized once you lose your first 11 pounds.
- Keep the weight off through 11/11/11 and get recognized again!

**11 in 11**

Living Life Well

Our journey toward healthy living continues

**WE can do it, GAF!**

Join us in these first two of our **11 in 11 Wellness Challenges** that continue through 11/11/11. Even if you're in the "Lose 11 Pounds in 2011" challenge, you can join one or both of these!

**#1 Workout Eleven**

Add 11 minutes to each of your workout routines from March 11 through April 11.

**#2 Walk Eleven**

Walk an extra 11 miles from March 11 through April 11.

Register today with your local HR representative for the **11 in 11 Wellness Challenge**. Complete all 11 challenges through 11/11/11 to be eligible for a prize.

Are you up to the challenge?

**11 in 11**

Living Life Well

Our journey toward healthy living continues

**CHALLENGE 1**

**Workout to Your Core**

Core exercises can help you reach your fitness goals.

To develop "core" strength, work your core muscles three times a week for 30 minutes per session or six times a week for 15 minutes per session. To complete the challenge, choose one of three levels: **Beginner, Intermediate or Advanced.**

**CHALLENGE 2**

**Eat for Your Core**

Better nutrition means a lifestyle change leading to better health, fewer bad diets.

Adopt a diet that strengthens your "core." Commit to a diet that's **heart healthy** and designed to **reduce belly fat** by **reducing the saturated fats, cholesterol, sugar and salt in your foods.**

**2012 GAF Summer Wellness Challenge**

Choose the fitness challenge, the nutrition challenge or both from **July through September** for a chance to win prizes and strengthen your body for improved health and fitness.

See your local HR representative to participate and get more information and tracking forms.

**Living Life Well**

Getting healthy and strong was for good!

Living Life Well: **The Smokeless Challenge**

**CHOOSE**

**Living Life Well: Choose Your Challenge**

After the Weight Loss Challenge and the Fitness Challenge, now **YOU** get to choose your next challenge. Either one will make you stop and think about what you're putting into your body.

Sign up our first **Living Life Well** challenge for 2012.

**The Smokeless Challenge** - Choose to stop smoking or using tobacco products and give your lungs a chance to breathe free again.

**The Five-A-Day Challenge** - A challenge that encourages you to eat at least five portions of fruit and vegetables each day. You'll learn to choose the right foods for a lifetime of better nutrition, health and fitness.

Stick with either program through December 31 and earn the chance for some great prizes. See your local HR representative for more information.

**CHOOSE**

Living Life Well: **The Five-A-Day Challenge**

# Wellness Campaigns

Living Life Well

## The 2010 GAF Fitness Challenge

### A Million Steps Toward Wellness

Take a one-million-step-challenge toward a healthier life!

**How It Works**  
Once you register, you will receive a pedometer so that you can measure every step you take each day. Record your mileage regularly as you strive toward 1,000,000\* steps in 16 weeks!

- All GAF employees are eligible
- Contact your HR Department to sign up May 3-14
- Challenge runs May 17 through August 31
- Everyone who accomplishes the goal will be recognized

**The Benefits**  
You'll enjoy the support of your co-workers as we challenge one another to get into the habit of walking to achieve better overall fitness.

\*The average stride is 2,000 steps per mile. So to achieve your goal, you may need to log about 4.5 miles of walking per day over the course of the challenge to achieve a million steps.

**GAF**  
GAF MATERIALS CORPORATION

*Caution! Always consult with your doctor before beginning any exercise or weight loss program.*

## GAF Children's Fitness Challenge

August 1-31, 2011

Children, grandchildren, nieces and nephews of GAF employees are eligible to participate



All participating children will receive a gift card and certificate!

★ Children 2 to 18 years old select 11 different physical activities from a list of 31 choices and:

- Spend 1 minute per each year of age on each activity (for example, an 11 year-old would spend 11 minutes on each activity)
- Track activities on the tracking sheet provided by HR

**Employee Sponsors**

- Return your child's tracking sheet to your local HR office no later than **September 6**
- Take photographs of your children doing these activities and they may be featured in an upcoming newsletter or on the 2012 GAF Wellness Calendar

Get more information and enroll at your local HR office today!

## 2011 GAF Nutrition Challenge

October 2011

Are you ready to make healthy eating a part of every day but can't commit to every meal? Then our next nutritional challenge is for you!

Most of us can go cold turkey on the potato chips and candy bars overnight. But if you're ready to start trying to eat better one day at a time, then this challenge is for you!

Add **one healthy food** to your diet every day through October 31 (and hopefully forever).

Maybe you choose an apple over a bag of chips for your mid-afternoon snack, or maybe you have a green salad with dinner every night. Perhaps you replace your white bread with whole grain for your lunch sandwiches. Whatever you choose, make it healthier and keep it up throughout the month!

Get a new idea on how to change your diet at [www.gaf.com](http://www.gaf.com)

## Early 2012 Biometric Screening Event

Friday, March 2



If any or all of your "numbers" for cholesterol, blood glucose, blood pressure or body mass were not within normal ranges at your last biometric screening, get your second screening on March 2 at an **Early 2012 Biometric Screening Event**.

For every measure within normal range or that shows at least a 10% improvement since your last screening, you'll qualify for a \$10 discount on your monthly medical plan contributions for the balance of the year!

If any measure still isn't within normal ranges in Q1, you can work to improve it and have another screening at our next Wellness Rally this summer. If that screening shows at least 10% improvement, you can begin to earn your medical plan discount in 2013.

Living Life Well  
Getting healthy and staying well for good.

## 2011 GAF Nutrition Challenge

September 2011

If you are what you eat, then are you a **jelly donut**?

Or a Fruit Loop? A Pop-Tart? A piece of pepperoni pizza? It's easy to grab the first thing you see in the morning when you're hungry. But won't be so easy to lose weight, reduce your cholesterol or drop your blood sugar when morning after morning of bad eating habits catch up with you.

**Wake up and smell the healthy food!**

Your nutritional challenge from September 12-30 is to eat a healthier breakfast – every morning – and to encourage your family to do the same.

For ideas on making healthy breakfasts and to learn more about the benefits to your overall long-term health, visit <http://www.mayoclinic.com/health/food-and-nutrition/NU00197>

Get a new idea on how to change your diet at [www.gaf.com](http://www.gaf.com)



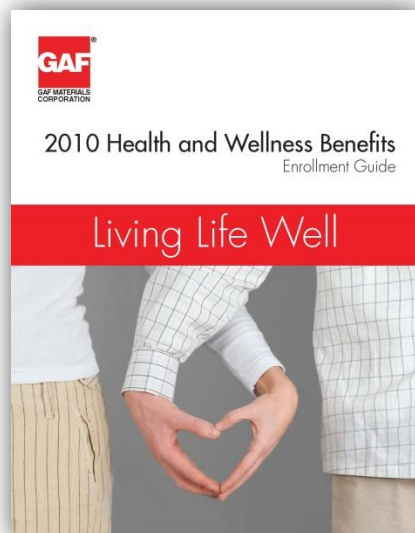
# Buzz Campaigns

At the end of each year, we develop a “buzz” campaign to foreshadow wellness activities ahead in the coming year. The campaigns include a poster and tent cards and either a button or window cling



# Benefits Enrollment Guide

The company's 2010 benefits enrollment guide featured stories about wellness, in addition to typical information about benefits choices.



### Long-Term Disability Coverage

The GAF Long-Term Disability Coverage is a voluntary benefit that provides income replacement if you become disabled and are unable to work for a specified period of time. The coverage is available to eligible employees and their dependents.

**How the Coverage Works:**

- Eligibility:** You must be at least 18 years old and a U.S. citizen or permanent resident. You must be employed full-time for at least 90 days before the start of the coverage.
- Waiting Period:** The coverage begins after a 90-day waiting period.
- Benefit Amount:** The benefit is paid as a percentage of your pre-disability income, up to a maximum of \$5,000 per month.
- Duration:** The coverage continues for up to 36 months, or until you are able to return to work.

**Legal Services**

The GAF Long-Term Disability Coverage includes legal services to help you understand your rights and obligations under the plan. The legal services are provided by a law firm that is experienced in disability law.

### Vision Coverage

The GAF Vision Coverage is a voluntary benefit that provides vision care for you and your dependents. The coverage is available to eligible employees and their dependents.

**How the Coverage Works:**

- Eligibility:** You must be at least 18 years old and a U.S. citizen or permanent resident. You must be employed full-time for at least 90 days before the start of the coverage.
- Waiting Period:** The coverage begins after a 90-day waiting period.
- Benefit Amount:** The benefit is paid as a percentage of your pre-disability income, up to a maximum of \$5,000 per month.
- Duration:** The coverage continues for up to 36 months, or until you are able to return to work.

**Living Life Well: Healthy Habits Today for a Healthier Tomorrow**

Dr. Jeffrey H. Boyd, author of the book *Being Sick Well: Joyful Living Despite Chronic Illness*, shares his insights on how to live well with chronic illness. He emphasizes the importance of taking control of your health and making healthy choices every day.

### Dental Coverage

The GAF Dental Coverage is a voluntary benefit that provides dental care for you and your dependents. The coverage is available to eligible employees and their dependents.

**How the Coverage Works:**

- Eligibility:** You must be at least 18 years old and a U.S. citizen or permanent resident. You must be employed full-time for at least 90 days before the start of the coverage.
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### Living Life Well: Living Well With Chronic Illness

Thanks in part to an aging population and increasing levels of obesity, nearly half the U.S. population now suffers from a long-lasting health condition or chronic illness such as diabetes, asthma, cancer or a physical handicap. Yet it doesn't have to rule your life—you can learn to be sick well, says Dr. Jeffrey H. Boyd, author of the book *Being Sick Well: Joyful Living Despite Chronic Illness*. He's distilled many interviews with people suffering from chronic conditions into 20 strategies for living well despite illness. Among them:

- Cultivate your social network. People are happier when friends and family are around them.
- Exercise as much as you can. Research shows that exercise not only helps prevent the onset of a disease, it can slow its progression and promotes a feeling of well-being.
- Take charge. Generally, you get better medical attention when you avoid being passive and letting your doctor take the lead.
- Take medicine as prescribed. It sounds like a no-brainer, yet research shows that less than half the pills prescribed by physicians are actually swallowed by patients, leading to an unnecessary risk of disease recurrence.
- Keep busy. It's a natural tendency to retreat and be sick—which is fine for a short-term condition. But if you have a chronic disease, you've got to get moving again soon or life will pass you by.

### How the Flexible Spending Account Works

The GAF Flexible Spending Account (FSA) is a voluntary benefit that allows you to set aside pre-tax dollars to pay for qualified medical expenses. The FSA is available to eligible employees and their dependents.

**How the FSA Works:**

- Eligibility:** You must be at least 18 years old and a U.S. citizen or permanent resident. You must be employed full-time for at least 90 days before the start of the coverage.
- Waiting Period:** The coverage begins after a 90-day waiting period.
- Benefit Amount:** The benefit is paid as a percentage of your pre-disability income, up to a maximum of \$5,000 per month.
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# Wellness Newsletter

The *Living Life Well* newsletter featured stories about upcoming wellness events, and reported on the success of completed events. In addition, each featured stories on monthly topics introduced by the wellness calendar, such as nutrition or cancer awareness.



## A MESSAGE FROM BOB: Are You Living Life Well?



One of our business objectives is to live a healthy and wellness life. We want you to live a healthy and wellness life. We want you to live a healthy and wellness life. We want you to live a healthy and wellness life.

The GAF Wellness Program is more than information and education. From health tips to weight loss and fitness challenges, there's a year's worth of activities and tools planned to help you take the next step toward personally managing a lifetime of health and fitness.

Living well doesn't mean that you have to be at your ideal weight, or that you work out all of the time or never eat a candy bar. It's not about achieving "perfect" health. It's about taking common sense steps toward staying—staying—good condition physically by making healthy choices about what to think, what to do, what to eat, and how to live. It's about taking common sense steps toward staying—staying—good condition physically by making healthy choices about what to think, what to do, what to eat, and how to live.

If you worked a healthy plan for 2010 that offers preventive care, you've already taken the first step. Now, watch for more opportunities at work to get involved in events such as weight loss or fitness challenges, or to attend a health fair or have blood pressure checked. It's all about taking the time to learn how to stay healthy, and then taking the steps to do so.

With health care costs rising every year and a population living longer, it's really important to stay healthy—and get healthier—for the future. Poor health conditions such as high cholesterol and high blood pressure—especially when undiagnosed—can unexpectedly lead to heart attacks, stroke and even death.

My challenge to you is to take a step toward a healthier lifestyle today. It may change your life forever.

Bob

### IN THIS ISSUE:

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PAGE THREE: Tim Mackenzie visits a personal fitness challenge  
PAGE FOUR: Shelby plant operator has healthier lifestyle for himself, sets example for family

**WELCOME TO LIVING LIFE WELL**  
Since wellness is our focus this year, we're looking forward to using this newsletter to share with you the latest health news, tips from experts, and stories about what GAF employees across the company are doing to take the next steps toward managing a lifetime of health and fitness.

What are you interested in reading? Do you have a health and wellness story to share? Send us a note at [wellness@gaf.com](mailto:wellness@gaf.com). We want to hear from you!



# 1Q2010

## THE GAF WELLNESS CALENDAR Our Year-Round Focus on Wellness: Q1

JANUARY: HEALTHY WEIGHT AND NUTRITION  
FEBRUARY: DENTAL AWARENESS  
MARCH: COLONRECTAL CANCER AWARENESS AND EXERCISE/FITNESS



### GAF WEIGHT LOSS CHALLENGE: Lose to Live Well

Lose to Live Well: The GAF Weight Loss Challenge is a series of GAF employees at all locations and runs from January 11 through April 30.

Prizes will be awarded to the employee who loses the largest percentage of body weight during the challenge, as well as to the employee who loses the largest percentage of weight. In addition, each month we will recognize the GAF location that loses the most weight. Winners will be announced May 31.

Sign up and weigh in January 4-15 at your location. For more information, contact your local HR department or GAF benefits at [Benefits@gaf.com](mailto:Benefits@gaf.com).



For some practical advice on nutrition, including recipes, diet tips and advice on creating healthy habits, visit [www.wellnesscalendar.com](http://www.wellnesscalendar.com).

**February: Dental Awareness**  
At this point in our lives, we've all been taught the obvious regular brushing and flossing regimen, and we know that some regular visits to our dentist for routine check-ups. Is there more?

There sure is! When it comes to dental health, it's not just about brushing and flossing. It's also about taking care of your teeth and gums. It's about taking care of your teeth and gums. It's about taking care of your teeth and gums.

**"My family history is one thing,"** Tim said. **"The other is how I live."** Tim said. **"The other is how I live."** Tim said. **"The other is how I live."** Tim said.

**January: Nutrition**  
That weight is only part of your health. Control your eating habits and your eating habits. Control your eating habits and your eating habits. Control your eating habits and your eating habits.

The current edition of the USDA's Dietary Guidelines for Americans describes a healthy diet as one that:

- Emphasizes fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products
- Includes lean meats, poultry, fish, beans, eggs, and nuts
- Is low in saturated fat, trans fat, cholesterol, salt (sodium), and added sugars



## Living Life Well

### GAF Wellness Calendar for March: Exercise/Fitness

Tim Mackenzie started running to meet a *Living Life Well* challenge and never looked back.

Back in 2005, Tim Mackenzie had an idea. Consider it a long-term goal. The idea was to run a mile every day. The idea was to run a mile every day. The idea was to run a mile every day.

After moving to Dallas, where Tim now works as an IT manager, he started running every day. After moving to Dallas, where Tim now works as an IT manager, he started running every day. After moving to Dallas, where Tim now works as an IT manager, he started running every day.

Tim, the setting was on the road. "I realized that the only way to get in shape was to run. I realized that the only way to get in shape was to run. I realized that the only way to get in shape was to run."

A limited water clock and no running. Tim didn't consider running until he made the United Way commitment. Tim didn't consider running until he made the United Way commitment. Tim didn't consider running until he made the United Way commitment.

To date, the 35-year-old has run three full marathons and seven half marathons. To date, the 35-year-old has run three full marathons and seven half marathons. To date, the 35-year-old has run three full marathons and seven half marathons.

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### March: Colorectal Cancer Awareness

Colorectal cancer, or cancer of the colon or rectum, is the fourth most common cancer in men and women. Caught early enough, it is often curable. It is often curable. It is often curable. It is often curable.

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Symptoms can include blood in the stool, narrower stools, change in bowel habits, and general stomach discomfort. Symptoms can include blood in the stool, narrower stools, change in bowel habits, and general stomach discomfort. Symptoms can include blood in the stool, narrower stools, change in bowel habits, and general stomach discomfort.

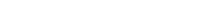
For more information, visit [www.cancer.gov](http://www.cancer.gov). For more information, visit [www.cancer.gov](http://www.cancer.gov). For more information, visit [www.cancer.gov](http://www.cancer.gov).

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### WELLNESS SPOTLIGHT

## Azua finds healthier lifestyle, loses weight and feels great!

A visit to his doctor in November 2008 was a wake-up call for Shelby Shingine plant machine operator Philip Azua who decided the best way to encourage his children to live healthier was to start a good example himself.

When he doctor diagnosed him as borderline diabetic about a year ago, Philip Azua knew something had to change—and soon. "I was told I had to change my lifestyle. I was told I had to change my lifestyle. I was told I had to change my lifestyle."

Within about 15 months, the 37-year-old who had struggled with weight gain since high school had lost 110 pounds and was in excellent health. Within about 15 months, the 37-year-old who had struggled with weight gain since high school had lost 110 pounds and was in excellent health. Within about 15 months, the 37-year-old who had struggled with weight gain since high school had lost 110 pounds and was in excellent health.

**"I lost about 110 pounds,"** Tim said. **"I lost about 110 pounds,"** Tim said. **"I lost about 110 pounds,"** Tim said. **"I lost about 110 pounds,"** Tim said.

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Next Issue:

March: Colorectal Cancer Awareness, Dental Awareness, Fitness and Exercise, Nutrition, and Wellness Calendar

2010 Edition



Nutrition Challenge participants learn to cook up healthier breakfasts

## GAF "losers" win big bucks

Almost three dozen employees are getting up on the right side of the bed each morning thanks to a new habit—eating a healthier breakfast.

Twenty-six employees at eight locations accepted our "Lose 11 Pounds in 2011" challenge back in March, lost at least 11 pounds each, and kept the weight off through 11-11-11, netting each of them a lapel pin and a gift card for \$111—plus the satisfaction in knowing they've taken another step toward healthier living.

In September, we were challenged to "Wake Up and Smell the Healthy Food"—that is, to eat a healthier breakfast every morning, rather than grab the first jelly doughnut in sight. In addition to eating healthier ourselves, the challenge included encouraging family members to follow our lead and do the same.

However, employees who participated in the challenge lost a lot more than just 11 pounds each—the total weight loss for the 26 participants was 426 pounds! Here are the winners:

- **Bideford:** Dwayne Freeman, Kevin Chandler
- **Bungay:** Alice Simpson, Gordon Blackwell, Jeannette Hunt
- **Swaine Amigo**
- **Ernie:** Oscar Montano
- **Pontefract:** Joe Bellotti, Sean Marren
- **MI, Vernon:** Steve Miller
- **Myerstown:** Andrew Tannen, Douglas Burrows, Gailen Donahien, Michael Kleinherf, Michael Williams
- **Michigan City:** Betty Donen, Brian Cost, Dan Dolph, Doug Lewicki, Harold Howard, Justin Gregory, Matt Harber, Rich Davidson, Tu Duon

In addition to a tracking sheet, participants received tips and suggestions along the way on how (and what) to eat to have a healthy breakfast.

Here are the 33 people who met the healthy breakfast challenge. Each received a gift card for \$11.

**ARE YOU STILL SMOKING?**  
**Tobacco Use Will**  
**Cost You in 2013**

If you've been thinking about quitting tobacco use, 2012 is the year to do it! Beginning in 2013, you will be assessed a surcharge in addition to your medical plan contributions if you use any tobacco product.



Living Life Well: 2011 Question of the Month Winners

In March, we began an email series called "Question of the Month." By correctly answering the posted question relative to the conference month, readers could earn a \$100 gift certificate toward their next InnovaQuest, when it comes to the InnovaQuest.

- March winner: **Leslie Peels**, Logistics Manager, Cumming
- Or: What is the leading cause of death for Americans?

- April winner: **Pat Reid**, Senior Project Manager, Lenexa
  - Q: Name a reason to seek emergency care after a concussion?
  - A: Any type of concussion is considered a brain injury.
- May winner: **Tim Monasenski**, Plant Engineer, Cumming
  - Q: What is the best method for preventing cancer?
  - A: Early detection and routine screenings.

- **Jane winner: Juliet Stewart, Warranty Claims Specialty, Wayne**
- **Q: Name one benefit of physical activity.**
- **A: Controls blood pressure, blood sugar, weight, prevents heart colorectal cancer, type 2 diabetes, helps you look your best, increases muscles and joints stronger, reduces falls and arthritis pain.**

- July winner: **Lee Beltz**, Maintenance Technician, Myrtlewood
  - Q: What temperature should hamburgers be cooked to?
  - A: 160-degrees Fahrenheit
- August winner: **Ima Garcia-Brown**, HR Manager, Fresno

- **A:** High body temperature, absence of sweating with hot red flushed skin, rapid pulse, difficulty breathing, change behavior, hallucinations, confusion, agitation, disorientation, seizure and/or coma

- September winner: **Margie Morgan**, Administrative Assistant, Strategic Outsourcing, Wayne
- Q: Why is pre-hypertension something to take seriously?
- A: Hypertension can lead to heart disease, and stroke.

- October winner: Susan Peterson, Administrative Assistant, Burgaw
- Q: Dark, leafy, green vegetables and deep yellow fruits and vegetables are good sources of what vitamins?

2012 Edition

March: Diabetes and Healthy Weight

The type of diabetes that we talk about in healthy lifestyles is type 2 diabetes. Here

type 1 diabetes is usually diagnosed in adults, and was previously known as adult-onset diabetes. The exact cause is unknown, but most likely it is an autoimmune disease. An infection or some other trigger could start the process, but the exact mechanism is not clear.

- However, type 2 diabetes is the most common and it affects millions. When you have type 2 diabetes, your cells don't respond properly to insulin and your blood sugar levels rise.

As a result, blood sugar does not get in for energy. Type 2 diabetes usually, in fact, most people with the disease are overweight and have a family history

level, poor diet, and excess body weight.

Experts say you can prevent or delay the disease through a healthy lifestyle. Change your physical activity, and maintain a healthy weight.

Moreover, with type 2 diabetes, losing just a few pounds through exercise and eating well can help with your blood sugar and reduce your risk for other health problems.

Even losing 10 or 15 pounds has health benefits, says a new study.

Diabetes Association. It can lower blood pressure, improve cholesterol levels and knees, ankles, and feet.

Most experts recommend that people eat a ratio of carbs, fat, and protein. The ideal 10% to 15% protein.

Living with diabetes can be both confusing and overwhelming. But you don't have to go it alone. One great resource is the American Diabetes Association's Type 2 Diabetes Program<sup>®</sup>, provided free of charge. Enroll and you'll receive five

including information on how to manage  
free copies of Diabetes Forecast magazine,  
easy, delicious and healthy recipes, a meal  
recipes, tools to help you manage your d

community and local events. Go to [www.livingwithdiabetes.com](http://www.livingwithdiabetes.com) for more information.

Living Life Viol is published by GAF B

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012 Editi

2012 Edition




# 2010 Wellness Rally

Each summer, GAF sponsors wellness rallies at all locations to generate wellness awareness and to encourage biometric screenings. In 2010, the rally was branded “What’s Your Number?” VZ Communications developed handouts, stickers and email reminders to employees in advance of the event.

**Living Life Well**

**The 2010 GAF Wellness Rally**



**What's Your Number?**


**Know your numbers. Know your risk.**

Experts says most health problems are preventable and early detection is critical. Yet unless you visit your doctor every year for routine screenings, you may not know how well you really are. Many conditions – such as high cholesterol – may not cause you to feel badly. Left undiagnosed or untreated, though, these kinds of issues can lead to more serious conditions, such as heart disease and stroke.

Know your numbers and know your risks by getting a **free biometric screening** during April at **The GAF Wellness Rally**. You can get your cholesterol tested, your blood pressure taken, your non-fasting (random) blood glucose level analyzed, and your body mass index (BMI) calculated – and it's all free! You'll even get a **free gift** just for completing the screening.

Plus, you can also complete a free health risk assessment to find out even more about the steps you can take to **Live Life Well**.

See below for details about **The GAF Wellness Rally** scheduled at your workplace:



Poster

**Living Life Well**

**The GAF Wellness Rally is this week!**

*What's Your Number? When you know your numbers, you can manage your risk.*

Experts says most health problems are preventable and early detection is critical. Yet unless you visit your doctor every year for routine screenings, you may not know how well you really are. Many conditions – such as high cholesterol – may not cause you to feel badly. Left undiagnosed or untreated, though, these kinds of issues can lead to more serious conditions, such as heart disease and stroke.

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Questions? Contact [wellness@gaf.com](mailto:wellness@gaf.com)

**The Michigan City Wellness Rally:**

**Friday, April 2**  
7-10 a.m.  
Conference Room #3

Email

I got my numbers  
at the  
Wellness Rally

Did you?

Participation sticker

**Living Life Well**

**The GAF Wellness Rally**

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Experts says most health problems are preventable and early detection is critical. Yet unless you visit your doctor every year for routine screenings, you may not know how well you really are. Many conditions – such as high cholesterol – may not cause you to feel badly. Left undiagnosed or untreated, though, these kinds of issues can lead to more serious conditions, such as heart disease and stroke.

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**Living Life Well**

**The GAF Health & Wellness Program**

**Admission and admission to a Wellness, start today! Wellness events, screenings, information and advice are available at work to help you live a healthy life.**

At 2010, the wellness rally is an opportunity to get a free biometric screening. The GAF will have a team of professionals on hand to help you understand your health. You will also have a chance to learn more about your health and how to live a healthy life.

When you take this health assessment, you will receive a free health assessment. Based on your assessment, you will receive a free health assessment. Based on your assessment, you will receive a free health assessment.

Check with your local HR department for the date and time of the 2010 GAF Health & Wellness Rally at your work location.

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Handouts

# 2011 Wellness Rally

Each summer, GAF sponsors wellness rallies at all locations to generate wellness awareness and to encourage biometric screenings. In 2011, the rally was branded “Color Me Healthy.” VZ Communications developed the branding and overall collateral materials which included a planning packet for organizers, an employee email, meeting template, poster, reminder magnets, raffle tickets and various handouts to participants.

**COLOR ME HEALTHY**  
The 2011 GAF Wellness Rally: Eating Colors is Good

**Step 1**  
**Get your baseline screening at the Wellness Rally.**  
You can be screened for four critical health issues: cholesterol, blood glucose, blood pressure and body mass. You don't need to fast or do anything to prepare for the screening, but you should expect a finger prick so that a blood sample can be drawn for testing.

**Step 2**  
**Improve your numbers.**  
Review the results with your doctor and develop a plan for improving your health. If your numbers already are within the normal range, keep them that way.

**Step 3**  
**Get your second screening in early 2012.**  
You'll be invited in early 2012 to another opportunity for a biometric screening. For any measure that is in the "normal" range or that shows improvement\*\*, you'll receive a discount on your monthly medical contribution for 2012.

**Step 4**  
**Keep improving.**  
Just because your numbers aren't normal doesn't mean you shouldn't keep trying. Additional biometric screenings are scheduled for 2012 and, if your numbers improve, you may still be eligible for a discount.

\*Discount program is not yet available to employees covered by a collective bargaining contract.  
\*\*Improvement is defined as improving from one risk category to another, such as very high total cholesterol or better, or from borderline to normal.

**Q&A**

**Q: Who gets the results of my screening?**  
A: You are the only one who gets the actual numbers for each screening. We encourage you to share the numbers with your physician and develop a plan, if necessary, for making improvements to your health.

**Q: Does HR get my results?**  
A: Your benefits department will get a list of employees who are eligible for the discount, but HR does not receive any actual test results.

**Q: Are these numbers going to be used to increase my healthcare costs?**  
A: No. You will not be charged more than the scheduled 2012 contribution rates. If your numbers are not within normal ranges.

**Q: Do I have to participate in the biometric screening?**  
A: It is not a requirement—you can choose to participate and try to earn the discount, or you can choose not to do so for any reason.

**Q: Why is GAF offering the screenings and discounts?**  
A: Our goal simply is to offer an opportunity for savings to those people who can do those things within their control—such as better diet, more exercise—to improve their overall health. If we can become healthier people, both employees and GAF can benefit by lowering healthcare costs and improving productivity.

**Q: How much will the discounts be?**  
A: 2012 rates haven't yet been finalized, but GAF will apply a discount for each healthy measure you achieve. More information will be available soon.

**Remember: If your numbers are not within normal ranges, you must participate in both biometric screenings and show improvement to be eligible for 2012 discounts.**

**COLOR ME HEALTHY**  
The 2011 GAF Wellness Rally: Eating Colors is Good

**Eat more fruits and vegetables every day!**  
People who eat more generous amounts of fruits and vegetables as part of a healthy diet are likely to have reduced risk of chronic diseases, including diabetes, type 2 diabetes, some types of cancer, and perhaps heart disease and high blood pressure.

**Preserve some nutrients**  
To preserve nutrients when preparing fruits and vegetables, consider these tips:

- Limit peeling to preserve fiber content.
- Steam, broil, microwave or cook in small amount of water.
- Avoid boiling. Prolonged exposure to water and heat can break down chemicals unavailable to high temperatures.
- Serve foods promptly. The longer they stand, the more nutrients are lost.

**What's a serving size anyway?**  
Recommendations for fruits and vegetables are now in cups. One cup equals:

- 1 small apple
- 1 large banana
- 2 cups of raw greens
- 1/2 bag of carrots
- 1 large orange
- 1 large bell pepper
- 1 medium grapefruit
- 1 large sweet potato

**COLOR ME HEALTHY**  
The 2011 GAF Wellness Rally: Eating Colors is Good

**What's Your Number?**

**Know your numbers. Know your risk.**  
Experts say most health problems are preventable and early detection is critical. Yet unless you visit your doctor every year for routine screenings, you may not know how well you really are. Many conditions—such as high cholesterol—may not cause you to feel badly. Left undiagnosed or untreated, though, these kinds of issues can lead to more serious conditions, such as heart disease and stroke.

**Know your numbers and know your risks by getting a free biometric screening at The 2011 GAF Wellness Rally.**  
You can get your cholesterol tested, your blood pressure taken, your non-fasting (random) blood glucose level analyzed, and your body mass index (BMI) calculated—and it's all free!

**Your Numbers Can Score A Discount in Healthcare Costs**  
You could become eligible for a discount\* on your paycheck contributions toward your medical plan if your "numbers" on your biometric screenings offered at our 2011 GAF Wellness Rally are within normal ranges and stay that way, or if you can improve your numbers before a second screening in early 2012.

\*Discount program is not yet available to employees covered by a collective bargaining contract.

## Handouts and Raffle Ticket

Fill out the stub to the right to be entered to win one of three prizes just for completing your **biometric screening**

### COLOR ME HEALTHY

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Work location/department: \_\_\_\_\_



Living Life Well  
Our journey toward healthy living continues

## Poster

## 2011 Wellness Rally: Special Newsletter Edition (post-event)

**COLOP ME HEALTHY**  
The 2011 GAF Wellness Rally: Eating Smart is Good

**Ennis Employees Celebrate 2011 GAF Wellness Rally**



6

**COLOP ME HEALTHY**  
The 2011 GAF Wellness Rally: Eating Smart is Good

**Fontana Employees Celebrate 2011 GAF Wellness Rally**



5

**COLOP ME HEALTHY**  
The 2011 GAF Wellness Rally: Eating Smart is Good

**Fontana Employees Celebrate 2011 GAF Wellness Rally**



4

**COLOP ME HEALTHY**  
The 2011 GAF Wellness Rally: Eating Smart is Good

**Dallas Employees Celebrate 2011 GAF Wellness Rally**



**The Numbers Add Up, from page 1**



when they enroll," said benefits manager Jan Coustel. "It's becoming a popular and exciting topic."

To qualify for the discount beginning January 1, you must have completed these screenings by November 11, 2011. However, if you received the deadline or if any measure wasn't within the acceptable level at your last screening, you can have another screening at no cost through the end of First Quarter 2012, at only your provider. Check your screening shows members in either acceptable levels or at least 10% improvement, you can begin to earn your discount.

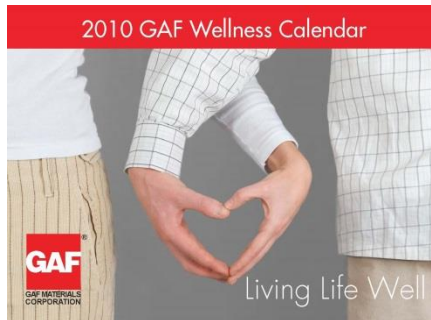
(Note that the discount program is not yet available to employees covered by a collective bargaining contract.)

7



# Wellness Calendars

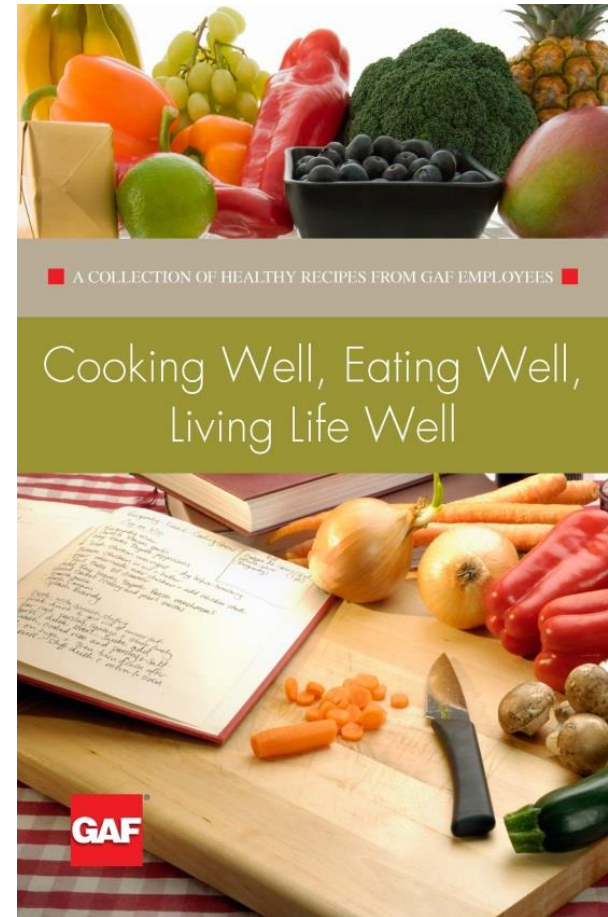
We published calendars for 2010, 2011 and 2012 of wellness events and activities. Large calendars were distributed to the plant locations, and small calendars were distributed to employees at the corporate/office locations.





# Wellness Cookbook

GAF encouraged employees to share their favorite healthy recipes and to share those with others. In late 2011, we designed and printed a 116-page, spiral bound cookbook that the company distributed throughout its population.



# Preventive Care Mailers

Dissatisfied with off-the-shelf materials from its health care provider, GAF asked us to edit and redesign a series of preventive care mailers to employees.



If left undetected, these pre-cancerous cells can develop into cervical cancer, and the cancer can spread to other parts of the body.

By the time Sue experiences symptoms, it may be too late.

Don't make the same mistake as Sue—call your doctor today to schedule your next preventive care visit. To find a doctor near you, call **1-800-438-1996**, select English or Spanish, and say "Representative." A customer service representative can then help you find the doctor right for you.

Approximately half of all deaths in the U.S. are due to preventable disease.

Preventive care and screenings help detect health problems early—when treatment may be more likely to be successful. Examples of preventive care services include:

- An annual exam
- Pap smears for women
- Prostate screenings for men
- Colonoscopies
- Cancer screenings
- Cholesterol screenings

Do I have to pay for preventive care visits? Eligible preventive care visits are covered in-network at 100% with no maximum limit, no deductibles and without co-payments, as well as with child care. You pay nothing out of pocket.

Can preventive care help me save money? You bet. Medical costs are generally less expensive when we manage conditions than if we have to treat them later. Routine preventive care will help identify problems early when they are more likely to cost less to treat.

It is important that your doctor submits your claims as preventive care visits. See the Benefits section of ShowPoint for a form you can give your provider that explains how to code your preventive care visit.

Living Life Well  
Our journey toward healthy living continues.



**Sue**  
Age: 36, 45 years old  
Height: 5'6"  
Weight: 130 lbs.  
Favorite activity: Volunteering at her local hospital.

Sue feels like she could live forever. But what Sue doesn't know could end up killing her.

Living Life Well  
Our journey toward healthy living continues.



Tom's health issues could be treated with a change of diet, exercise or medication. But for Tom, having high cholesterol and high blood pressure puts him at risk for heart problems that could lead to death—leaving Sara without a father to see her grow up and have children of her own.

Don't make the same mistake as Tom—call your doctor today to schedule your next preventive care visit. To find a doctor near you, call United HealthCare Customer Service at **1-800-438-1996**, select English or Spanish, and say "Representative." A customer service representative can then help you find the doctor right for you.

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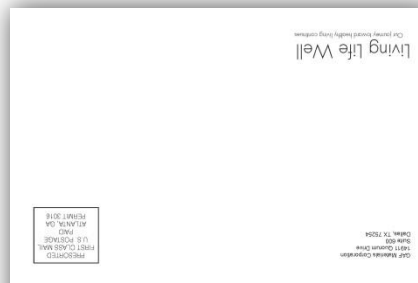
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Can preventive care help me save money? You bet. Medical costs are generally less expensive when we manage conditions than if we have to treat them later. Routine preventive care will help identify problems early when they are more likely to cost less to treat.

Are children's preventive care visits covered? Yes. For children, covered services include multiple visits to find the best care, plus important immunizations and screenings.

Living Life Well  
Our journey toward healthy living continues.



**Tom**  
Age: 36, 45 years old  
Height: 5'6"  
Weight: 130 lbs.  
Favorite activity: Volunteering at his daughter's school.

Tom feels like he could live forever. But what Tom doesn't know could end up killing him.

Living Life Well  
Our journey toward healthy living continues.



Take advantage of the information and resources on **myuhc.com**.

It's like having a personal assistant and health coach all rolled into one. Plus, you can manage your health information the eco-friendly way—online.



- Your Medical Benefits**
  - Learn more about your coverage.
  - Check your deductibles and out-of-pocket limits.
  - Look up doctors and hospitals.
  - Find doctors and hospitals in your network and evaluate hospitals on quality and patient safety. Get driving directions and print a map!
  - Organize your medical claims.
  - See your medical claims whenever you want and print copies for your records.
  - Print a temporary ID card or request a replacement.
- Decision-making Tools**
  - Use tools that help you make decisions.
  - Estimate the cost of a treatment or procedure beforehand.
  - Compare hospital specialties and quality.
- Health & Wellness**
  - Learn more about health conditions and treatments.
  - Search easy-to-read health topics that explain things for you in helpful ways.
  - Improve your health.
  - Find out the best ways to get healthy and stay healthy with helpful articles to read and simple tips to follow.
  - Chat with a nurse in real time.

The tools and information at **myuhc.com** are designed so you can get the most out of your benefits.

Register at **myuhc.com** and connect to current, reliable information about your benefits and health care interests. Registration is a snap!

1. Visit **www.myuhc.com**
2. Select **MyUHCHome**
3. Type in the requested information
4. Get started!

Living Life Well  
Our journey toward healthy living continues.

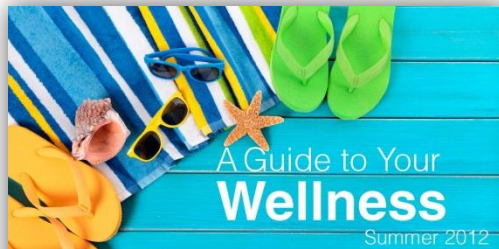


Helpful. Personal. Powerful. All for You.  
**myuhc.com**

Living Life Well  
Our journey toward healthy living continues.

# Wellness Brochure

In 2012, our client added a summer wellness brochure to the overall program. VZ Communications wrote and designed the brochure. Other versions were created for the company's union-represented employees and for a sister company.



You've probably already figured out that GAF places a lot of importance on the health and wellness of its employees. For more than three years, we've been developing a **culture of wellness** in the workplace by challenging all of us to lose weight, get fit, eat healthier or stop smoking—or all of the above. Wellness rallies, biometric screenings and more have helped to make the idea of **getting healthy and living longer** a fun one. We're continuing our efforts this summer and throughout the year. Read inside for details.

## Wellness rallies begin August 6!

Our long-standing GAF Wellness Program—Living Life Well—continues this summer with opportunities for you to get healthier and stay healthier thanks to biometric screenings at work, a wellness assessment and our health coaching program—all free!

In this brochure, we're featuring the wellness opportunities available to you over the coming months, as well as introducing you to our newest wellness partner—Principal Wellness and its Year-Round Wellness Program. Turn the page for details about the new program, plus more about:

- Our 2012 biometric screenings—a must for those who want to earn the monthly medical contribution discount. Note that you **must** also complete a wellness assessment before September 15 before you qualify for any discount in 2013.
- An update on our planned surcharge for tobacco use beginning in 2013.



**Living Life Well**  
Our journey toward healthy living continues

## Principal Wellness Company

GAF has recently partnered with Principal Wellness to create a culture of wellness in the workplace. By parent company, the Principal Financial Group, a leading global financial company offering businesses, individuals and institutional clients a range of financial products and services for more than 125 years.

Principal Wellness will offer:

- **Biometric screenings** at our Wellness Rallies beginning in August. As in the past, the screenings will measure cholesterol, blood glucose, blood pressure and body mass index (BMI). Your individual results are never shared with anyone at GAF, and they're used to determine whether you qualify for a discount on your monthly medical contributions. Each measurement that is within normal range or shows 10% improvement could earn you \$10 a month in savings.
- A written (or online) **wellness assessment** that assesses your health status and estimates your level of risk. The assessment takes 15-20 minutes to complete, and the results are **confidential**. Note that beginning in 2013, you must complete a wellness assessment before you qualify for any monthly health care discount.
- **Health coaching** (by telephone and online). If you complete your biometric screening and Wellness Assessment and a health risk is discovered, you will have the opportunity to collaborate with a Principal Wellness Health Coach. Together, you will discuss your goals and values, create a plan and then put your plan into action to help you achieve better overall health and well-being.
- A **wellness website**—[www.gafwellness.com](http://www.gafwellness.com)—accessible from any computer at home, at work, or anywhere with internet access. Through this portal, you will have access to personalized information as you can track your results, and you can record activities you have completed, participate in interactive activities, monitor your progress, and access educational information.

The Principal Call Center hours of operation are  
Monday-Friday, 7 a.m. – 7 p.m. Central Time.

Note that beginning in 2013, you must complete a wellness assessment before you qualify for any monthly medical premium discount.



**What are biometric screenings all about?** At your local Wellness Rally, you'll get a free screening for blood pressure, blood glucose, cholesterol and body mass. If you're within acceptable levels or show at least 10% improvement since your last screening, you'll qualify for a discount on your monthly medical contribution in 2013 (you must complete a wellness assessment by September 15, 2012). Each measurement that shows 10% improvement could earn you \$10 a month in savings.

**What's the wellness assessment?** Available as a form you will complete or as a digital assessment, it assesses your health status and estimates your level of risk for issues such as diabetes, heart disease and more. The assessment takes 15-20 minutes to complete, and the results are **confidential**. A discount on your monthly medical contribution, you need to complete the assessment by September 15, 2012.

**What if I can't attend the biometric screening at work?** You can get a form to take to your doctor. Note that your doctor may charge for the cost of your annual preventive visit.

**Last year, there was a raffle for everyone who got a screening at the Wellness Rally.** Yes, all employees who complete the biometric screening and Wellness Assessment are eligible to be entered in a raffle to win a prize, which will vary by location. Grand prizes—an Apple MacBook Pro notebook computer with Retina display—will be raffled company-wide for employees who complete their biometric screening and Wellness Assessment by the deadline—which is September 15, 2012. The drawing will be done in October.

**If I am not enrolled in a GAF health plan or I'm a union-represented employee, can I still participate in the biometric screening and wellness assessment?** Yes, and we encourage you to get your free screenings even though you will not receive any discounts for doing so. Why? Experts say most health problems are preventable and early detection is critical. Yet unless you visit your doctor every year for routine screenings, you may not know you have a problem. Many conditions—such as high cholesterol—may not cause any symptoms until they are advanced. Left undiagnosed or untreated, though, these kinds of issues can lead to more serious health problems such as heart disease and stroke.

## Biometric and Acceptable

- Cholesterol (Normal = Less than 200 mg/dL)
- Blood Pressure (Normal = 120/80 mmHg)
- Body Mass Index (Normal = less than 30)



## Is tobacco holding you back? Break the habit before it costs you more in 2013

If you've been thinking about quitting tobacco use, 2012 is the year to do it! Beginning in 2013, you will be assessed a surcharge in addition to your medical plan contributions if you use any tobacco product.

For many of us who use tobacco, this represents a big change. We have two choices: (1) continue to use tobacco and pay more for insurance, or (2) make a major change in our lives by choosing to quit. If you choose the second option, we know it won't be easy. Yet, each year about 1.3 million smokers manage to quit. We all know it's hard, and no one expects you to do it all on your own.

During Open Enrollment this year (October 29-November 30), Principal Wellness will offer a tobacco cessation program that includes certain prescription and over-the-counter tobacco cessation products available to you with no copayment or coinsurance. Once a participant has been engaged in the tobacco cessation program for four consecutive months, the tobacco surcharge will be removed for the remainder of the calendar year.

Why is GAF making this change? There are many reasons, including the fact that GAF cares about your health. We admit it—we'd rather have you healthy at work than sick at home from tobacco-related illnesses. It's also a fact that in the U.S. alone, tobacco users drive higher health care costs. Plus, think about your own costs for using tobacco—a pack-a-day smoker pays about \$2,400 a year out of pocket (not including cost of doctor visits when tobacco leads to health issues). Not yet convinced to give it up?

- Each year, 438,000 Americans lose their lives to smoking-related illnesses. Experts predict that about half of the people who don't quit smoking will die of smoking-related problems.
- Smokers risk damage to almost all major organs in their bodies, according to the latest report by the surgeon general. The list of diseases caused by tobacco now includes cancers of the kidneys, stomach, cervix, and pancreas as well as leukemia, cataracts, pneumonia, and gum disease.
- After one year of cigarette cessation, the excess risk of coronary heart disease caused by smoking is reduced by half. After 15 years of abstinence, the risk is similar to that for people who have never smoked.
- In 5 to 15 years, the risk of stroke for ex-smokers returns to the level of those who have never smoked.





In 2010, Dover began a benefits consolidation project that merged more than 70 different health plans into seven. While millions were saved by reducing complexity and administrative costs, the real cost savings was designed into the plans by creating more awareness among employees to make better health care decisions and to become healthier.

VZ Communications has supported Dover through the development of communications strategies and key message platforms, as well as through tactics including newsletters, toolkits and video.



# Well Aware

Written in easy-to-understand language for all audiences, **WellAware** was created in response to focus group research. Employees said they were uncomfortable taking greater ownership of their health care because they didn't understand all the terminology and how the system worked. WellAware help take out the mystery, created awareness about the benefits for improved health and led not only to acceptance of the massive changes in benefits plans but also to a record number of employees choosing a consumer-driven health plan. WellAware was recognized with The Communicator Award of Excellence.



Bob Livingston

# Health News

With more than 30 independently managed Operating Companies with more than 70 health care plans, the Dover Health & Wellness team was faced with selling the idea of consolidation to leaders who were extremely resistant to relinquishing any control over decision making and management. **Health News** was developed as a tool full of facts and figures to reinforce the business case for change. After the second month of publication, leaders were so convinced that the strategy was right that they asked for versions of Health News that they could customize for their employee audiences.



In 2011, Dover announced that all work locations would soon become tobacco-free and that employees using tobacco products would pay a higher contribution for medical and supplemental life insurance. In addition to drafting the leadership letter to employees to announce the change, VZ Communications wrote and designed two manager toolkits. The first provided change management support to HR and other leaders; the second provided resources and event ideas for encouraging employees to kick the habit.



# Testimonial Campaign 2013

In February 2013, Dover asked employees for stories about their journeys to improve their health and fitness. More than 160 employees submitted testimonials, and five were chosen to be featured in videos that VZ Communications produced in partnership with VZ Productions.

The videos have been distributed to all locations for showing during meetings and on monitors throughout the locations as a way to encourage more employees to take the steps necessary to make a real difference in their lives.

The videos can be viewed at  
<http://youtu.be/cOh0xclzTTI>







VZ Communications has supported AES over the past several years not only on benefits enrollment communication but also for its wellness events each year. Our support includes the development of brochures, posters, emails and more.



**AES**  
the power of being global

**Participate in AES Health Screening Day!**  
*Make the moves that matter for better health and physical well-being—and begin by knowing your numbers!*

Participate in a free health screening event brought to you by Make the Moves that Matter, AES' health and wellness program. See below for your date, time and location to receive your confidential health screenings managed by Health Fitness Corporation, a national leader in health improvement solutions.

When you participate in a health screening, you receive measurements including blood pressure, cholesterol (HDL, LDL ratio) and body mass index. You will also receive a \$50 reward as our way of saying thank you for making the moves that matter with your health.

Ready to get started? Log into the AES Website at [www.liveforlife.net/hf/AES](http://www.liveforlife.net/hf/AES) and click on "How to sign up" under the screening tab for your specific health screening time.

Questions? Contact [benefits@aes.com](mailto:benefits@aes.com)

**Your Health Screening Event:** Tuesday, February 2  
7-10 a.m.  
Office #3

The power to live a **healthy** life  
is at **your** fingertips



Learn more about the new AES Wellness Program  
during 2007 Global Safety Day

May 22, 2007  
10th Floor Rotunda  
11 a.m. - 3 p.m.

**HEALTH RISK APPRAISAL**  
For the first time, you will have the opportunity to complete a brief and confidential Health Risk Appraisal (HRA). All AES people who complete the HRA are eligible for a \$25 cash incentive. You can complete the HRA by registering at [www.liveforlife.net/hf/AES](http://www.liveforlife.net/hf/AES). At the health screening, a health advisor will provide one-on-one information regarding the results, including steps that you can take to improve your health.

**HEALTH SCREENINGS**  
On safety day, you can participate in free and confidential on-site health screenings for blood pressure, cholesterol, blood sugar, weight and body composition measurements. If you complete the screening and meet with a health coach, you will be eligible for a \$50 cash incentive. Stay tuned for more information about how to register.

**EDUCATION AND AWARENESS**  
Receive ongoing wellness news by email and mail to share with your family.

**LIFESTYLE PROGRAMS**  
Based on the results at the health screenings, you may qualify for a healthy lifestyle program to help you develop healthy habits and reduce health risks. All programs are conducted by outside third parties. If you qualify and complete the program, you will be eligible for a \$50 cash incentive.

**HEALTH ACTION PROGRAMS**  
Participate in programs to help you maintain a healthy lifestyle. These programs will feature team-oriented activities and have a wellness or fitness goal such as exercise, nutrition, or maintaining or losing weight. Gifts will be awarded to successful participants.

**HEALTH INFORMATION VIA THE WEB**  
In a few easy steps, you can register at [www.liveforlife.net/hf/AES](http://www.liveforlife.net/hf/AES) and have access from home or work. Use health trackers, schedule screening appointments and enjoy the benefits of 24-hour access to credible health information.

The AES Wellness Program  
Live a Powerful Life



It's time to get in the game for the  
**AES Arlington 5K Walk/Run Challenge**  
on Saturday, June 18 at 9 a.m. at Bon Air Park in Arlington, VA

## Are you in race-shape?

Ready to get started?  
Email [benefits@aes.com](mailto:benefits@aes.com)

Everyone who participates in the Walk/Run Challenge will receive an AES race T-shirt, and every team that completes the program will get a free lunch at Sweetgreen in Ballston!

In addition, AES is hosting learning sessions on fitness, diet, and training every week so join us:

Friday, May 27, 2011  
1 p.m. in the 9th Floor Rotunda

Stop by for some tips on healthy eating and dig in to our trail-mix bar for a nutritious snack!



Are you ready  
to get in the game?

Make the moves that matter for better health and physical well-being in 2011. Get in the game and come to:

**AES Wellness Day**  
Tuesday, April 26  
9 a.m. - 4 p.m.  
10th Floor Rotunda

**How to sign up:**  
Log on to [www.liveforlife.net/hf/AES](http://www.liveforlife.net/hf/AES) and click on the "Health Scheduler" tab for your specific health screening time.

**Time slots are limited.  
Sign up today!**

- Free Health Screenings
- Healthy Cooking Demo
- Exercise and Fitness Consultations
- Join the AES Arlington 5K Challenge

**AES**  
the power of being global

**AES Benefits**  
Questions? Contact [benefits@aes.com](mailto:benefits@aes.com)

Prevention is the path to wellness.  
Take the first step.

**Come to the AES Health Screening Day!**

DATE: Friday, June 1

TIME: 8:30 a.m. - 11:30 a.m.

LOCATION: AgCert Services (USA)

### TAKE THE FIRST STEP

When you get your annual checkup and health screenings, you take an important step toward preventing or reducing the effects of many serious health conditions on your overall wellness.

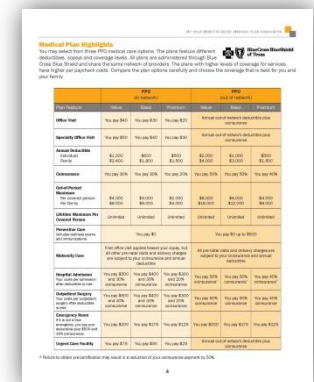
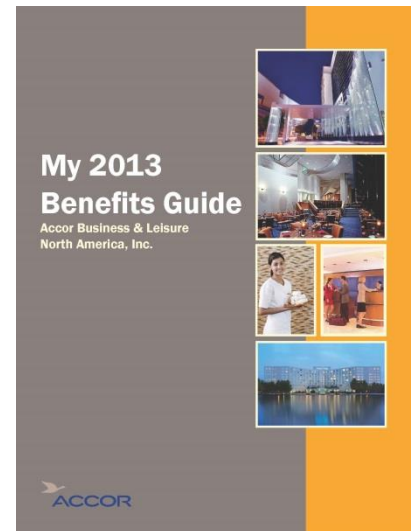
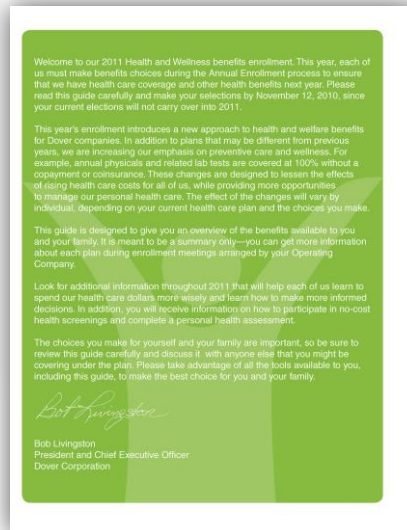
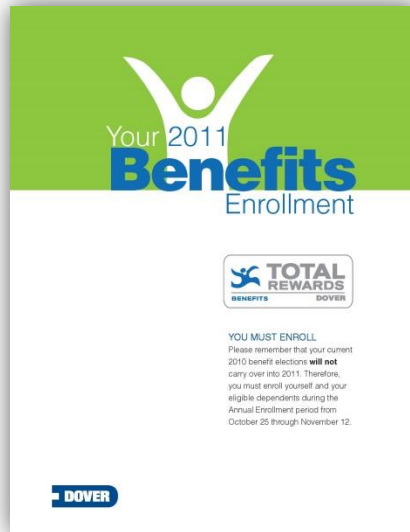
How to sign up:  
Please see your local HR Administrator to sign up for a specific screening time.

**Time slots are limited.  
Sign up today!**



# Benefits Enrollment Guides

VZ Communications regularly writes and designs annual enrollment guides for various clients. By coupling our award-winning skills in effective employee communications and clean design with our extensive knowledge of benefits programs and HR processes, we are uniquely able to take your guides from concept to distribution without the need for you to manage multiple suppliers.



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**vz**communications