



## **WKKF LiveWell Annual Wellness Campaign (11/01/22 – 10/31/23)**

The W.K. Kellogg Foundation's LiveWell Campaign was created to promote wellbeing of employees and their family members with a focus on 4 specific areas:



Engaging in the LiveWell Campaign involves completing a variety of activities in these categories over the course of the LiveWell Campaign year. This will enable you to earn LiveWell Points which can then be redeemed for incentive options such as HSA Contributions, Benefit Choice Credits or cash payouts.

The following document provides guidance on what options are available and details on how to earn LiveWell Points.

*You are required to complete the Wellness Center Acknowledgement Waiver and Release of Liability form once every three years and need to have an active LiveWell Wellness Platform Account to participate.*

### **To participate in the LiveWell Annual Incentive Campaign for the first time:**

- Go to <https://livewell.wkkf.org/>  
Either in My Apps on the Vine, or going directly to the URL above
- Click "Sign Up" from the top menu and complete the steps listed to complete the waiver form and create an account
- Once you have logged into your private platform account click "LiveWell Annual Incentive Campaign" under the "Campaigns" tab to enter and track your points.

### **Already have a platform account? You are automatically enrolled in the LiveWell Annual Campaign. To view details and log your points:**

- Login to your LiveWell Wellness Platform Account  
Either in My Apps on the Vine, or going directly to <https://livewell.wkkf.org/>
- Once you have logged into your private platform account click "LiveWell Annual Incentive Campaign" under the "Campaigns" tab to enter and track your points.

Further instructions on how to log and track your completed activities will be listed on the platform, Vine, and at <https://livewell.wkkf.org>.

To redeem your LiveWell Points earned during the LiveWell Program year (November 1<sup>st</sup>, 2022 to October 31<sup>st</sup>, 2023), you must also complete TWO annual program requirements before October 31<sup>st</sup>, 2023.

## **Annual Requirement #1 – Complete Wellness Consultation**

The Wellness Consultation is a 30-minute one-on-one health coaching session completed by a member of the WKKF Wellness Team. The coaching session is encouraged to be completed in person but can be completed online via virtual meeting.

The focus of the Wellness Consultation will be customized based on your current personal goals, health status and readiness for optimizing your health in the future. It will begin with a short questionnaire that can be completed in advance of your meeting to help prepare the WKKF Wellness Team for your consultation, which is then used to target areas of your individual interests such as improved nutrition, physical fitness and other areas of your overall lifestyle.

For more information and to schedule your wellness consultation please [click here](#).

\* Staff are encouraged to schedule consultations during times that will have minimal impact on their work schedule. Please email the Wellness Team at [wellness@wkkf.org](mailto:wellness@wkkf.org) with your preferred day and/or time to schedule your consultation.

## **Annual Requirement #2 – Complete Health Screening Assessment**

All individuals are encouraged to get an annual preventive physical with their primary care physician which includes a biometric health screening to get important updates on your health status. You may complete your health screening assessment requirement without completing an annual preventive health physical. This requirement will be completed after you login to your Livewell platform account, click on the “2022 LiveWell Annual Incentive Campaign” and self-submit the details of your offsite screening in the “Health Screening Assessment” section.

Your health screening results will be accessed only by members of the Wellness Team within the McCahill Group when requested by you. The Wellness Team may then reference this information during wellness consultation services offered to you, and/or to help build a personalized wellness program for you. All of the results will be kept confidential by the McCahill Group. WKKF will only receive aggregate reporting for the overall LiveWell Program.

## Wellness Campaign Incentive Options

Successfully completing the two annual requirements of the LiveWell Campaign before October 31, 2023, will determine your eligibility to redeem the LiveWell Points earned through participation in various elements. You can earn these points throughout the course of the LiveWell Campaign year, but you must complete the two annual requirements before October 31, 2023 to redeem your LiveWell Points for an incentive. All LiveWell Points will be tracked on the LiveWell online platform.

Points for activities may be earned after your hire date at the WKKF Foundation. Depending on this date, a maximum amount will be determined by your LiveWell Wellness Team and communicated with you. Both annual requirements are required to be eligible for incentives within the LiveWell Campaign.

Below is a list of the LiveWell Campaign activities that can be completed and redeemed for LiveWell Points. For each activity, there is also a listed maximum amount of LiveWell Points you can earn annually.

LiveWell Campaign Activities	Points Earned	Annual Point Maximum
<b>Wellbeing Activities</b>		
Complete Quarterly Wellness Challenge	100	400
Attend LiveWell Education Meeting	25	150
Preventative Health Visits	50	100
<b>Fitness Activities</b>		
Individual Fitness Program	100	100
Athletic Event or Recreation League	50	100
Physical Activity Participation	50	150
<b>Nutrition Activities</b>		
Weight Management Program	100	100
Nutritional Consultation	50	50
<b>Finance Activities</b>		
Financial Consultation	50	50
Financial Workshop	50	50
<b>Lifestyle Activities</b>		
Volunteer or Community Activity	50	100
Engagement in DNA Initiatives	25	50
Group Health Coaching Session	25	50

## Redemption of LiveWell Points

At the conclusion of the LiveWell Program year, all individuals that have completed the two annual requirements will be provided with the ability to redeem their LiveWell Points accumulated throughout the year based on the breakdown of options listed below:

# of LiveWell Points	HSA Deposit	Choice Credits	Cash
200	\$150	\$150	\$120
400	\$300	\$300	\$240
600	\$500	\$500	\$400
800	\$750	\$750	\$560

Please note: Redemption of LiveWell Points can only take place at the conclusion of the LiveWell Campaign year. Incentive payments will be made in January of the following year. If you terminate employment before the end of the Program year, you will forfeit your rights to any incentives under the program.

To join the annual LiveWell Campaign and input your LiveWell Points please go to <https://livewell.wkkf.org> and sign up for an account. To sign up for an account:

- Go to <https://livewell.wkkf.org>
- Click Sign Up in the top right corner and complete the WKKF Wellness Application & Consent form
- Click the blue link labeled "Create a LiveWell Platform Account"  
*Note: Clicking the Done button will NOT allow you to create an account*
- Enter your information to create a private account

Once you have created an account, you can login and participate in the LiveWell Annual Incentive Campaign.

- Log into your private wellness account via [livewell.wkkf.org](https://livewell.wkkf.org) or through My Apps on the Vine
- Click "LiveWell Annual Incentive Campaign" under the Campaign tab to log and track points
- Simply click on the Activity you wish to complete, enter the details and then click "Submit".

When you submit your activity, you will see an update of the LiveWell points you have earned for each LiveWell Campaign Activity. Those activities will later be verified by a member of the LiveWell Wellness team for accuracy.

# Details of Campaign Offerings

## **Completion of Quarterly Wellness Challenge**

*100 LiveWell Points Per Quarter – 400 Points Maximum Annually*

Each quarter there will be three different Challenge options available for completion on the WKKF LiveWell online platform. To join a Challenge, log into your LiveWell platform account, click the “Challenge” tab and select which Challenge(s) you elect to participate in.

Successfully completing the requirements for any 1 of the 3 Challenges will earn you 100 LiveWell Points for that quarter. You are allowed and encouraged to participate in multiple Challenge options each quarter, however you will only be eligible for earning credit for 1 Challenge per quarter. This equates to 100 LiveWell Points and a maximum of 400 LiveWell Points per year.

### **Quarterly Challenge Options:**

- **Foundation-Wide Featured Wellness Challenge (6-8 weeks in duration)**
- **Quarterly Activity Minute Challenge (3 Months – Average 120 mins per week)**
- **Quarterly Step Challenge (3 Months – Average 7,500+ steps per day)**

**Foundation-Wide Featured Wellness Challenge:** This will be a public challenge which will focus on engaging all individuals within the foundation to participate. The Foundation-Wide Challenge will include a live leaderboard highlighting results of both individual participants and team averages when applicable. In advance of the Challenge’s start date, specific details related to the Challenge and the minimum level of participation required to earn LiveWell Points for completion will be communicated.

**Quarterly Activity Minute Challenge:** This is a Private Challenge with no leaderboard or public sharing of information logged. Individuals engaging in this Challenge will need to log an average of at least 120 minutes per week of wellness activities over the course of the entire quarter (3 months) to receive credit for successful completion. Wellness activity minutes logged can include not only fitness activities, but also other minutes of activity that improve your overall well-being such as meditation, health coaching, community volunteer work, etc.

**Quarterly Step Challenge:** This is a Private Challenge with no leaderboard or public sharing of information logged. Individuals engaging in this Challenge will need to log an average of 52,500 steps per week of steps (or step converted wellness activities) over the course of the entire quarter (3 months) to receive credit for successful completion. This equates to at least an average of 7,500 steps per day.

For your benefit, a step conversion chart will be provided so that wellness activities (such as a group fitness class) that do not equate to steps can still be input for credit.

### **Device Syncing Capabilities**

The LiveWell online platform has both a mobile app for easy activity logging on the go, as well as the ability to sync multiple activity tracking devices directly with the platform. To sync your device, log on to

your platform and under the Me tab, click App Linking. For assistance or troubleshooting with device syncing please contact the WKKF Wellness Team for more information.

## **LiveWell Education Meeting**

*25 LiveWell Points per event – 150 Maximum Annually*

Throughout the year, WKKF will offer health education in the form of workshops, meetings and seminars by the WKKF Wellness Team and other wellness experts. Participation in these activities can be redeemed for LiveWell Points. Participation in an Affinity Group events supporting the DNA of the Kellogg Foundation are also eligible for points within this category.

Whenever possible, the WKKF Wellness Team will provide the content of the health education workshop online to allow credit for individuals who are not able to attend the event but still make the time to review the content online.

Individuals can earn 25 LiveWell Points for every health education event, workshop or seminar that they attend with a maximum of 150 LiveWell Points annually.

## **Preventative Health Visit**

*50 LiveWell Points per event – 100 Points Maximum Annually*

Completion of voluntary preventive health visits are worth 50 LiveWell Points for each visit. Example of such visits include:

- Annual Physician Led Exam
- Preventative Health Screening (Mammogram, Colonoscopy, etc.)
- Routine Dental Check-Up
- Annual Eye Exam
- Visit with a Mental Health Professional

**\*You can only earn points once for each of the categories listed**

If any preventive health visits do not fall under the categories listed above, please contact a member of the WKKF Wellness Team to see if they are eligible for credit.

# Individual Fitness Program

*100 LiveWell Points – 100 Points Maximum Annually*

The individual fitness program involves 3 separate sessions meeting with a personal trainer and is focused on improving your individual fitness activity. This is different than the annual Wellness Consultation meeting in that it is specifically built to meet you where you are currently at with your personal fitness level and then provide guidance for meeting set goals for improved fitness activity.

LiveWell points are awarded upon completion of the third session. Any additional sessions beyond the three provided within the program year are subject to an additional Personal Training fee. Reach out to a member of the LiveWell Team for more information.

## **Session 1**

- You will undergo a comprehensive fitness assessment based on your goals to determine your current fitness level and to discuss your desired areas for improving your personal fitness. Based on the results of this session, a trainer will create a customized fitness plan tailored to meet your goals.

## **Session 2**

- You will meet with a member of the trainer who will guide you through your customized fitness routine, answer any questions and, if necessary, adjust the routine based on your personal preferences.

## **Sessions 3**

- This is usually at least 6-8 weeks after the second session. You will meet with a member of the trainer to evaluate progress based on provided routine and pre-set goals. If necessary, your individual fitness program will be adjusted based on feedback and results achieved during the year.

\*If you do not complete all 3 sessions of the Fitness Consultations before the end of the LiveWell Program year on October 31<sup>st</sup>, 2023 you are able to redeem those Points in the following Program year once the remaining session(s) are completed. You are only eligible to earn 100 LiveWell Points per year for this activity.

## **Athletic Event or Recreational League**

*50 LiveWell Points per event – 100 Points Maximum Annually*

Earn 50 LiveWell Points for completing a formal sanctioned athletic event or participating in a recreational sports league during the year.

Examples of athletic events include sanctioned 5k run/walk events, marathons, biathlons, triathlons, bike races, adventure races, etc. Recreation leagues include any team-based leagues you are involved in such as softball teams, golf leagues, tennis clubs, etc.

## **Physical Activity Participation**

*50 LiveWell Points for every 6 activities– 150 Points Maximum Annually*

Earn 50 LiveWell Points for participating in 6 activities. These physical activities that may include, but are not limited to:

- Group Fitness Classes:  
Both On-Site and Off-site classes count
- Stretch Breaks:  
Attend on-site scheduled stretch breaks, schedule with your Wellness Team for a few minutes during a meeting or coordinate your own or with friends.  
\*NOTE: off-site locations- we are able to Zoom conference or talk through stretches over the phone. Contact your Wellness Team for scheduling.
- Personal/Group Training:  
Within the foundation using Wellness staff or with personal trainer at other location.
- Guided Meditations:  
Meditations led within the foundation or at another location.

WKKF may cover the cost of many physical activity services, for example Personal/Group Training or off-site Group Fitness Classes, through the Health and Fitness Reimbursement Program. For more details on the program details, [click here](#).



## **Weight Management Program**

*100 LiveWell Points per completed program – 100 Points Maximum Annually*

Completion of an approved multi-session weight management program will earn you 100 LiveWell Points during the year.

Minimum expectations are that the weight management program:

- Provided by a reputable organization with expertise in weight management programs
- Specific track for assisting with weight loss
- Program lasts 6-12+ weeks in duration

An example of an accepted program is Weight Watchers, but other local resources and weight management programs are potentially available as options as well.

If you have any questions on whether a particular weight management program is eligible for incentive credit, please contact a member of the WKKF wellness team.

## **Nutritional Consultation**

*50 LiveWell Points per consultation – 50 Points Maximum Annually*

Earn 50 LiveWell Points for completing an approved nutritional consultation during the year. There are multiple ways to earn your nutritional consultation, including but not limited to:

- One-on-one consultation with a Registered Dietitian outside of the workplace
- One-on-one consultation provided by WKKF approved Registered Dietitian in the workplace
- Group consultation/workshop with a Registered Dietitian hosted by WKKF

The WKKF Health Reimbursement Program may cover the cost of services such as nutritional consultations and weight management programs completed outside of the workplace. For more details on the Health Reimbursement program [click here](#).

## **Financial Consultation**

*50 LiveWell Points per consultation – 50 Points Maximum Annually*

WKKF believes that focusing on your financial wellness both now and in the future is an important element in achieving optimal wellbeing.

You can earn 50 LiveWell Points by completing one of the following activities:

- Meet with your personal Financial Advisor for discussion of your current financial status and creation of a plan related to your short- and long-term financial goals. Areas discussed in such a meeting include but are not limited to:
  - Retirement and Investment Planning
  - Debt Elimination Programs and Budgeting Programs
  - Life Insurance and Estate Planning
  - Tax Planning

The WKKF Financial Planning Assistance Program may cover the cost of many financial planning services like the options listed above. For more specific information on program details, [click here](#).

## **Financial Workshop**

*50 LiveWell Points per workshop – 50 Points Maximum Annually*

Earn 50 LiveWell points for completing a Financial Workshop provided by WKKF. This workshop may include one or more sessions help on-site and/or virtually in a group setting. This is separate from a LiveWell Education meeting but will require engagement from the individual using an interactive process.

Further details on the topics of the workshop and specific requirements for participating will be shared in advance of a workshop being offered.

## **Volunteer or Community Involvement**

*50 LiveWell Points for Every 4 Hours Committed – 100 Points Maximum Annually*

WKKF supports the active involvement of its employees in their community, through participation in various volunteer events or campaigns. Individuals are eligible to earn 50 LiveWell Points participating in a community-based event with a maximum of 100 LiveWell Points earned annually.

Any event that requires a significant level of commitment of your time, energy or fundraising efforts would potentially count for LiveWell Points. Our only goal with this aspect of the LiveWell Program is to promote and reward individuals for getting involved in their local community or volunteer for a cause that they find personally meaningful.

*Examples of such events include participating in items like United Way's Day of Caring, Volunteer Community Kitchen, coaching a youth education program, etc.*

If you have any questions on whether an event or opportunity would be eligible for LiveWell Points, please contact a member of the WKKF Wellness Team.

## **Engagement in DNA Initiatives**

*25 LiveWell Points per event – 50 Points Maximum Annually*

Engage in an initiative that helps enhance your understanding of the Foundation's commitment to WKKF DNA, including racial equity, community engagement, and leadership.

This includes, but is not limited to:

- Utilizing our Conocimiento cards at the beginning of a Pod/Squad/Chapter gathering or Meaningful Meal
- Requesting a DNA team member to join you for a conversation or meeting to talk about our DNA approaches of racial equity, community engagement, and leadership development
- Planning an Affinity Group event with group strategies
- Sharing a land acknowledgement during a WKKF meeting or convening

WKKF DNA tools can be found at <http://wkkf.co/DNACentral>.

## **Group Health Coaching Session**

*25 LiveWell Points per event – 50 Points Maximum Annually*

Earn 25 LiveWell Points for participating in a group health coaching session with a member of the WKKF Wellness Team. These group health coaching sessions are meant to address your health and well-being on a high level and may cover a variety of topics related to wellness. These sessions will require you to actively participate during the session and/or complete a worksheet or task provided. If you are interested in a more personalized approach based on your specific well-being, please reach out to your wellness team to schedule a one-on-one wellness consultation session.

## **Guidelines for Reasonable Accommodation or Alternative Standards**

Incentives for participating in the LiveWell Campaign are available to all employees. If you think you might be unable to meet a standard for LiveWell Points under the LiveWell Campaign, you might qualify for an opportunity to earn the same number of LiveWell Points by different means. In other words, you may be entitled to a reasonable accommodation or an alternative standard. Please contact the WKKF Wellness Team at [wellness@wkkf.org](mailto:wellness@wkkf.org) or at 269-969-2130 and the team will work with you (and if you wish with your doctor) to find a program with the same number of LiveWell Points that is right for you in light of your health status.

Please note that the LiveWell Campaign was developed to ensure that individuals with a disability would be able to achieve the maximum incentive level (see the section titled "Redemption of LiveWell Points"), which requires you to earn at 800 out of over 1,450 possible LiveWell Points, without engaging in activities that require physical activity. For example, options like the Quarterly Activity Minute Campaign have been made available to be completed without any physical activity as long you find other options for completing 120 minutes of activities per week that are related to improving your overall well-being (e.g., meditation, health coaching, community volunteer work, etc.).

To participate in the LiveWell Campaign, individuals must complete the [WKKF Wellness Center Acknowledgement, Waiver and Release of Liability](#). The LiveWell Campaign is required by law to maintain the privacy and security of your personally identifiable health information. To learn more about the guidelines for use and disclosure of personal health information, please [click here](#).