



WKKF LiveWell Annual Wellness Program

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



Engaging in the LiveWell Program involves completing a variety of activities in these categories over the course of the LiveWell Program 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.

In order to redeem your LiveWell Points earned during the LiveWell Program year (November 1, 2017 to October 31, 2018), you must also complete TWO annual program requirements before October 31st, 2018.

To enroll in the annual incentive program:

- Go to <https://livewell.wkkf.org/>
- Click Sign Up from the top menu and complete the steps listed to create an account
- Once you have logged into your private platform account click "Challenges"
- Click LiveWell Annual Incentive Program and click "Join"

Further instructions on how to log and track your completed activities will be listed on the platform, as well as at livewell.wkkf.org

Do not use www when entering this url address manually and please bookmark for future use.



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 focus of the Wellness Consultation will be customized based on your current health status and your personal goals 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](#).

* Non-exempt staff are encouraged to schedule consultations during times that will have minimal impact on their work schedule. Please email the Wellness Manager, Ashley Picklo at ashley.picklo@wkkf.org to schedule your consultations. You can view available times for consultations on the [wellness calendar](#).

Annual Requirement #2 - Complete Health Screening Assessment

A health screening assessment involves an evaluation of your overall health through a biometric screening. You have the option of either participating in an onsite biometric screening offered by WKKF **OR** submitting the alternative screening form when visiting your physician.

- Biometric screenings will be held at WKKF headquarters in Battle Creek multiple times through the year. The specific dates and details will be communicated in advance so that you have the opportunity to sign up for a screening appointment.
- If you are unable to attend the onsite screenings or prefer to meet with your physician instead, you can opt to complete your health screening offsite, through a medical provider of your choice. If you choose this option, you need to take the alternative screening form with you to your appointment and have the physician submit the results on your behalf. You can access the alternative screening form by clicking [HERE](#). Directions on where to send the one-page form are listed in the top section. The form must be submitted no later than **10/15/2018**.

Your health screening results will be accessed only by members of the Wellness Team within the McCahill Group. 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 Program Incentive Options

As long as you have successfully completed the two annual requirements of the LiveWell Program before October 31, 2018, you will be eligible to redeem the LiveWell Points earned through participation in various elements of the LiveWell Program for incentives detailed in the section titled "Redemption of LiveWell Points".

You can earn LiveWell Points throughout the course of the LiveWell Program year, but you must complete the two annual requirements before October 31, 2018 to redeem LiveWell Points for an incentive. All LiveWell Points will be tracked on the LiveWell online platform.

Below is a list of the LiveWell Program 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 Program Activity	Points Earned	Annual Point Maximum
Quarterly Programming		
Complete Quarterly Wellness Campaign	100	400
Attend LiveWell Education Meeting	25	100
Fitness Activities		
Individual Fitness Consultation Program	100	100
Athletic "Event" or Recreation League	50	200
Nutrition Activities		
Weight Management Program	100	100
Nutritional Consultation	50	50
Finance Activities		
Financial Consultation	50	50
Financial Workshop	50	50
Lifestyle Activities		
Volunteer or Community Activity	50	200
Follow-Up Wellness Coaching	25	50
Preventive Health Visit	50	100

Redemption of LiveWell Points

As long as you have completed the two annual requirements of the LiveWell Program before the deadline, you can redeem the LiveWell Points you have earned for the following incentives.

# 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 Program year. Incentive payments will be made in January of 2019. 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 Program 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 livewell.wkkf.org
- Click Sign Up and complete the WKKF Wellness Application form
- Enter your information to create a private account

Once you have created an account, you can login and join the LiveWell Annual Incentive Program

- Log into your private wellness account via livewell.wkkf.org
- Clicking "Challenges" from the top menu bar
- Click "LiveWell Annual Incentive Campaign" and click "Join"

Once you are successfully enrolled in the LiveWell Annual Incentive Program, you will be able to participate in various program activities and earn LiveWell Points.

LiveWell Points will at minimum be updated once per month. You can review your LiveWell Points accumulated by going into the LiveWell Annual Incentive Program and clicking on "Points". You should see a detailed listing of your accumulated activities and description of LiveWell Points earned.

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 for the year based on the breakdown of options listed above.

Details of Program Offerings

Completion of Quarterly Campaign Option

100 LiveWell Points Per Quarter – 400 Points Maximum Annually

Each quarter there will be 3 different campaign options available for completion on the WKKF LiveWell online platform. To join a campaign, log into your LiveWell platform account, click the “Challenge” tab and select which campaign(s) you elect to participate in.

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

Quarterly Campaign Options:

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

Foundation-Wide Featured Wellness Campaign: This will be a public campaign which will focus on engaging all individuals within the foundation to participate. The Foundation-Wide Campaign will include a live leaderboard highlighting results of both individual participants and potentially team averages when applicable. The specifics of each campaign will change every quarter and it will typically start on the 3rd week of the quarter. In advance of the campaign's start date, details related to the campaign and the minimum level of participation required to earn LiveWell Points for successful completion will be communicated.

Quarterly Activity Minute Campaign: This is a private campaign with no leaderboard or public sharing of information logged. Individuals engaging in this campaign will need to log an average of 120 minutes per week of wellness activities. 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 Campaign: This is a private campaign with no leaderboard or public sharing of information logged. You will need to log an average of 7,500 steps per day throughout the challenge to receive credit for successful completion. In addition, a step conversion chart will be provided so that wellness activities (such as yoga) that do not equate to steps can still be input for credit.

Device Syncing Capabilities

The new 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. In certain circumstances, some activity may not automatically sync with the platform based on the level of intensity of that activity. In instances where devices don't automatically update your activity, you will have the opportunity to input those activities manually. For assistance or troubleshooting with device syncing please contact the WKKF Wellness Team for more information.

Health Education Workshop or Seminar Attendance

25 LiveWell Points per event – 100 Points Maximum Annually

Throughout the year, WKKF will offer health education workshops, meetings and seminars by the WKKF Wellness Team and other wellness experts. Participation in these activities can be redeemed for LiveWell Points.

Individuals can earn 25 LiveWell Points for every health education event, workshop or seminar that they attend with a maximum of 100 LiveWell Points annually.

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.

Individual Fitness Consultation Program

100 LiveWell Points – 100 Points Maximum Annually

The individual fitness consultation program involves 3 separate sessions meeting with a member of the WKKF Wellness Team 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.

Session 1

- You will undergo a comprehensive fitness assessment 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 member of the WKKF Wellness Team will create a customized fitness plan tailored to meet your goals.

Session 2

- You will meet with a member of the WKKF Wellness Team 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

- You will meet with a member of the WKKF Wellness Team 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 31st, 2018 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.

**Non-exempt staff are encouraged to schedule consultations during times that will have minimal impact on their work schedule. Please email the Wellness Manager, Ashley Picklo at ashley.picklo@wkkf.org to schedule your consultations. You can view available times for consultations on the wellness calendar.

Nutritional Consultation

50 LiveWell Points per consultation – 50 Points Maximum Annually

You are eligible to earn 50 LiveWell Points for completing a 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 Dietician outside of the workplace
- One-on-one consultation provided by WKKF approved Nutritionist in the workplace
- Group consultation/workshop with a Registered Dietician 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](#).

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 be provided by a reputable organization with expertise in weight management programs and that the program have a specific track for assisting with weight loss which 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.

Athletic Event or Recreational League

50 LiveWell Points per event – 200 Points Maximum Annually

You can earn 50 LiveWell Points for completing a sanctioned athletic event or recreational sports league during the year with a maximum of 200 LiveWell Points earned annually.

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, etc.

If you have any questions on whether a particular event is eligible for incentive credit, please contact a member of the WKKF Wellness Team.

Financial Consultation

50 LiveWell Points per consultation – 50 Points Maximum Annually

WKKF continues to believe 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 details, [click here](#).

Financial Workshop

50 LiveWell Points per consultation – 50 Points Maximum Annually

WKKF may offer a Financial Workshop for foundation members to engage in. The workshop could include one or more sessions which will be more in-depth than a typical LiveWell Education meeting. It will differ than the Financial Consultations in that it will be held in a group setting, but engage each 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 Event

50 LiveWell Points per event – 200 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 for volunteering or participating in a community-based event with a maximum of 200 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 a particular event or volunteer opportunity would be eligible for LiveWell Points, please contact a member of the WKKF Wellness Team.

Follow-Up Wellness Coaching Meeting

25 LiveWell Points per event – 50 Points Maximum Annually

You can earn an additional 25 LiveWell Points for each follow-up coaching session that you have with a member of the WKKF Wellness Team after your annual Wellness Consultation meeting has been completed.

These follow-up coaching meetings are meant to address items outlined in your initial Wellness Consultation that was completed as a required element of the LiveWell Program. The focus of the meeting is to either elaborate on elements of your initial Wellness Consultation or to build on the foundation of that initial meeting to continue improving your personal well-being by setting new goals and objectives.

Preventative Health Visit

50 LiveWell Points per event – 100 Points Maximum Annually

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

- Physician Led Annual Exam
- Dental Check-Up
- Eye Exam
- Preventive Health Screening (cancer screenings, etc.)

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.

Guidelines for Reasonable Accommodation or Alternative Standards

Incentives for participating in the LiveWell Program are available to all employees. If you think you might be unable to meet a standard for LiveWell Points under the LiveWell Program, 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 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 Program 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 the possible 1,400 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 Program, individuals must complete the [WKKF Wellness Center Acknowledgement, Waiver and Release of Liability](#). The LiveWell Program 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](#).