# GEORGIA PORTS AUTHORITY: Waterfront Wellness BrochureAAPA 2021 Entry Classification: Miscellaneous

# SUMMARY:

As the owner and operator of the fourth busiest container port in the nation, the Georgia Ports Authority directly employs more than 1,500 people. The benefits offered to those employees through Georgia Ports’ wellness program are numerous. GPA created this easy to use and understand brochure to communicate to employees about all the programs, initiatives, and options offered as wellness benefits.

# 1. WHAT ARE THE ENTRY’S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

The benefits at Georgia Ports Authority are numerous. Some overlap and some are integrated. GPA needed a way to communicate all the benefits to more than 1,500 direct employees.

Input was gathered from the benefits staff, occupational health nurses, wellness nurse practitioner, wellness coordinator, the medical plan’s third-party administrator, GPA’s supplemental plan administrators, as well as GPA’s benefits consultant to put this brochure together for employee use.

# 2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY COMPLEMENT THE ORGANIZATION’S OVERALL MISSION?

# The mission of the Georgia Ports Authority is to empower entrepreneurs, strengthen industries, sustain communities, and fortify families by relentlessly striving to accelerate global commerce.

The benefits that GPA provides directly through the wellness program fulfill the sustain communities and fortify families portion of GPA’s mission. Keeping GPA employees informed about their options for healthcare and benefits directly affects their quality of life.

# 3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS FOR THIS ENTRY?

Goal: Clearly communicate the benefits available to all Georgia Ports Authority employees through GPA’s wellness program. GPA needed a publication giving employees a succinct guide covering all their health and wellness benefits.

Objective:

* Organize the long list of benefits in an easy to use and attractive way
* Create a design that encourages employees to use the brochure
* Make the brochure available to all employees and dependents

The primary audience is GPA employees who are entitled to every benefit mentioned in the brochure. The secondary audience is dependents of GPA employees who are eligible for many of the benefits listed.

GPA uses this brochure during Open Enrollment to show employees current benefits as well as any new benefit changes that will become available to employees in the new plan year. Once Open Enrollment is over, this publication is used for new hires as a summary of the benefits that are discussed during their onboarding process.

# 4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE USED IN THIS ENTRY?

* A three-person team from the Benefits department as well as staff from employee health compiled the information for the brochure.
* Insurance Office of America, GPA’s benefits consultant, reviewed the information and made adjustments.
* Once the content was finalized, GPA formatted the material internally and made it consistent with GPA’s current branding for publication. A local printer printed and folded the brochures.
* The brochure is updated annually.
* Every GPA employee received a copy of the original printing of the brochure during Open Enrollment. After that, it is presented to new hires.
* Every possible wellness program available to GPA employees and their families is listed in an easy-to-understand format.
* The brochure was designed to help employees have an easy reference booklet for all their wellness benefits.
* All the benefits listed in this brochure are communicated about in more detail directly to employees as well as their dependents. Some programs are promoted further through direct mail to employees’ homes to encourage dependent participation.

# 5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

This brochure has helped GPA employees and their families have a better understanding of the complete benefit package that is available to them as a GPA employee. Several employees commented on the brochure expressing how nice it is to have all their benefits summarized in one place. GPA’s voluntary insurance product carriers have used the brochure as a reference tool regarding the “core” benefits of GPA and how their voluntary products can intertwine to provide the employee a complete package of coverage.