Kaiser Permanente, IT Strategic Services, CIO Chief of Staff Office

People and Culture Engagement Communications

I was the sole communications professional driving people-and-culture communications programs under the Empower Our People brand for the 7,000-employee Kaiser Permanente IT organization, including strategic and tactical communications planning, content development, and website design and deployment.

- IT Orientation

- IT Internship

- IT Technical Rotation

- IT Technical Skills Training

- The Energy Project (which consists of PeopleFuel for individual contributors and Fuel for Leaders for people managers, daylong workshops designed to help employees develop healthy energy habits), along with an ongoing energy sustainment initiative

- ILEaD (Inclusively Leading through Equity and Diversity), a workshop designed to help managers understand the principles of inclusion so they can actively promote equity, inclusion, and diversity in their teams and across the organization

- IT Total Health (community benefit and community service volunteer program)

In the pages that follow, I call attention to one program: namely, IT Total Health. KP IT demonstrates its values through the community benefit program called IT Total Health. Emanating from KP's values, the program focuses on food security and food justice in the nine regions across the country in which IT employees live and work.

In 2019, the program moved from a one-day, annual event to a quarterly timeline. I created the plan and wrote the engagement communications for the 2019Q2 event. My goal was to build and deploy a branded cultural transformation, a change vision, organizational design, and a human capital strategy to anchor the program for further refinement and growth.

Empower Our People

IT Total Health Day of Service
National Volunteer Week (April 7 – 13, 2019)
Communications Plan and Champions' Toolkit (2Q2019)

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Background

IT Total Health is part of the *Unify Our Culture* pillar

Invest in **Professional Development**	Enhance **Career Programs**	**Unify Our Culture**
Targeted training, development programs, and coaching, initially focused on technical skills	Support virtual work, enhance our workforce mix, and unify our career programs.	**Shared purpose, values, language and experiences.**

Invest in Professional Development

- New learning & development capability for technical skill-building, including general and practitioner training, and a robust platform
- Clear governance, intake process, scope and budget for technical training
- Redesign and launch new, regional IT Orientation program
- Launch post-orientation employee enrichment program

Enhance Career Programs

- Develop and grow IT Internship Program, including increasing support for conversion
- Pursue alignment of early in career programs
- Launch mentoring program for senior in career staff

Unify Our Culture

- Complete rollout of Energy Project training and sustainment (toolkits, Energy Challenge
- Rollout ILEaD diversity and inclusion training, and increase speaking up through manager roundtables
- **Expand participation in IT Total Health (Community Benefit) efforts focused on Food Justice and Security with locally organized events**

KP's Mission

KP exists to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve.

IT Total Health's Vision

We are trusted partners in total health, collaborating with people to help them thrive and creating communities that are among the healthiest in the nation.

What is Total Health?

Total health extends far beyond medical facilities to the places where people live, work and play. We're committed to helping people be healthier in all aspects of their lives and building stronger, healthier communities.

IT Total Health Champions

- Our program is driven by the key leaders of the IT Total Health team who leverage local community resources, ideas, and experience
- Encouraging regional participation of more IT employees in contributing their time and talents to addressing Hunger and Nutrition needs
- Making it easy and accessible for employees and teams to participate in volunteer events
- Working with regional Community Benefit leads and local IT leadership to encourage high levels of employee participation across IT functional areas

Food Justice and Food Security Defined

In 2019, the IT Total Health program is focused on food justice and food security:

The scope of food justice and food security activism

- Food justice is about more than food security and nutrition. Food justice ranges from activities addressing social, environmental, and economic justice to the need for improved nutrition and health in our communities.
- Food justice activists therefore view the lack of healthy food in our communities as a human rights issue.

Food insecurity in our communities

The face of food insecurity and the need in our communities is as diverse as our communities:

- Children and youth
- Older adults
- People with disabilities
- Unemployed and low-income working families

IT Total Health Brand

We've established new branding that will resonate with our volunteers and communities better than the IT Total Health name as a standalone element, yet still capture our focus on food justice and security:

Nourishing Our Communities
IT Total Health Day of Service
FEED. LEAD. STRENGTHEN.

Communications Planning

IT Total Health Program Objectives

- Help champions incorporate community food security perspectives into their local recruitment processes for developing community projects
- Help employees understand the scope of community food security problems, needs, opportunities, potential solutions, and the contributions they can make in their communities
- Improve and broaden the design and delivery of projects to incorporate multiple objectives that address the full range of issues facing communities, from social to economic to public health to environmental
- Encourage champions to stay connected and share lessons learned as they build and expand their local initiatives
- Assume the vanguard in leading community conversations and planning regarding collaboration between the health care industry and KP's mission
- Strengthen partner agency networks in the regions in which we have a presence
- Amplify the voices of those experiencing hunger within our communities and continue to bring public awareness to the people who are impacted by food insecurity by telling their stories

Conceptual Framework

IT's community food security planning process includes a number of components:

- Community and regional needs assessments
- Defining the communities to be served
- Building relationships with community organizations and internal stakeholders
- Designing a long-term strategic framework
- Developing comprehensive, multisector communications strategies and tactics

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What We Believe

Making total community health a reality:

- We are committed to improving the health of our communities.
- Good health is a fundamental right shared by all.
- We share our financial resources, research, physicians, and clinical practices. But, more importantly, we share ourselves.
- Good health begins with healthy environments: fresh fruits and vegetables in neighborhood stores, successful schools, clean air, accessible parks, and safe playgrounds.
- Good health for the entire community requires equity and social and economic well-being.

Source: https://share.kaiserpermanente.org/total-health/community-health/

Communications Objectives

- Demonstrate that KPIT stands behind KP's commitment to the communities we serve
- Expand participation in IT Total Health (Community Benefit) efforts focused on food justice and security through locally organized events
- Demonstrate to our employees and the communities we serve that KPIT is unified in its commitment to IT Total Health (Community Benefit)
- Build awareness and activate community efforts focused on food justice and food security
- Support champions with a robust community action toolkit
- Communicate and educate about food justice and security
- Support the national food security program
- Encourage champions to think big, but focus on pragmatic local actions
- Encourage new community initiatives that complement existing efforts

Core Messaging (1 of 3)

" Make a career of humanity … and you will make a greater person of yourself, a greater nation of your country, and a finer world to live in. "

Rev. Dr. Martin Luther King, Jr.

Core Messaging (2 of 3)

Volunteerism is fun, rewarding work

- Engaging in community service and volunteerism gives us the opportunity to become active members of our communities and has a lasting, positive impact on society at large.

- Community service brings us together. As a volunteer, you help unify people from diverse backgrounds to work toward a common goal.

- Volunteering is good for you, providing physical, emotional, mental, and spiritual rewards. Moreover, volunteering reduces stress and boosts emotional energy. Experts report that when you focus on someone other than yourself, tension-producing patterns are interrupted.

- You can make a difference. Every volunteer counts!

Volunteerism is rewarding for the community

- Supporting community needs helps foster self-esteem, empathy, and a sense of accomplishment.

- Community service and volunteerism are an investment in your community and the people who live around us at work and home.

- Volunteerism helps you develop a richer perspective of the world we live in. Hunger is a real and growing problem in our nation and one that's all too often overlooked. You'd never know the severity of the problem by watching or reading the news. But, together, we can change that. How? By educating ourselves and getting involved so we're part of the solution through volunteerism.

Core Messaging (3 of 3)

Corporate social responsibility (CSR) helps bring change to our communities

- Community service is equally beneficial to KP and our employees. And, for KP, corporate social responsibility goes well beyond the balance sheet and addresses the needs of the communities in which we do business, our patients, our employees, and perspective employees and contractors.

- Corporate social responsibility is clearly the right thing to do on an ethical level. While it's true that our volunteer programs strengthen our reputation as an employer of choice and generate more earnings for KP because our employees are engaged in our corporate mission and vision, CSR, above all else, helps transform the lives of community members in ways that aren't at all tied to profit margins.

- KP's community commitment makes our employees feel proud to be associated with the company, and it also makes them feel better about their work personally. Moreover, volunteerism helps to build and promote a positive culture within KP and also influences teamwork among workgroups.

- When our employees put their job skills to good use in a volunteer capacity, there's an opportunity for them to expand their workplace skills. In a new volunteer environment, employees can get more creative than ever before, troubleshoot problems in different ways, and gain additional skills that they might not have an opportunity to utilize at the office.
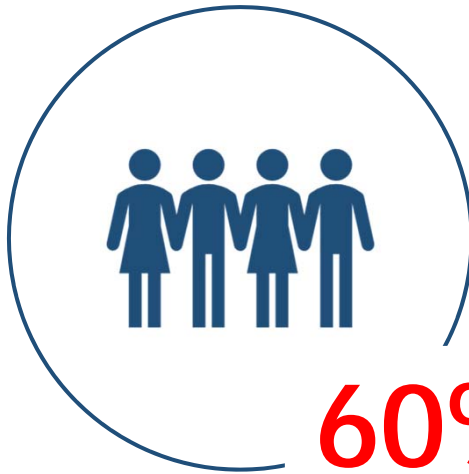
60%

Annualized participation rate

Champions' Toolkit

Communications Outreach Timeline

High-level summary of the key planned communications to promote IT Total Health Week

Pre-Campaign March 25 – April 6	Campaign National Volunteer Week April 7 – 13	Post-Campaign April 14 – 19
• Kickoff email message from Ross and Bob to all IT employees (**Monday, March 25**) [Sowell, Speliopoulos] • Meeting with champions to discuss what's new in the SharePoint communications toolkit (**Thursday, March 28**) [Sowell, Speliopoulos] • Promotional content and updated content posted to the *Empower Our People* website (**Thursday, March 28**) [Sowell, Speliopoulos] • Promotional story posted on *This Week on the Hub* (**Thursday, March 28**) [Sowell, Speliopoulos]	• Email message from champions to their leadership teams (BMOs) announcing that the program is one week away (**Monday, April 1**) [champions, toolkit] • Email message from champions to local employees promoting volunteer opportunities (**Wednesday, April 3**) [champions, toolkit]	• Email message from champions to local volunteers thanking them for their participation [champions, toolkit] • Closing, summary email message from Ross and Bob to all IT employees [Sowell, Speliopoulos] • Feature article on *This Week on the Hub* [Sowell, Speliopoulos]

Resources for Champions

Champions can leverage the resources below to support their regional promotion efforts. In addition, your communications team will also help with region-specific communications.

Promotional Material
- IT Total Health poster
- IT Total Health banner (select from 2)
- IT Total Health flyer (select from 2)
- IT Total Health PowerPoint overview

Campaign Communications
- Champions message to their regional IT leaders
- Champions message to local employees, following up on kickoff message from Ross and Bob (select from 3)
- Champions message to local employees promoting volunteer opportunities
- Champions message to local employees with a last call to sign up and a summary of upcoming activities

Post-Campaign Communications
- Champions message thanking local volunteers for their participation

IT-Wide Promotional Communications

Champions are accountable for planning and sending regional communications. IT-wide communications will be created and managed by the IT Total Health core team.

IT-Wide Promotional Communications

- Kickoff email message from Ross and Bob to the IT community (Sowell, Speliopoulos)
- Promotion on the *This Week on the Hub* social channel (Sowell, Speliopoulos)
- Promotion on the *Empower Our People* website (Sowell, Speliopoulos)
- Closing message from Dick to the IT community (Sowell, Speliopoulos)
- Feature article on *This Week on the Hub*, with stories, event summaries, and pictures (Sowell, Speliopoulos)

Champions' Toolkit on SharePoint (1 of 3)

Folder Structure

The Champions' Toolkit is housed on SharePoint in a folder titled **2019Q2 IT Total Health**. Successive toolkits will follow this folder naming convention: 2019Q2 IT Total Health … 2020Q1 IT Total Health.

File Naming Convention

File names take this form:

> **Toolkit_YYYYQ9_purpose of document_document title_FINAL**

For example:

> **Toolkit_2019Q2_Pre-Campaign_Champion Follow-Up to Kickoff Message_FINAL**

How we organize and name our files will have a huge impact on your ability to find those files during this campaign and future campaigns and to understand what they contain. We are consistent and descriptive in naming and organizing campaign and toolkit files so that it's obvious where to find specific information and what the files contain.

A good format for date designations is YYYYMMDD or, in this case, YYYYQ9. This format makes sure all of our files stay in chronological order, even over the span of many years.

Font

All pieces are in the **Century Gothic** font, which is closest to KP's official font, Avenir. We use Century Gothic because Avenir isn't among the font selections in Microsoft Office. Both fonts are sans-serif typefaces in the geometric style.

IT Total Health Champions

Documents ~ 2019Q2 IT Total Health

⊕ new document or drag files here

All Documents ⋯ [Fin…e] 🔍 SAVE THIS VIEW

✓	🗋	Name ↑		Modified	Modified By
	📄	Toolkit_2019Q2_Campaign_Champion Follow-Up to Ross and Bob's Kickoff Message1_FINAL	⋯	6 minutes ago	■ Peter P Speliopoulos
	📄	Toolkit_2019Q2_Campaign_Champion Follow-Up to Ross and Bob's Kickoff Message2_FINAL	⋯	5 minutes ago	■ Peter P Speliopoulos
	📄	Toolkit_2019Q2_Campaign_Champion Follow-Up to Ross and Bob's Kickoff Message3_FINAL	⋯	5 minutes ago	■ Peter P Speliopoulos
	📄	Toolkit_2019Q2_Campaign_Champion Sign-Up Request_FINAL	⋯	4 minutes ago	■ Peter P Speliopoulos
	📄	Toolkit_2019Q2_Campaign_Last Call to Sign Up_FINAL	⋯	Tuesday at 6:58 AM	■ Melanie C Sowell
	📄	Toolkit_2019Q2_Campaign_Message to Local IT Leaders (BMOs)_FINAL	⋯	3 minutes ago	■ Peter P Speliopoulos
	📄	Toolkit_2019Q2_Post-Campaign_Local Thank You for Participating_FINAL	⋯	Tuesday at 6:56 AM	■ Melanie C Sowell
	📄	Toolkit_2019Q2_Promotional_IT Total Health Email Banner1_FINAL	⋯	Monday at 11:23 AM	■ Peter P Speliopoulos
	📄	Toolkit_2019Q2_Promotional_IT Total Health Email Banner2_FINAL	⋯	Monday at 11:23 AM	■ Peter P Speliopoulos
	📄	Toolkit_2019Q2_Promotional_IT Total Health Flyer1_FINAL	⋯	Monday at 11:23 AM	■ Peter P Speliopoulos
	📄	Toolkit_2019Q2_Promotional_IT Total Health Flyer2 (Blank)_FINAL	⋯	Monday at 11:23 AM	■ Peter P Speliopoulos
	📄	Toolkit_2019Q2_Promotional_IT Total Health Poster (11x17)_FINAL	⋯	Monday at 11:23 AM	■ Peter P Speliopoulos
	📄	Toolkit_2019Q2_Promotional_PowerPoint Overview_FINAL	⋯	Monday at 12:44 PM	■ Peter P Speliopoulos

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Access the 2Q 2019 Champions' Toolkit

TIMING: Plan to send during the week following Ross and Bob's kickoff message to all IT employees
TO: All local IT employees
FROM: You as IT Total Health champion for your location
SUBJECT: IT Total Health volunteer activities available in [local area]

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Nourishing Our Communities
IT Total Health Day of Service
FEED. LEAD. STRENGTHEN.

Hello everyone,

[Last week], Empower Our People executive sponsors Ross Kwok and Bob Walters invited all IT employees to volunteer for the Q2 IT Total Health Day of Service during National Volunteer Week, from April 7 through 13, a week of organized community benefit activities across our eleven IT locations, focused on food, hunger, and nutrition.

As your local IT Total Health [champion(s), I/we] have organized [several] meaningful events in our area during this week, which are now available for you to sign up for and participate in. There are all kinds of opportunities to choose from, including [list a few examples, such as: "spending a few hours in a food bank, planning veggies in a local garden, stuffing backpacks with healthy snacks for our local kids"]. So be sure to join the fun!

We've scheduled enough events to accommodate everyone who wants to participate. However, if these events fill up (which, would be fantastic!), let us know, and we'll work with our local agencies to create more opportunities, if possible.

Take a moment to visit the KP Cares page <link> and sign up for an event in [local area]. If you have any questions or suggestions, please feel free to reach out to [me/us].

Looking forward to serving our community together!

[name and name], your IT Total Health [champion(s)]
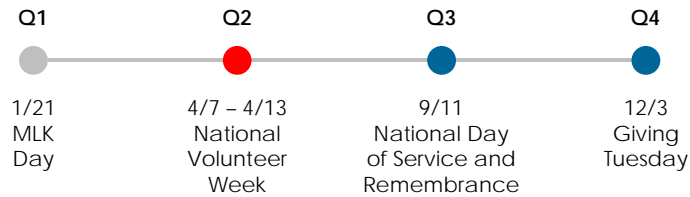

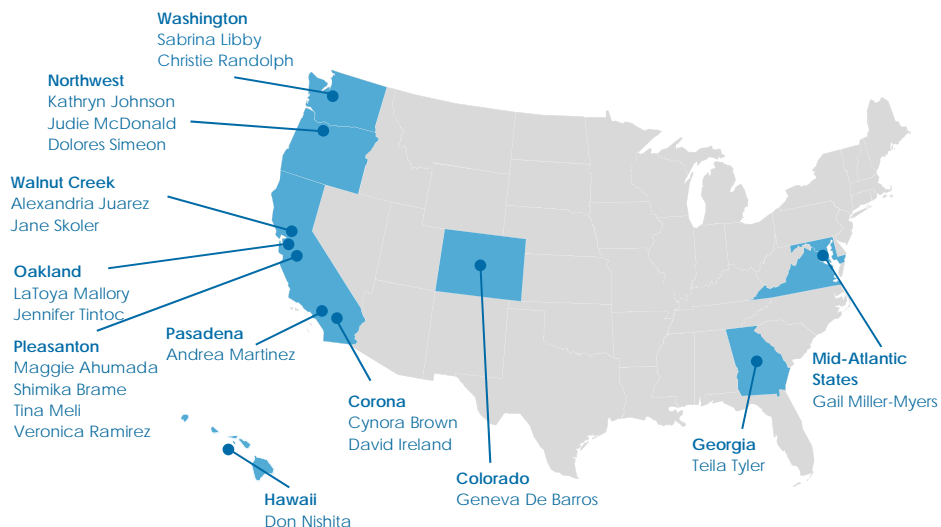# Appendix

Program Objectives and Day of Service Dates

2019 Objectives
- Identify and leverage at least two IT Total Health Champions per region
- Continue to rally around a single-cause (Food Justice and Security) across IT
- Partner with local organizations to host quarterly IT-wide service events
- Increase participation in IT Total Health events from 50% (in 2018) to 60%

Proposed IT-Wide Dates

Q1	Q2	Q3	Q4
1/21 MLK Day	4/7 – 4/13 National Volunteer Week	9/11 National Day of Service and Remembrance	12/3 Giving Tuesday

IT Total Health Champions

Washington
Sabrina Libby
Christie Randolph

Northwest
Kathryn Johnson
Judie McDonald
Dolores Simeon

Walnut Creek
Alexandria Juarez
Jane Skoler

Oakland
LaToya Mallory
Jennifer Tintoc

Pleasanton
Maggie Ahumada
Shimika Brame
Tina Meli
Veronica Ramirez

Pasadena
Andrea Martinez

Corona
Cynora Brown
David Ireland

Hawaii
Don Nishita

Colorado
Geneva De Barros

Georgia
Teila Tyler

Mid-Atlantic States
Gail Miller-Myers

> IT leaders and champions will be engaged to support activities at each location and region.
> REQUEST: Help recruit and identify any additional IT Total Health champions and deputy champions.

IT Total Health Communications Team

Contact	IT Total Health Function	Email Address
Melanie Sowell	Communications Lead	Melanie.Sowell@kp.org
Peter Speliopoulos	Communications Resource	Peter.P.Speliopoulos@kp.org
Barbara Kabealo (B.K.)	Adviser	Barbara.W.Kabealo@kp.org
Matt Thompson	Adviser	Matthew.Thompson@kp.org

Q2 IT Total Health Kickoff Message from Ross and Bob

From: Bob Walters
Sent: Monday, March 25, 2019

Celebrate National Volunteer Week (April 8 – 12) with IT Total Health

A message from Bob Walters, vice president of HR Consulting, IT and MSSA, and Ross Kwok, executive director, IT Strategic Services

As part of our IT Total Health (Community Benefit) initiative, we are excited to kick off our Q2 efforts by celebrating National Volunteer Week, beginning April 8 and running through April 12. To help reach our year-end goal of 60% participation in IT Total Health and Community Benefit events, our dedicated team of IT Total Health champions have planned events in all our regions; their names, as well as links to sign up for IT Total Health events, where available, are listed below.

Regions	Champions	Events
Colorado	Geneva De Barros	April 11 https://kpcares.org/event/3690
Corona	Cynora Brown David Ireland	April 8 - 12 https://kpcares.org/event/3668
Georgia	Teila Tyler	April 8 & 11 https://kpcares.org/event/3704
Hawaii	Don Nishita	Please contact Don Nishita for event information
Mid-Atlantic States	Gail Miller-Myers	April 11 https://kpcares.org/event/3661 April 1 – 12 https://kpcares.org/event/3677
Northwest	Kathryn Johnson Judie McDonald Dolores Simeon	April 8 (Portland) https://kpcares.org/event/3581 April 9 (Beaverton) https://kpcares.org/event/3580 April 10 (Portland)

		https://kpcares.org/event/3576 April 11(Portland) https://kpcares.org/event/3577
Oakland	LaToya Mallory Jennifer Tintoc	April 9 & 11 https://kpcares.org/event/3573 April 11 https://kpcares.org/event/3699
Pasadena	Andrea Martinez	April 7 (Pasadena) https://kpcares.org/event/3649 April 8 (Los Angeles) https://kpcares.org/event/3646 April 9 (Pasadena) https://kpcares.org/event/3671 April 9 (Irvine) https://kpcares.org/event/3651 April 10 (Los Angeles) https://kpcares.org/event/3619 April 11 (Los Angeles) https://kpcares.org/event/3278 April 12 (Ontario) https://kpcares.org/event/3608 April 12 (Pasadena) https://kpcares.org/event/3672
Pleasanton	Maggie Ahumada Shimika Brame Tina Meli Veronica Ramirez	April 11 (Oakland) https://kpcares.org/event/3543
Walnut Creek	Alexandria Juarez Jane Skoler	April 8 (Livermore) https://kpcares.org/event/3679
Washington	Sabrina Libby Christie Randolph	April 9 https://kpcares.org/event/3243 April 12 https://kpcares.org/event/3177

To Empower Our People and better Unify Our Culture, KPIT sets aside time each quarter to provide employees with convenient and fun opportunities to support our communities by hosting locally organized service events focused on a central cause: Food Justice and Security. Known as "IT Total Health," this initiative promotes a rich culture of team member volunteerism and supports the broader KP mission to support our members and the communities we serve.

Your support makes a difference and is vitally important. Past IT Total Health campaigns indicate that you are deeply committed to supporting our communities. We stand with you and thank you in advance for the many generous ways you support the program.

Learn more about the IT Total Health (Community Benefit) initiative by visiting the IT People Programs website.

Thank you,

Bob & Ross

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Q2 IT Total Health Closing Message from Bob and Ross

Empower Our People

Celebrating National Volunteer Week with IT Total Health Success!

A message from Bob Walters, vice president of HR Consulting, IT and MSSA, and Ross Kwok, executive director, IT Strategic Services

Last week's IT Total Health volunteer initiative was an overwhelming success and reflected the ever-increasing dedication and enthusiasm of our champions and volunteers.

From start to finish, our dedicated champions and volunteers worked hard to bring hope and nutritious food to individuals in our communities across our KP regions.

1,633	**9,388**	**16.88%**
hours IT employees have volunteered as part of National Volunteer Week, the equivalent of **396** FTEs	hours IT employees have volunteered in 2019	of IT employees have participated in at least one IT Total Health or Community Benefit event, keeping us on track for our EOY **60%** goal

A very special thank you to our champions and volunteers for your compassion and conviction, for seeing the need and responding, and for sharing your skills and knowledge to help those in need.

If you have the opportunity to participate, we encourage you to join us in one of our future events to support our communities. Our regional IT Total Health champions aren't only organizing IT-wide quarterly events (see immediately below) but are also working to organize volunteer events throughout the year. Please don't wait to get involved in our communities and reach out to your regional champion for more information.

Watch for these upcoming IT-wide IT Total Health events over the next two quarters:

- National Day of Service and Remembrance (Wednesday, September 11)

- Giving Tuesday (Tuesday, December 3)

To empower our people and better unify our culture, KPIT sets aside time each quarter to provide employees with convenient and fun opportunities to support our communities by hosting locally organized service events focused on a central cause: Food Justice and Security. Known as "IT Total Health," this initiative promotes a rich culture of team member volunteerism and supports the broader KP mission to support our members and the communities we serve.

Again, we extend huge thanks to everyone who helped us in our mission to provide healthy, nutritious foods to those in need.

Bob & Ross

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TIMING: Plan to send during the week following Ross and Bob's kickoff message to all IT employees

TO: All local IT employees

FROM: You as IT Total Health champion for your location

SUBJECT: IT Total Health volunteer activities available in [local area]

Nourishing Our Communities
IT Total Health Day of Service
FEED. LEAD. STRENGTHEN.

Hello everyone,

[Last week], Empower Our People executive sponsors Ross Kwok and Bob Walters invited all IT employees to volunteer for the Q2 IT Total Health Day of Service during National Volunteer Week, from April 7 through 13, a week of organized community benefit activities across our 11 IT locations, focused on food, hunger, and nutrition.

As your local IT Total Health [champion(s), I/we] have organized [several] meaningful events in our area during this week, which are now available for you to sign up for and participate in. There are all kinds of opportunities to choose from, including [list a few examples, such as: "spending a few hours in a food bank, planning veggies in a local garden, stuffing backpacks with healthy snacks for our local kids"]. So be sure to join the fun!

We've scheduled enough events to accommodate everyone who wants to participate. However, if these events fill up (which, would be fantastic!), let us know, and we'll work with our local agencies to create more opportunities, if possible.

Take a moment to visit the KP Cares page <link> and sign up for an event in [local area]. If you have any questions or suggestions, please feel free to reach out to [me/us].

Looking forward to serving our community together!

[name and name], your IT Total Health [champion(s)]

TIMING: Plan to send via email a week after your first message

TO: All local IT employees

FROM: You as IT Total Health champion for your location

SUBJECT: Sign up for IT Total Health week volunteer activities in ==[local area]==

Nourishing Our Communities
IT Total Health Day of Service
FEED. LEAD. STRENGTHEN.

Sign up now for IT Total Health!

It's only [# days] days until the Q2 IT Total Health Day of Service during National Volunteer Week, from April 7 through 13. Volunteer spaces are filling up fast for our local events here in [location], and we appreciate everyone who's already made a commitment to participate.

If you haven't had the chance to sign up (or would like to sign up for more events), visit our KP Cares community announcement <link to event site>, which hosts all the local activities and events [I've/we've] scheduled for you during the week of April 7 through 13.

Volunteer now

[I've/We've] got some great things happening during National Volunteer Week. Check them out!

[day of week, activity date]
[3 a.m. to 3 p.m. – organization name – activity description]
[9 a.m. to 9 p.m. – organization name – activity description]

Tuesday, April 9
6 a.m. to 9 a.m. – Kitchen Open Heart – food prep and serving
10 a.m. to 2 p.m. – Community Garden – vegetable planting

If you have any questions or suggestions, please feel free to reach out to [me/us].

Looking forward to serving our community together!

[name and name], your IT Total Health [champion(s)]

KAISER PERMANENTE®

TIMING: Plan to send a few days before the cut-off date for volunteers

TO: All IT employees at your location

FROM: You as IT Total Health champion for your location

SUBJECT: Don't miss out! Sign up for IT Total Health volunteer activities in [local area]

Nourishing Our Communities
IT Total Health Day of Service
FEED. LEAD. STRENGTHEN.

Last call to sign up!

During the week of April 7 through 13, everyone in IT has the opportunity to come together and make a huge impact in the communities where we live and work. Don't miss this chance to participate with your colleagues in a community benefit activity during IT Total Health week!

Open spots remain for volunteers

In [location], you can still sign up for the following activities:

Monday, September 24
Alameda County Food Bank (add hyperlink to KP Cares site) – 3 spots left
NEW OPPORTUNITY! Mission Kitchen (add hyperlink to KP Cares site) – 12 spots left

Wednesday, September 26
Children's Fairyland (add hyperlink to KP Cares site) – 8 spots left

Your champions are here to help

If you have any questions, please reach out to [email], [email], or [email]. We're your local IT Total Health champions and want to make it as easy as possible for you to get involved in this IT-wide effort.

Looking forward to serving our community together!

[champion], [champion], and [champion]

KAISER PERMANENTE®

TIMING: Plan to send immediately after the kickoff message from Ross and Bob

TO: Local IT Leaders (BMOs)

FROM: You as IT Total Health champion for your location

SUBJECT: Let's partner in support of [location]'s participation in IT Total Health

Dear [local IT leader(s) contact name(s)],

Thank you for the opportunity to support this quarter's IT Total Health effort as our local champion(s).

[My/Our] primary responsibility as IT Total Health champion(s) is to encourage and enable local IT employees to participate in activities focused on addressing the food, hunger, and nutrition needs in our surrounding community.

[I'm/We're] writing to secure your support in encouraging employees to participate in the IT Total Health effort. [I'm/We're] going to be communicating to [location] employees about volunteer opportunities related to the food security and food justice focus area and encouraging them and their teams to participate. [I'd/We'd] love to boost participation by including quotes from you or, better yet, pictures of you participating in one of these activities.

Please let [me/us] know if you'd like to discuss this IT Total Health effort in more detail and how it will involve our colleagues in [location].

Thank you in advance for your endorsement!

[Name], [Name], and [Name]

TIMING: Plan to send upon the completion of the campaign, when campaign results are available

TO: All local IT employees

FROM: You as IT Total Health champion for your location

SUBJECT: Thank you for volunteering during IT Total Health week

Nourishing Our Communities

IT Total Health Day of Service

FEED. LEAD. STRENGTHEN.

Thank you for participating in IT Total Health

IT showed up in a powerful way last week in support of our Total Health week. Thank you for your efforts to support improving our local community with expanding our neighbors' access to food and nutrition.

In [local area] alone:

- [##] IT employees participated
- [##] community benefit hours were logged

This translates to **[44.1 x #hours] of meals created** or **[11.2 x #hours] of meals served** to our community. This is outstanding, and we should all be so proud!

Recap

On [date], a recap <link to Hub story> of IT Total Health week was posted to The Hub. Be sure to check it out to see the photos, stories, and results from the events that happened in all 11 of our key IT areas across the country.

Track your hours

If you haven't already done so, please be sure to report your community service hours in RPM, under "Community Benefit – Total Health."

Thank you again for your outstanding participation and for taking the time to improve the total health of our community.

[champion], [champion], and [champion]

TIMING: Plan to send during the week following Ross and Bob's kickoff message to all IT employees

TO: All local IT employees

FROM: You as IT Total Health champion for your location

SUBJECT: Our participation with IT Total Health at <mark>[location]</mark>

Nourishing Our Communities
IT Total Health Day of Service
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Following up on the IT Total Health Day of Service kickoff email message from Empower Our People leaders Ross Kwok and Bob Walters on [date] and the accompanying announcement on The Hub <link to Hub article>, I'm writing to let you know that [I/we] will be supporting everyone in [location] as your IT Total Health [champion(s)].

The focus of the IT-wide community benefit campaign is food, hunger, and nutrition and aims to expand and align efforts across IT to a common cause that addresses a vital need in our communities. The many hours and tremendous effort that IT employees put into serving our communities every year will become even more significant through this alignment.

[My/Our] main responsibility as [an IT Total Health champion(s)] is to encourage and enable everyone in [location] to participate in activities that tackle issues of hunger and nutrition. [I'm/We're] going to be promoting food, hunger, and nutrition volunteer opportunities and encouraging you and your teams to participate. Please be on the lookout for [my/our] emails.

And, please let [me/us] know if you're already volunteering with community groups addressing these issues. [I/We] may be able to generate more volunteers for your agency, as well. Also, [I'd/we'd] be happy to discuss the IT Total Health movement with you and your team, so just let [me/us] know when and where, and [I'll/we'll] see if we can make it happen. [I/we] look forward to serving our community with you and seeing just how big of an impact we can make.

Thank you!

Your champion(s), [name], [name], and [name]

TIMING: Plan to send during the week following Ross and Bob's kickoff message to all IT employees

TO: All local IT employees

FROM: You as IT Total Health champion for your location

SUBJECT: Get ready! IT Total Health week is just days away!

Nourishing Our Communities
IT Total Health Day of Service
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IT Total Health week is just days away

We can't believe it's finally here! Thank you all so much for signing up to participate in these volunteer events in our community. We'll be making a significant impact – all in our own backyard.

Please honor your RSVP

If you signed up, please honor your commitment and show up to the event you committed to. The local agencies who are hosting these events are holding spots for us and, if we don't show up, they'll be short on volunteers for the day. So, please be there! If something urgent comes up, please do your best to find an IT colleague to fill your spot.

Track your time

We're tracking IT Total Health hours and impact, so please remember to submit your community benefit hours to RPM, under the task, "Community Benefit – Total Health."

Questions

Please don't hesitate to contact [me/us] with questions! [I'm/We're] here to help and want to make next week as fun and seamless for you all as possible.

In total health,

Your champion(s), [name], [name], and [name]

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TIMING: Use this flyer at any time to promote upcoming volunteer activities

TO: All local IT employees

FROM: You as IT Total Health champion for your location

SUBJECT: Volunteer opportunities in [local area]

Nourishing Our Communities
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The weeklong IT Total Health Day of Service coincides with National Volunteer Week, from April 7 through 13.

IT employees are encouraged to participate as volunteers in community service activities with a focus on food, hunger, and nutrition.

Events are being created by our IT Total Health champions in our 11 IT locations across the country.

Give an hour or give eight hours! Just be sure to join us to the extent you can in this unified, IT-wide effort to make an impact on the communities we serve.

Opportunities in [location]

[day of week, activity date]
[3 a.m. to 3 p.m. – organization name]
[9 a.m. to 9 p.m. – organization name]

Tuesday, April 9
6 a.m. to 9 a.m. – Kitchen Open Heart
10 a.m. to 2 p.m. – Community Garden

More volunteer opportunities at <link>.

IT Total Health provides nutritious food to the hungry in our communities

IT Total Health is a campaign that focuses our volunteer activity in the community around a specific need. In 2017, IT employees spoke up and advocated that food, hunger, and nutrition become a focus area where we could make a concentrated impact. That's now the focus for IT Total Health's community benefit activities.

The health of our communities depends on access to healthy, nutritious food. Yet, hunger and food insecurity are daily hardships for far too many of our community neighbors. Your participation in IT Total Health activities will improve community health in a very real way.

Sign up for an IT Total Health event at kpcares.org

Search for "IT Total Health" to view volunteer opportunities and sign up for one that inspires you. Your IT Total Health [champion(s) is/are] also available to answer any questions you might have.

[name (email address)], [name (email address)], [name (email address)]

KAISER PERMANENTE®

TIMING: Create your own flyer from scratch

TO: All local IT employees

FROM: You as IT Total Health champion for your location

SUBJECT: Sign up for IT Total Health week volunteer activities in [local area]

Nourishing Our Communities

IT Total Health Day of Service

FEED. LEAD. STRENGTHEN.

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VOLUNTEER FOR **IT TOTAL HEALTH**