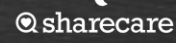


Kickoff Event

Pre-game Huddle

JUMP SHOOT

for Health



Agenda Overview



1. Welcome Message From Louis Amis & Team
2. Team Activity
3. Meet the Sponsors
4. Meet the Teams
5. BeWellSHBP.com website and JSFH registration page review
6. Marketing Toolkit
7. Captain/Co-Captain Expectations
8. Outstanding Application Information and Questions

Meet Your State Health Benefit Plan Leaders



Louis A. Amis
Executive Director, State Health Benefit Plan
Georgia Department of Community Health
Division of Public Employee Health Benefits

Cheryl Williams, RN, CCM

Director of Healthcare Programs
Georgia Department of Community Health

Cheryl Berry Desbordes, MSPH

Population Health Project Outreach Consultant, Georgia State Health Benefit Plan



Cathy Craven
Deputy Executive Director
Georgia State Health Benefit Plan

Raymee Johnson , MPH

Healthcare Program Manager
Georgia Department of Community Health

Alexis Smith, MPH

Wellness Consultant
Georgia Department of Community Health

Wellness Benefit Overview



WHO



Sharecare administers the *Be Well SHBP* well-being program on behalf of the State Health Benefit Plan.

WHAT



SHBP members and their covered spouses enrolled in Anthem Blue Cross and Blue Shield (Anthem) or UnitedHealthcare Commercial (non-Medicare Advantage) Plan Options have access to the **Be Well SHBP well-being program** at no additional cost.

WHY



Gain access to the **Sharecare** platform that helps you manage all your health in one place AND earn rewards:

- Access to personalized articles, videos, recipes and more
- Tools to help you establish or reinforce healthy habits
- Easy-to-use platform features that provide access to health care resources when you need them
- Real time tracking of health progress

Challenge Overview



What is the Jump Shot For Health Challenge?

Jump Shot For Health is an exciting steps challenge where Title 1 schools in Georgia compete against each other to win the grand prize of a refurbished basketball court. The challenge will foster participation in the *Be Well SHBP*® well-being program and encourage physical and mental well-being through increased movement.

The Jump Shot for Health Challenge is designed to:

- ✓ Foster a feeling of well-being within your school or organization
- ✓ Drive engagement and boost productivity
- ✓ Build social connections between individuals and teams
- ✓ Generate friendly competition among participants to keep them motivated and engaged
- ✓ Give back to Georgia students and schools





JUMPSHOT FOR HEALTH KICK OFF

Sports Trivia!



How well do you know Atlanta Sports?






Join Here! <https://www.menti.com/alu74r61hhj4>





Meet your Jump Shot partner sponsors!



Sharecare	Anthem Blue Cross & Blue Shield	CVS CareMark	UnitedHealthcare	Good Sports
 Valencia Bascho-George Kristina Viola Krista Stein Janza Macklin-Brown Avery Glenn	 Janalyn Kelly	 Lindsay Nova	 Sonny Panjwani Vickie Callahan Kim McCurdy-Spence	 Marshall Caldera, Sr. Program Manager at Good Sports



Meet the Teams!



JUMP SHOT FOR HEALTH KICKOFF

All Star Line Up



Let's Meet: Please Introduce Yourself

- Your Name
- Your School Name
- Your Job Title
- County
- First sport you played as a child

The Schools!



Altamaha
Elementary School

- Baxley, GA
- Appling County



Annistown
Elementary

- Snellville, GA
- Gwinnett County



Atlanta Unbound
Academy

- College Park, GA
- Fulton County



Baconton
Community Charter
School

- Baconton, GA
- Mitchell County



Brooks County
School District

- Quitman, GA
- Brooks County



Chatsworth
Elementary

- Chatsworth, GA
- Murray County

The Schools!



Clay Co Elementary
Middle School

-Fort Gaines, GA
-Clay County



Auburn Elementary
School

-Auburn, GA
-Barrow County



College Park
Elementary

-College Park, GA
-Fulton County



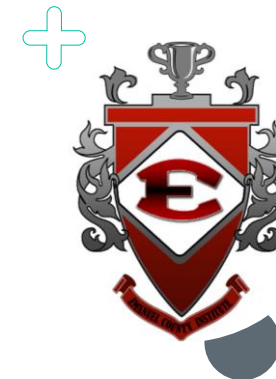
DeKalb Elementary
School of the Arts

-Avondale Estates, GA
-DeKalb County



Druid Hills High
School

-Atlanta, GA
-DeKalb County



Emanuel County
Institute

-Twin City, GA
-Emanuel County

The Schools!



Henry "Hank" Aaron
New Beginnings
Learning Academy

-Atlanta, GA
-Fulton County



KIPP STRIVE
Academy

-Atlanta, Georgia
-Fulton County



KIPP Vision
Primary School

-Atlanta, Georgia
-Fulton County



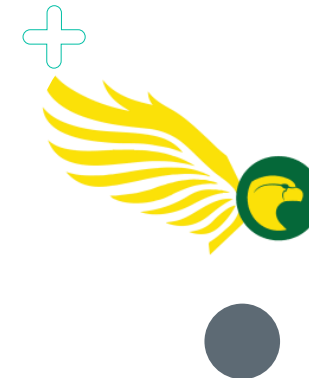
Lavonia
Elementary School

-Lavonia, GA
-Franklin County



Liberty Point
Elementary School

-Union City, GA
-Fulton County



Harmony
Elementary School

-Monroe, GA
-Walton County

The Schools!



Oakland Elementary School

-McDonough, GA
-Henry County



Peach County High School

-Fort Valley, GA
-Peach County



Spencer High School

-Columbus, GA
-Muscookee County



Sumter County Intermediate School

-Americus, GA
-Sumter County



Sumter County Middle School

-Americus, GA
-Sumter County



Thurgood Marshall Elementary School

Morrow, GA
-Clayton County

The Schools!



Wesley Lakes
Elementary School

-McDonough, GA
-Henry County



West End
Elementary School

-Rome, GA
-Floyd County



West Point
Elementary School

-West Point, GA
-Troup County



The Challenge

Challenge Overview



What is the Jump Shot For Health Challenge?

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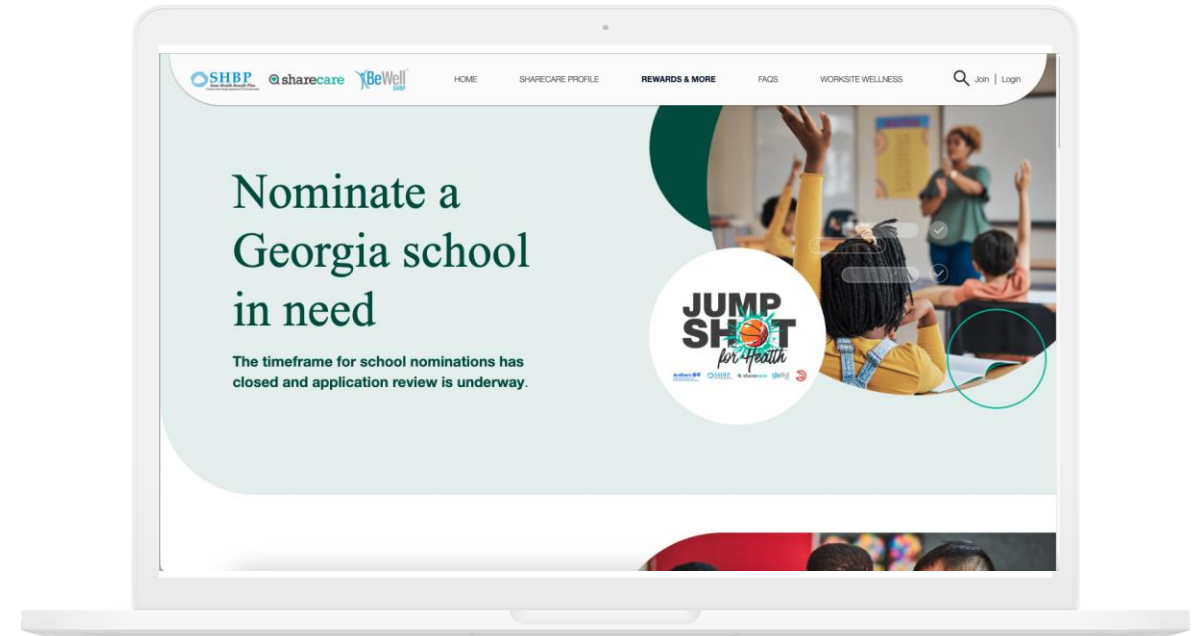
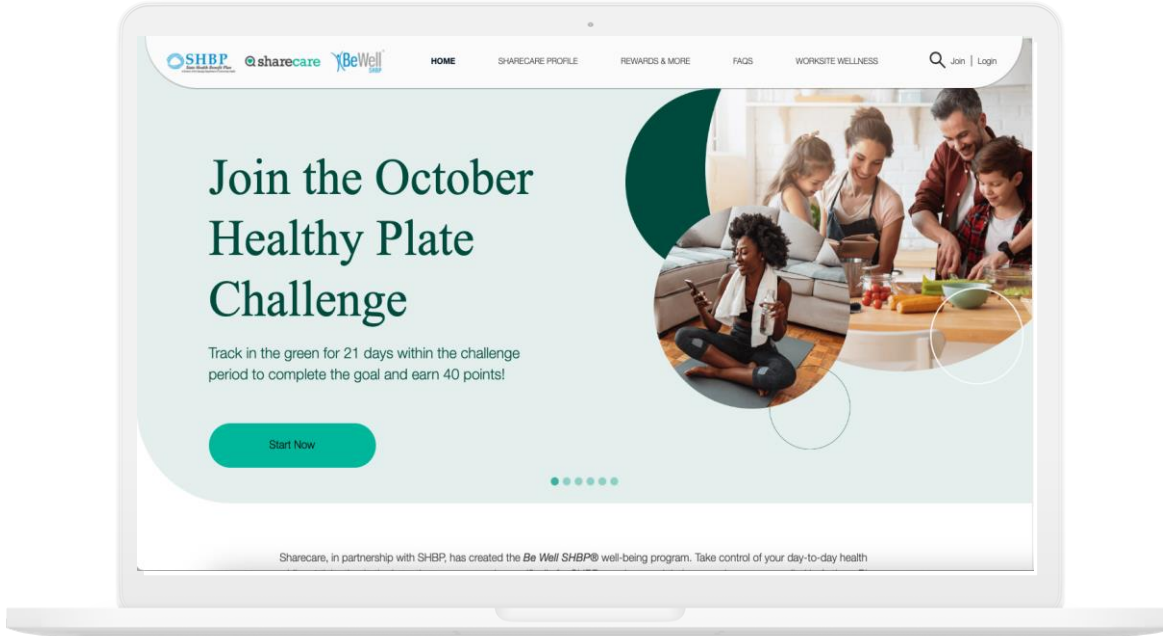
The Jump Shot for Health Challenge is designed to:

- ✓ Foster a feeling of well-being within your school or organization
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- ✓ Give back to Georgia students and schools

BeWellSHBP.com & Jump Shot For Health Sites Overview



Jump Shot For Health Challenge Website Overview



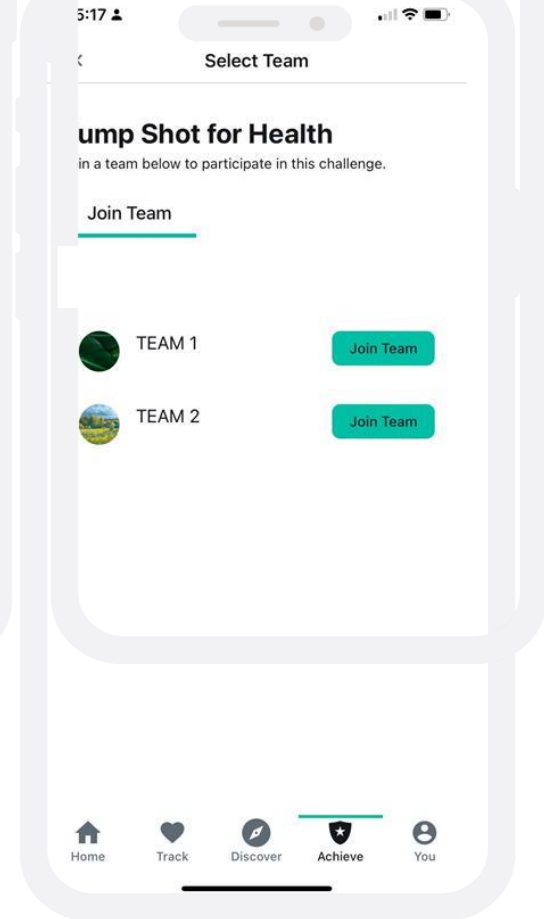
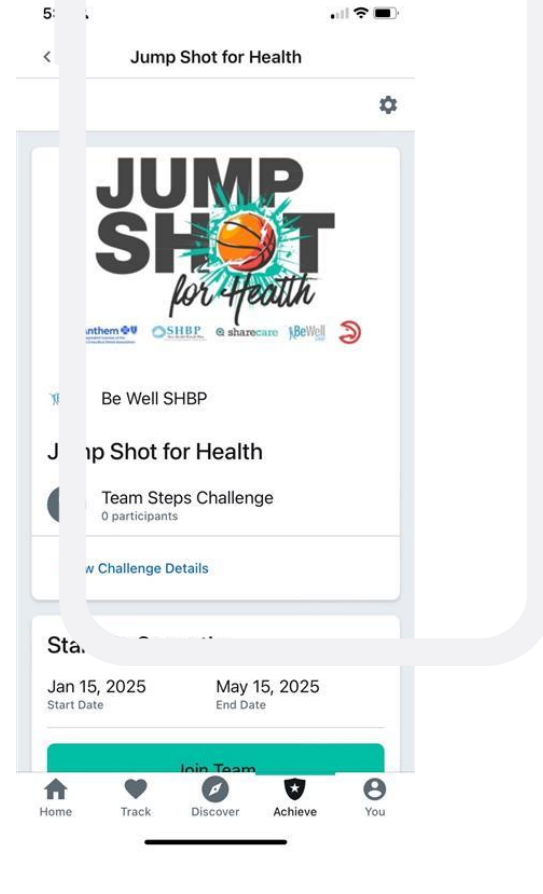
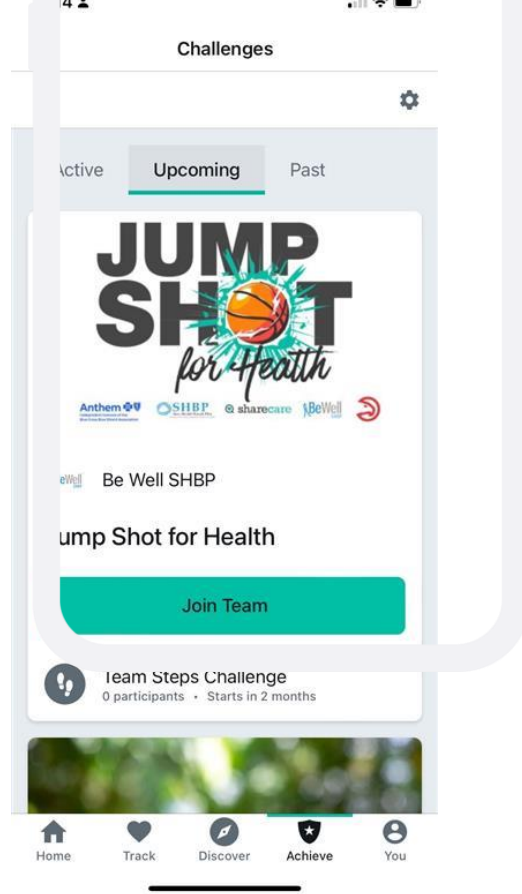
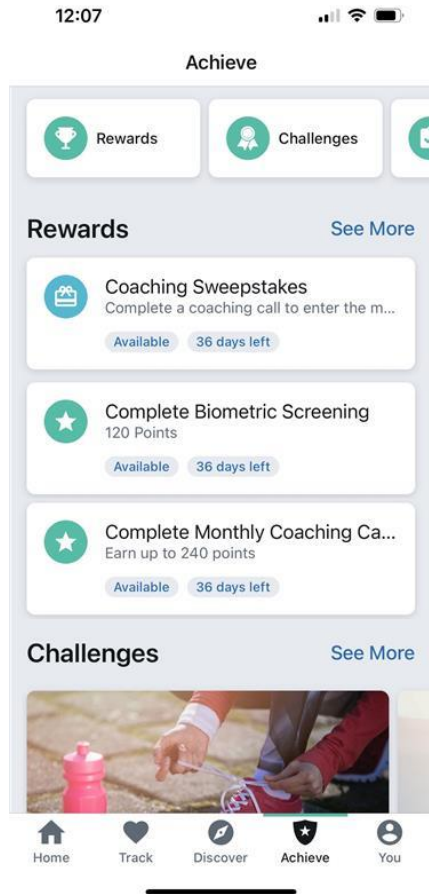
[BeWellSHBP.com](https://bewellshbp.com)

- Register
- Take RealAge® Test
- Join Challenge
- Tracking

<https://bewellshbp.com/jump-shot-for-health/>

- Challenge overview
- Challenge updates
- Join the challenge

Accessing the Challenge





The Playbook

Toolkit Deployment



Pre-Launch

-

Quarter 1

Quarter 2

Quarter 3

Quarter 4

Toolkit includes copy and guidelines for:

- ✓ Meeting Mentions
- ✓ Emails
- ✓ Intranet Banners
- ✓ Newsletter Blurb
- ✓ Social Media Posts

[Access Toolkit Here!](#)



The Toolkit: Pre-Launch

MARKETING TOOLKIT

JUMP SHOT FOR HEALTH PROMOTIONAL TOOLKIT

Prior to the Jump Shot for Health challenge launch, the ambassador should identify the target audience for marketing and communication purposes. This will likely include your current colleagues, but can also extend to spouses covered by the BeWell SHBP® program and former colleagues who have retired from your school or organization.

If some of your audience is not digitally savvy, make sure to leverage printed collateral, word of mouth, and live announcements. A well-planned marketing and communication strategy is a contributing factor in driving enrollment and creating robust engagement in the challenge—and helping your team rally to the top of the leaderboard.

PRE-SEASON (pre-launch and active launch period)

	-3 Weeks	-2 Weeks	-1 Week	Launch
Meeting Mention	●	●	●	●
Pre-Launch Email 1		●		
Intranet Banner		●		
Newsletter Blurb		●		
Poster		●		
Q1 Postcard			●	
Q1 Flyer			●	
Email 2: Reminder			●	
Social Media Posts	●	●	●	●
Email 3: Launch Day				●

Pre-Launch

PRE-SEASON (pre-launch and active launch period)

	-3 Weeks	-2 Weeks	-1 Week	Launch
Meeting Mention	●	●	●	●
Pre-Launch Email 1		●		
Intranet Banner		●		
Newsletter Blurb		●		
Poster		●		
Q1 Postcard			●	
Q1 Flyer			●	
Email 2: Reminder			●	
Social Media Posts	●	●	●	●
Email 3: Launch Day				●

Launch

Quarters



The Toolkit: Quarter Launch

MARKETING TOOLKIT

"QUARTER" TIMELINE

This toolkit contains updated collateral for each month (or "quarter") of the challenge to keep materials fresh and engaging. By refreshing your materials each month, you create opportunities to introduce new individuals to the challenge through ongoing marketing and communications efforts.

	Week 1	Week 2	Week 3	Week 4
Meeting Mention	●	●	●	●
Email	●			
Intranet Banner	●			
Newsletter Blurb	●			
Postcard	●			
Flyer	●			
Table Tent		●		
Social Media Posts	●		●	

Meeting Mention

Email

Intranet Banner

Newsletter Blurb

Postcard

Flyer

Table Tent

Social Media Posts

	Week 1	Week 2	Week 3	Week 4
Meeting Mention	●	●	●	●
Email	●			
Intranet Banner	●			
Newsletter Blurb	●			
Postcard	●			
Flyer	●			
Table Tent		●		
Social Media Posts	●		●	

The Playbook



JUMP SHOT for Health Word Search

Find the word in the puzzle.
Words can go in any direction. Words can share letters as they cross over each other.

F B T O A S R B C T L E J S C
 Z M K N D T E F L I M H D N
 O Z Q E T R W Q A G E A I O K
 Q K X S H A G B L L R S I A R
 D U N K E W T D E E A P A Z O
 V S Y H M E F H C W M G V L W
 Z O M Y K R Z A P A E W E O M
 P U N S W E R H H G Y L Y O A
 S O A P M E E C G W D Z L H E
 T B O K R A M E R A C S V C T
 E J I Y L J T R A C K E R S V
 P D H T E N U F Z A L G K D D
 S U H K D L F Q G C Z G C F R
 T Y E O L J L L V M H P X M X
 H M W F K T O A U N E L Y P R

- | | | | |
|------------|-------------|---------|-----------|
| ALLEYOOP | CHAMPION | HEALTHY | SHARECARE |
| ANHEM | CVSCAREMARK | REALAGE | STEPS |
| BASKETBALL | DUNK | REWARDS | TEAMWORK |
| BEWELL | FUN | SCHOOL | TRACKERS |

JUMP SHOT for Health Fourth Quarter Challenge

Buzzer Beater Boost



The final push of the Jump Shot For Health challenge is here! In this last quarter, play for the championship. Take as many steps as you can daily and log them towards your team's total. Every step counts as the shot clock counts down to the challenge buzzer sounding off!

Dates: December 1-31, 2024

Are you a champion?

Fun Facts About Georgia Sports Championships

- Atlanta Braves**
The Atlanta Braves won their first World Series in Atlanta in 1995, ending a 38-year championship drought since their last win in 1957 when they were based in Milwaukee.
Source: MLB
- University of Georgia Football**
The University of Georgia Bulldogs won their first national football championship in 1980, led by legendary coach Vince Dooley and star running back Herschel Walker.
Source: ESPN
- Atlanta United FC**
Atlanta United FC won the MLS Cup in 2018, just two years after the team was founded, making it one of the fastest teams to win a championship in Major League Soccer history.
Source: MLS
- Atlanta Hawks**
The Atlanta Hawks won their only NBA Championship in 1958 when they were based in St. Louis, Missouri, before moving to Atlanta in 1968.
Source: NBA
- Georgia Tech Football**
Georgia Tech's football team has won four national championships, with their most recent title in 1990. They shared the championship that year with Colorado.
Source: Georgia Tech Athletics

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JUMP SHOT for Health Third Quarter Challenge

Push It in the Paint



Presented by:
Anthem

The second half has begun! It's time to dribble and step your way to the challenge goal by taking as many steps as possible to help your team push it in the paint!

Don't forget to sync your tracker by logging in to Sharecare every 5 days.

Dates: November 1-30, 2024

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JUMP SHOT for Health 5 Ways to Optimize Your Walks

You should aim to walk **5 times a week** for **30 MINUTES**. Follow these tips to lower your risk of injury and maximize the effectiveness of your walk:

- Wear supportive shoes and socks:** Your sneakers should be comfortable, not constricting. Athletic socks made of sweat-wicking materials can help prevent blisters and keep your feet dry.
- Warm up and cool down:** Start by walking slowly then stretching, and finish up the same way to avoid sore or stiff muscles.
- Stay hydrated.** Drink water before, during and after your walk to avoid dehydration.
- Practice good posture.** Relax your shoulders, keep your back straight and stomach tight—and swing your arms to maintain a brisk pace.
- Don't text and walk.** Rest your eyes 20 feet in front of you and keep your chin up to reduce stress on your neck and low back.

Going for regular walks offers a host of health benefits, and can help you:

- manage your weight
- reduce your risk of disease
- improve your mood

Always consult your physician or other health care professional before starting this or any other fitness, nutrition and/or weight management program to determine if it is right for your needs.

Source: Centers for Disease Control and Prevention, Harvard Health Publishing, American Council on Exercise, Sharecare, Inc. administered by Be Well SHIP® well-being program for the State Health Benefit Plan. © 2024

Games

Guidelines

Resources



Captain/Co-captain Expectations

Recruitment Ideas



We encourage captains/co-captains to utilize the provided social toolkits to garner support from local agencies, surrounding schools and districts with SHBP eligible populations.

Engagement Opportunities

- Worksite Walking Groups
- Registration Event/Office Hours
- Free Throw Contest
- Play Stat Card

Engagement Tactics

- Partner with local SHBP eligible schools and worksites
- Digital Jump Shot badge

Next Steps



➤ **Appoint a formal representative/ambassador**

➤ **Complete and Submit Phase 2 applications**

Submit application, video, and before photos via email to: Jumpshotforhealth@sharecare.com

****Submissions must be received by 5pm ET on May 14, 2025.*

➤ **Garner team support**

- Timely toolkit deployment
- Put up posters
- Contact local SHBP agencies and neighboring schools

➤ **Have fun!!!**

Love What You See?



Become a *Be Well SHBP* Ambassador Come join nearly 600 *Be Well* teammates across Georgia!

Empowering and enabling those around you, Ambassadors become champions for the *Be Well SHBP* Program to help drive organic overall program adoption.



Well-being toolkit



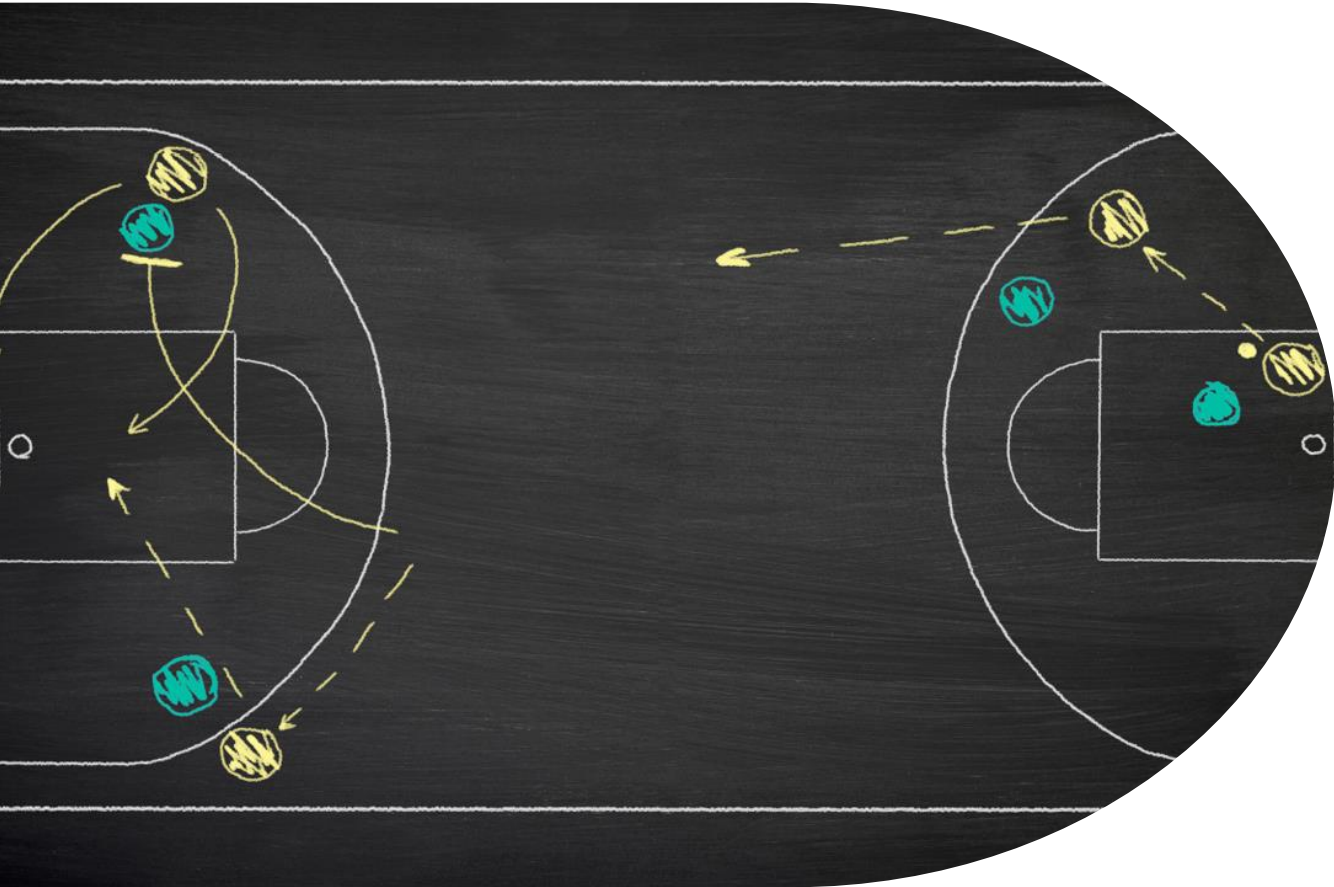
Guidance on the *Be Well* activities



Recruitment support



Program Contact



Jumpshotforhealth@sharecare.com

Thank you!

JUMP SHOT *for Health*



Appendix





2024 Program Overview

Wellness Benefit Overview



WHO



Sharecare administers the *Be Well SHBP* well-being program on behalf of the State Health Benefit Plan.

WHAT



SHBP members and their covered spouses enrolled in Anthem Blue Cross and Blue Shield (Anthem) or UnitedHealthcare Commercial (non-Medicare Advantage) Plan Options have access to the **Be Well SHBP well-being program** at no additional cost.

WHY



Gain access to the **Sharecare** platform that helps you manage all your health in one place AND earn rewards:

- Access to personalized articles, videos, recipes and more
- Tools to help you establish or reinforce healthy habits
- Easy-to-use platform features that provide access to health care resources when you need them
- Real time tracking of health progress

Register and Take the RealAge[®] Test



Members and their covered spouses enrolled in Anthem and UnitedHealthcare Commercial (non-Medicare Advantage) Plan Options can EACH earn up to 480 points for the program year. That's a total of up to 960 points for a member and their covered spouse.

To unlock and earn your initial 120 points:

- 1) If you haven't already, register for an account at BeWellSHBP.com (or log in to your account online or via the Sharecare app)
- 2) Take the RealAge Test
 - The RealAge Test is the gateway to earning points. **Points cannot be awarded until completion of the RealAge Test.** Biometrics, Well-being Coaching, Online Challenges and Preventive Screenings completed before the RealAge Test can only be applied for points upon RealAge Test completion.

Note: You MUST sign up through BeWellSHBP.com or your registration will not be eligible through the State Health Benefit Plan's Program.



Biometric Screening

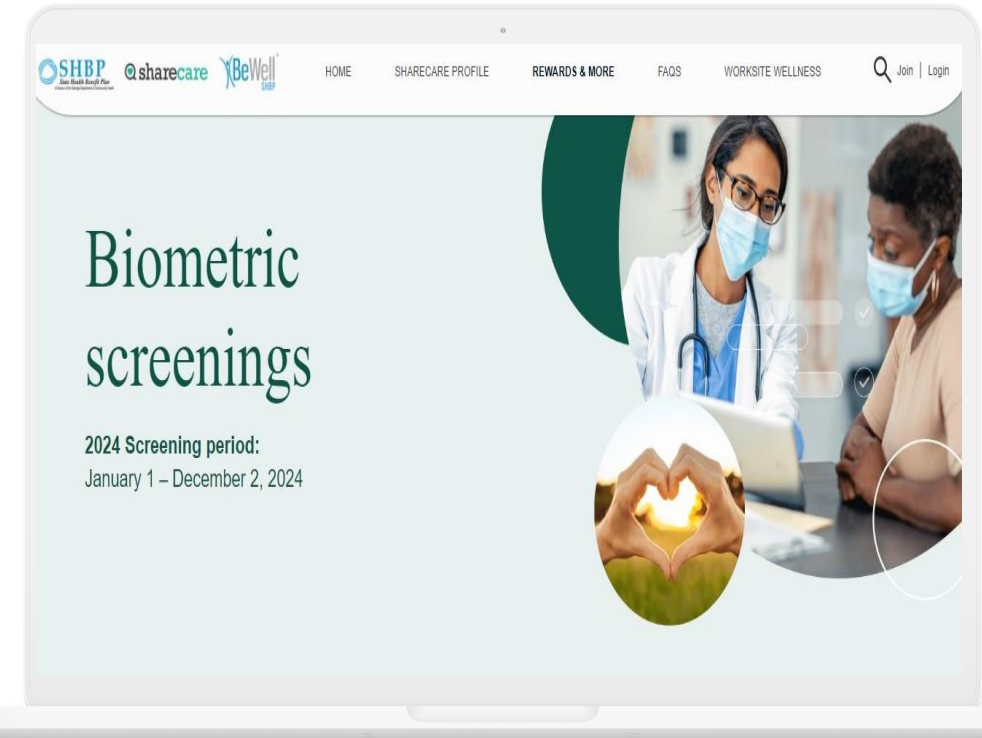


Complete a biometric screening for 120 points.

There are three options for completing a biometric screening:

- Attend an SHBP-sponsored onsite screening event.
- Get screened at a Quest Diagnostics Patient Service Center (PSC).
- Have your physician complete a 2024 Physician Screening Form.

Visit BeWellSHBP.com/biometric-screenings/ for details on all screening options



All activities must be completed, and all documentation received between January 1, 2024, and December 2, 2024, to earn points in 2024.

Preventive Screening Exams



- ✓ Complete a preventive screening exam:
 - ✓ Colonoscopy
 - ✓ Mammogram
 - ✓ Pap Smear
 - ✓ Prostate Screening
- ✓ Earn **60 points** for each completed screening exam, **up to two times**.

- ✓ Screenings should be completed by August 31, 2024.
 - For screenings completed in September, October or November, members can self-attest by December 2nd.

All activities must be completed, and all documentation received between January 1, 2024, and December 2, 2024, to earn points in 2024.

EARN A TOTAL OF 240 POINTS

Coaching, Online Challenges and Mini Programs



Select from the following activities to earn a **maximum of 240 points**:

- **Complete coaching sessions with a well-being coach**
 - Earn 40 points up to 6 times, for a maximum of 240 points. *You can only earn 40 points per calendar month, but you can do as many sessions as you would like.*
- **Participate in a monthly rotating online challenge or mini-program**
 - Earn 40 points for each completed challenge or mini program up to 6 times, for a maximum of 240 points. *You can only earn points for completing six per year, but you can do as many challenges and mini-programs as you would like.*

All activities must be completed, and all documentation received between January 1, 2024, and December 2, 2024, to earn points in 2024.

Redeeming Points: Your Choice of Reward



Members and covered spouses can choose how to redeem points earned.

Members and their covered spouses enrolled in Anthem and UnitedHealthcare Commercial (non-Medicare Advantage) Plan Options can **each earn up to 480 points*** and can choose to redeem them for **ONE OPTION BELOW:**

- ✓ **480 well-being incentive credits;** well-being incentive credits will be deposited in your Anthem HRA or MIA account or UnitedHealthcare HIA account within 30 days and apply toward eligible medical and pharmacy expenses. *Points are redeemed in increments of 120 toward the 480 well-being incentive credits.*

OR

- ✓ A **\$150 Visa® Prepaid Card;** this can be used anywhere Visa is accepted. You must redeem all 480 points for this option. *Visa® Prepaid Cards will be mailed within 8 weeks.*

**Dependent children are not eligible to earn points.*

Redeeming Points: Important Reminders



Points are saved in Sharecare's Redemption Center until members choose to redeem them. You have until midnight on December 15, 2024, to redeem 2024 points.

If not redeemed by December 15, 2024, any unredeemed points will be sent as well-being incentive credits to the member's health plan.

Are you changing your health plan option*? Don't worry, your points will move to your new plan.

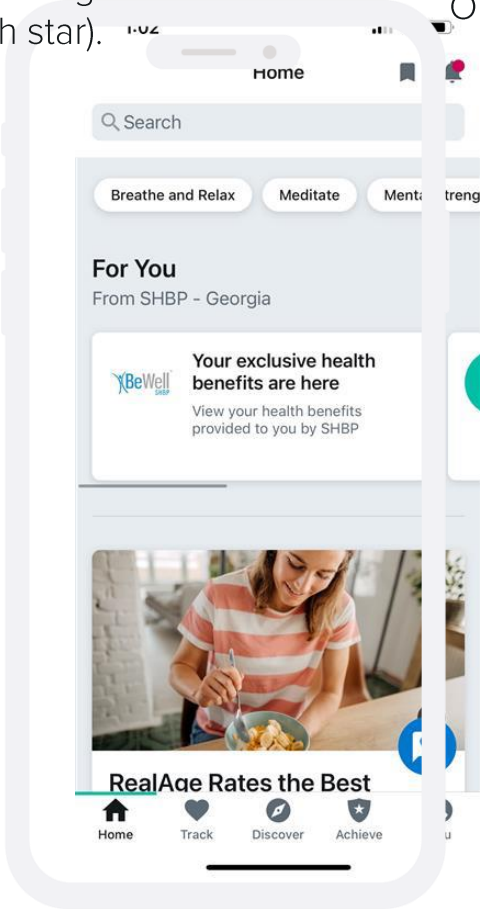
**NOTE: Points are not automatically redeemed and transferred for Medicare Advantage members. Please redeem your points before transferring into Medicare Advantage.*

Confirming Balance and Redeeming 2024 Points

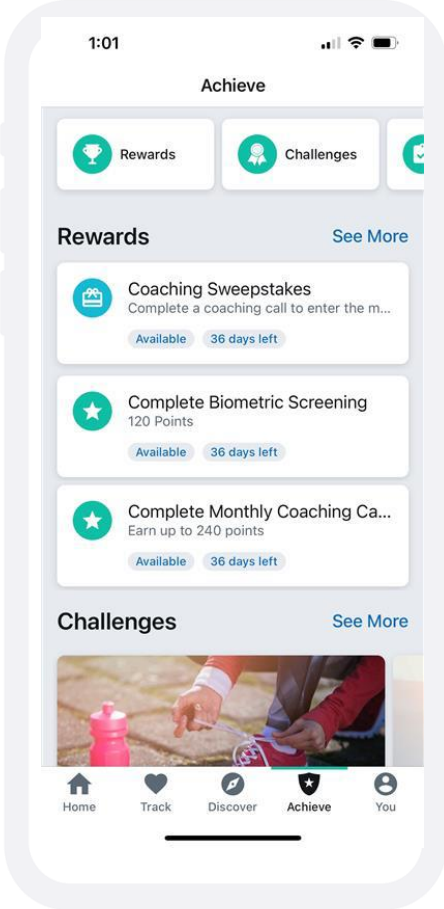


Log into your Sharecare *Be Well SHBP* account online or through the Sharecare app.

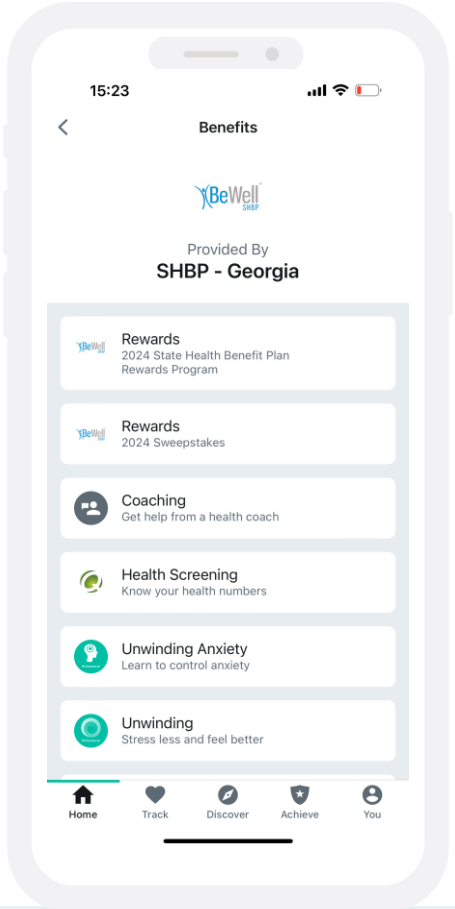
From the Home Screen, navigate to the “Achieve” tab (shield with star).



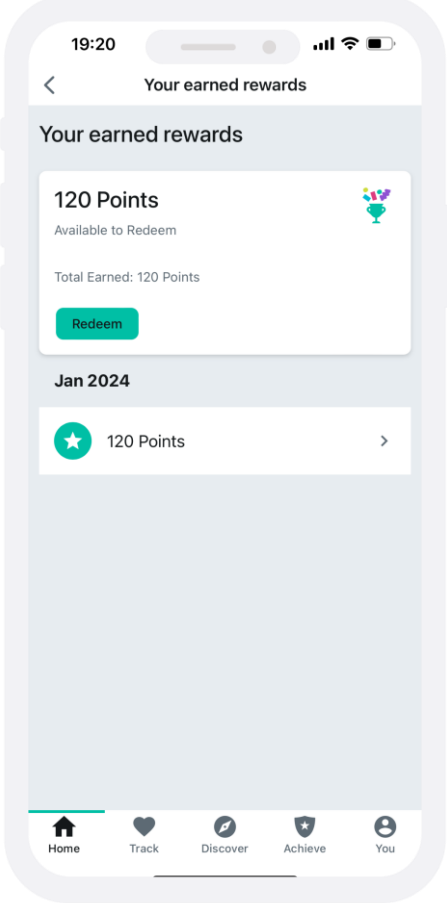
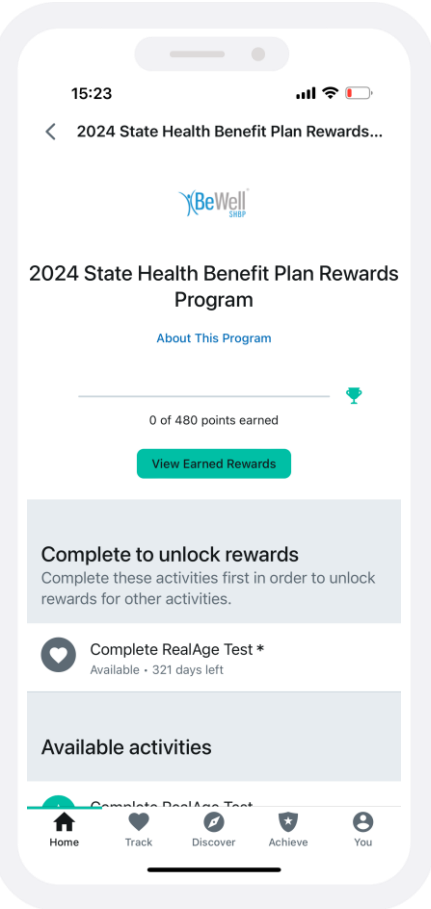
On the Achieve screen, select Rewards.



On the Rewards screen, select Active and the 2024 SHBP Rewards Program.



Confirming Balance and Redeem 2024 Points (cont'd)



NOTE: You must earn all 480 points before redeeming for the Visa® Prepaid Card.

If you choose to redeem for well-being incentive credits, you may do so in increments of 120 points.

Review your completed activities and points earned. Click on “View Earned Rewards” to redeem your points.

Click “Redeem” to navigate to the Sharecare Rewards Redemption Center. Select one of the two reward options.

Take your health further with Guided Programs



Unwinding: *Learn to relax and meditate.* This program can help you start living a less-stressed life through breathing exercises, meditations, sleep support, visual relaxation and more.



Eat Right Now®: *Manage and control food cravings.* This program can help change your relationship with food through powerful in-the-moment exercises and evidence-based techniques that help you deal with food cravings and triggers.



Unwinding Anxiety®: *Manage stress and anxiety.* This step-by-step program can help to calm your mind. It uses the latest digital technology and clinical research along with mindfulness to enable you to break the cycle of worry and anxiety.



Craving to Quit®: *Quit tobacco and vaping.* This 21-day tobacco cessation program can help retrain the brain using mindfulness to break the habit loop. This program's tools can maximize your odds of successfully quitting tobacco.

**This is a benefit available at no additional cost to Be Well SHBP members. The Guided Programs are not part of the Be Well SHBP rewards program.*

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Empowering and enabling those around you, Ambassadors become champions for the *Be Well SHBP* Program to help drive organic overall program adoption.



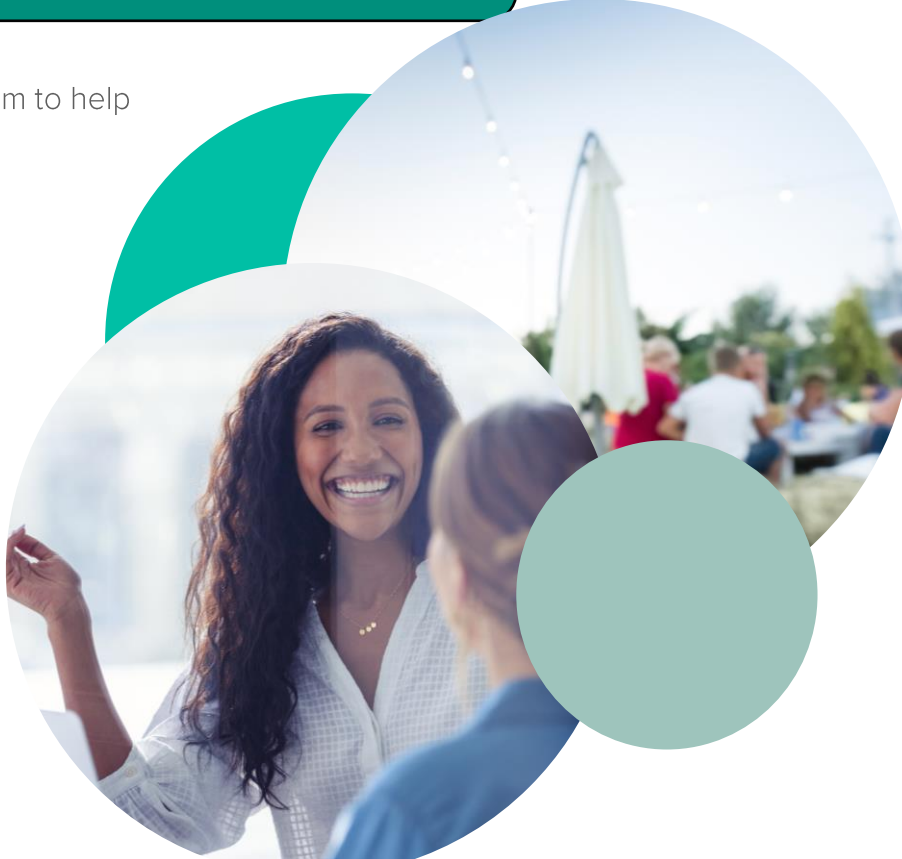
Well-being toolkit



Guidance on the Be Well activities



Recruitment support



CONNECT WITH US

+ Hours of Operation:

Coaching Services

Monday - Friday 8 a.m. to 8 p.m. ET
Saturday 9 a.m. to 5 p.m. ET

Member Services

Monday - Friday 8 a.m. to 8 p.m. ET

Call toll-free **(888) 616-6411**



BeWellSHBP.com