

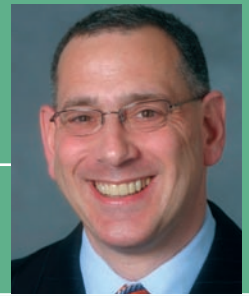
and Immunizations

- Vaccinating healthy working adults is cost-effective and prevents influenza in about 70 percent to 90 percent of those who receive it, when the available influenza vaccine closely matches the prevalent virus type.^{17,18}

With expanded access to immunizations and health screenings, the workforce and other members of the community stay healthier and excess burden to public health and employer resources are avoided.

Ideas That Work

- Partner in community health events such as immunization days, health fairs, or screenings.
 - Provide facilities for screenings, health risk assessments, or immunization events.
 - Conference room
 - Lobby
 - Outdoor areas
 - Tents
 - Contribute resources.
 - Funding
 - Employee volunteers
 - Promotional material
 - Marketing, public relations, and promotion
 - Professional or administrative staff for events
 - Transportation options (vehicles, vans, etc.)
 - Collaborate with health care professionals
 - Promote awareness and opportunities for education.
 - Allow health care professionals such as pharmacists or registered nurses to administer vaccines without physician involvement and/or act as community health coaches to help individuals manage such chronic health conditions as diabetes and asthma. These approaches increase access to preventive services and remove barriers to evidence-based practices.¹⁹



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Healthy Living

Community Initiative Theme

- *Healthy Living* isn't just about physical health. The components of overall well-being also include social health, psychological health, and financial health. *Healthy Living* is about actively contributing to our own well-being and that of our communities.

Program Goals

- Improving the health of our employees.
- Improving business productivity and performance.
- Controlling long-term health care costs.

Program Components

- Invited all the kids within the American Express community to illustrate what healthy living means to them.
- For every piece of artwork submitted, a donation was made to the Juvenile Diabetes Research Foundation International (JDRF).

Program Highlights

- The artwork received showed incredible creative expression and included great messages.
- The 2011 calendar version will target donations to another children's health-related charity.
- Future philanthropic linkages include plans to link employee participation in onsite mammography screenings with donations to Susan G. Komen Race for the Cure®.

“At American Express, we are committed to our employees’ entire well-being—physical, financial, psychological, and social health. Our *Healthy Living* initiative creates healthy, more productive and engaged employees. We also reach out to improve the health of the communities we serve in a unique and meaningful way.”

