

Engaging 100,000 public employees with their benefits

County of Los Angeles, California



Working toward wellness

In addition to helping employees understand their benefits, the County wanted to support employees in managing their physical, mental, emotional, and financial health.

We wrote, designed, and mailed quarterly wellness newsletters to educate employees on topics ranging from financial wellness to mental health, and most recently, pandemic-related topics, such as loneliness.

Overview

With nearly 10 million residents, the County of Los Angeles is the most populous county in the country. The complex governmental organization that serves this population includes more than 100,000 employees and engaging this audience is a challenge as many of them – firefighters, county sheriffs, law enforcement, and more – are doing the work that makes the County function and don't sit at a desk with a computer. There are also multiple union and non-union groups.

Working with the County also means working with their unions' representatives who are part of the planning and communication development process. Each union group has different benefits, and during union negotiation years, additional messaging may be required outside of the usual enrollment period. Often, print materials must be produced using union printers.

Given these complexities and such a diverse employee population, the County needed a flexible and creative partner that understands government benefit plans and can produce engaging communications using different media formats.

The challenge

The County started with a clear objective: Reach employees and their family members through communications that are easy to understand, informative, specific to each employee group, and flexible enough to reach people via their preferred media.

Our approach

Focus groups and surveys helped us gain insight into preferred communication styles and the level of understanding of the County's benefits for different employee populations. We devised an eye-catching visual design with a consistent look for both the print and online communication. And we took complex benefits concepts and made them easy to understand by using accessible, clear language.

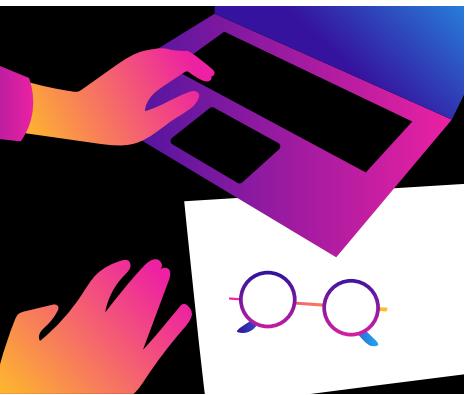
We developed:

- A benefits portal with video benefit tutorials
- Print enrollment materials including newsletters, guides, comparison charts, posters, summary plan descriptions, and an easy-to-digest Quick Start summary
- A flexible spending account microsite
- Special union negotiation announcements

Results

A workforce survey showed strong employee understanding.

- **95%** found the materials helped them make informed decisions
- **88%** said the information they receive – print and digital – is the right amount
- **95%** agreed that the enrollment materials were well written and easy to understand



Looking ahead: Going green!

The next steps in our partnership will focus on going green with these communications – both to save on printing costs and to be good stewards to the County where employees live and work. We'll help the County encourage people to opt out of receiving print pieces and ensure the alternative online experience is inviting and engaging.

Securing futures. Together.

Buck has worked with the County of Los Angeles for more than 13 years with the same team members supporting projects year over year to foster a long-lasting relationship. Our strengths include:

- **Dedicated project management:** We've been with the County at every step and hurdle along the way. We have dedicated project managers who keep our teams and projects on schedule with flexibility to adjust resources as needs and timing change.
- **Creative communications:** Our engagement and communication experts include strategists, writers, graphic designers, project managers, technologists, and production managers who understand the complexities of working with larger public sector organizations and union-represented employees.
- **Multimedia experience:** We have internal experts at every stage of the communications development process for most multimedia formats – such as video, portal UX design and programming, print, surveys and analytics, and mobile apps – and also partner where appropriate with key support vendors.

Let's talk

To learn more about how Buck can help you meet your organizational challenges, please contact us at **1 866 355 6647** or talktous@buck.com.

buck.com