

*North Carolina*  
**State Health Plan**

for Teachers and State Employees

[www.shpnc.org](http://www.shpnc.org)

Comprehensive Wellness Initiative (CWI)  
Communications and Member Outreach

Member Communication:

- CWI Mailer to Members with Benefit Materials (October 1, 2009)
- State Health Plan Web Page (Mailer, FAQs, Policy, Member Feedback system)
- Member Focus E-Newsletter Articles
- HBR Update E-Newsletter Articles
- December '09 PharmacyWise Newsletter focusing on Member Supports:
  - NC Quitline/Meds,
  - Medication co-pay reductions,
  - Nutrition visits benefit
  - Eat Smart, Move More, Weigh Less support program at the worksite
- Working on Enrollment Kit Materials for spring 2010 (enrollment process/verification testing)

State Government and Other Stakeholder Communication:

- Roundtable meeting in June 2009 (discussion re: policy development)
- Meeting with the Governor's office in September 2009
- Meeting with OSP in October 2009
- Meeting with DHHS in October 2009
- Meeting with DOC in October 2009
- Meeting with DPI in October 2009
- Meeting with Community College Faculty Association in October 2009
- Human Resources Directors' Steering Committee Meetings in October/November 2009
- Member Outreach at State Government Wellness Fair, November 2009
- LEA Presentations with DPI November 2009 and forward

Provider Communication:

- Blue Link article under development
- Information to be included in quarterly provider meetings

Media:

- Media briefing documents
- More than 70 radio, TV and newspaper interviews and mentions in regional, state and national markets