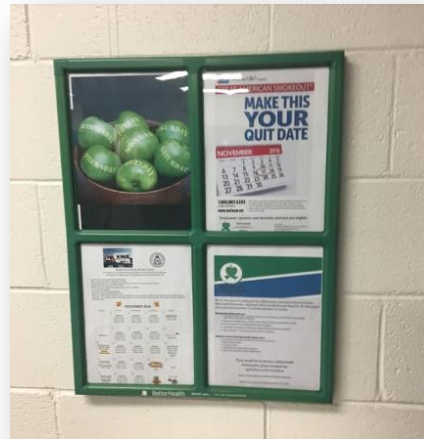


JohnnyBoards Program Expansion

The City of Albuquerque's BetterHealth program is continually looking for new communication methods to reach all City of Albuquerque employees, especially employees who do not have city email accounts or daily computer use. A new communication method we tried this year is JohnnyBoards Indoor Advertising. Every month JohnnyBoards places BetterHealth advertising in select restrooms, and near water fountains and time clocks. Employees are truly captivated for 30 seconds to as much as 4 minutes.

Starting in January 2016 the BetterHealth program piloted 50 JohnnyBoards at Pino Yard inside DMD buildings B & F (Traffic Engineering and Street Maintenance) and Parks & Recreation building A (Park Construction).



In October 2016, Building Maintenance Coordinator David Urioste and Building Maintenance Supervisor Vicente Martinez reported no complaints, graffiti or vandalism on the boards. 27 employees at these locations completed a survey on the effectiveness of the JohnnyBoards.

Employees said the following about the JohnnyBoards ads.

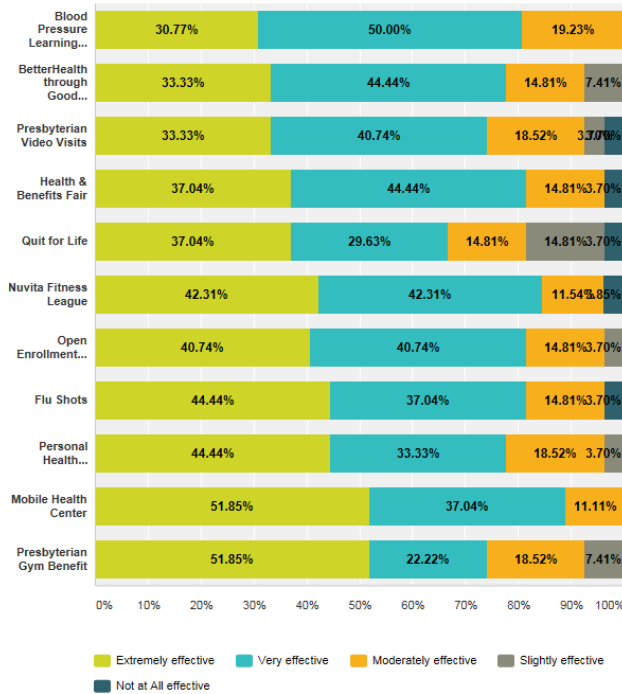
“Keeps me aware of what's happening”

“It was easy to see and very noticeable.”

“Convenient”

Rate the effectiveness of JohnnyBoard ads in providing you information about the following programs:

Answered: 27 Skipped: 0



When asked to rate the effectiveness of JohnnyBoard ads in providing information about specific programs, at least **67%** rated JohnnyBoards ***extremely*** or ***very*** effective.

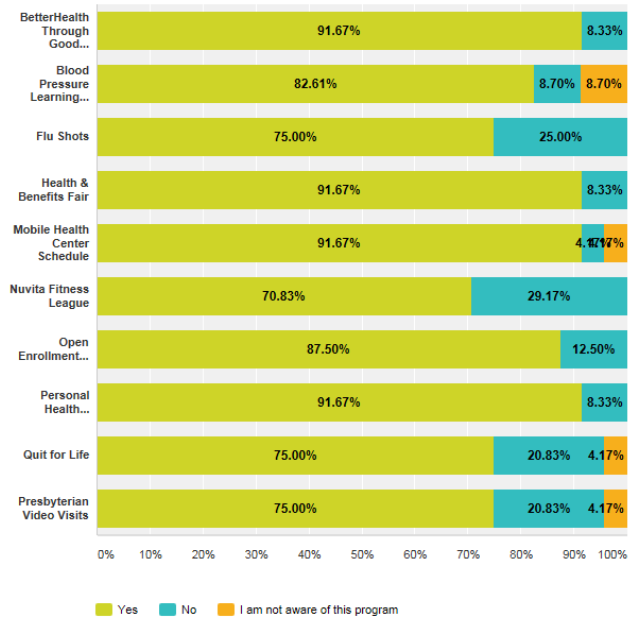


When asked if the JohnnyBoard ads encouraged them to participate in specific programs offered through Insurance & Benefits and the BetterHealth Worksite Wellness Program, at least **71%** said yes.



Did the following JohnnyBoard ads encourage you to participate in any of the following?

Answered: 24 Skipped: 3



Beginning in January 2017, we would like to expand JohnnyBoards to Transit, Solid Waste Management and Parks and Recreation departments to increase employee awareness of current wellness programs. With your approval, the next steps include meeting with department Facilities Managers and JohnnyBoards staff to identify specific locations for the JohnnyBoards. We appreciate your support.