



**WORKSHOP #1:
WORKING WITH EMPLOYERS**

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AMEREN

Who is Ameren?

- Midwest energy company providing gas & electric service in Missouri & Illinois
- Based in St. Louis, Missouri
- 8,700 co-workers
 - 75% male
 - Average age 47
 - Large field operations



Mission: To Power the Quality of Life

Why is Ameren Involved in Promoting Colorectal Cancer Screening?

Focus on early detection

Cancer drives nearly 10% of medical cost

Active with CEO's Against Cancer/80%x2018

47% of co-worker population is over 50

What Actions Did We Take?

Posters

Cafeteria Promotions

Digital Signs

Health Fairs

Communications

80% By 2018 Campaign

Reminder Letters

Newsletters

Pledge cards

Lunch 'n Learns

Examples of Communications



Whole grains contain a variety of healthy compounds that make them a potential cancer-fighting food. Maintaining a healthy diet is just one way co-workers can improve their overall health and well-being and focus on cancer prevention.

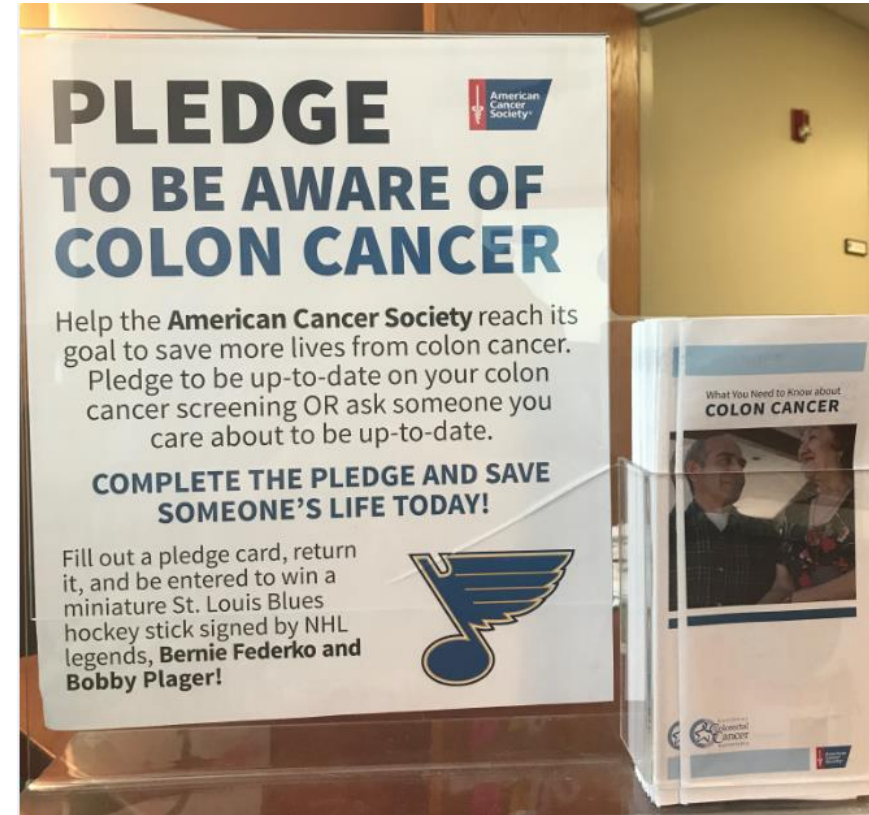
Examples of Communications

Digital Message Board Sign



Talk to Your Doctor.
The second leading cause of cancer can be prevented or detected with early screening.

Don't Delay, Call and Schedule Your Screening Today!
Anthem 844-344-7410




PLEDGE TO BE AWARE OF COLON CANCER

Help the **American Cancer Society** reach its goal to save more lives from colon cancer. Pledge to be up-to-date on your colon cancer screening OR ask someone you care about to be up-to-date.

COMPLETE THE PLEDGE AND SAVE SOMEONE'S LIFE TODAY!

Fill out a pledge card, return it, and be entered to win a miniature St. Louis Blues hockey stick signed by NHL legends, **Bernie Federko and Bobby Plager!**



Pledge Cards at Health Fair

What Challenges Did We Face?

People don't want to talk about CRC at work

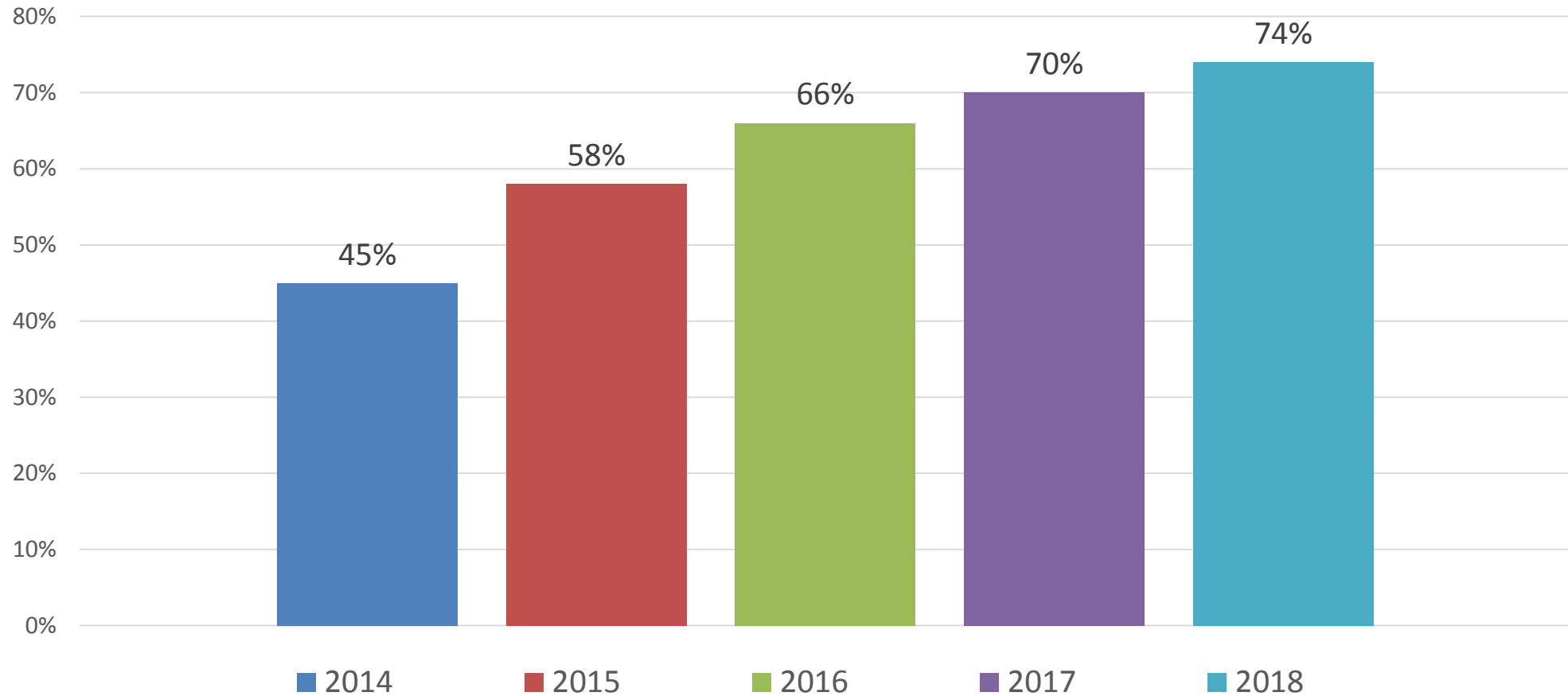
In-person conversations are most effective

Negative perceptions about colonoscopy

Lack of understanding on prevention

What Impact Have We Made?

Percent of Population Screened



How Can We Get More Employers Involved?

Create a
challenge or
competition

Include
education
at Health Fairs

Connect through
local Business
Health Coalitions

Hold a
pledge
drive

Reach out
to Benefits
and Wellness
staff