

Ready, Set, Go!

BEING PREPARED FOR YOUR TRANSGENDER TEAM MEMBER

Presented by: Ang Pracher & Jason Zellers

Thursday, November 01, 2018 | 4:00 – 5:30 P.M. | Rooms 619/620

OUT & EQUAL
2018 WORKPLACE SUMMIT

Florida Blue  

INTRODUCTION

Ang Pracher



“ If employees cannot bring their full selves to work, and if employees live in fear of being treated differently simply based on who they are, it comes at a cost to the company. ”

Florida Blue's journey...

- **January 2016** – Gender Transition Guidelines released
- **Throughout 2017** – Pilot 'Transgender 101' education sessions
- **2018 to date** – Formalized training delivered to over **175** managers & HR professionals, with very positive feedback
- Increased awareness & visibility means transgender colleagues feel more welcomed

Ken Charles, VP, General Mills

Testifying before Congress on the Employment Non-Discrimination Act, 2012

Agenda

01

**Florida Blue ♥'s
LGBTQ**
How we serve our community

02

**LGBT Overview –
The Basics**
History, demographics, &
terminology

03

**Developing
Guidelines**
How & why we developed
Gender Transition Guidelines

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'Transgender 101'
Our workshop for Managers &
HR professionals

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**Results &
Reception**
What our employees are
saying and the changes we
have made

06

**Additional
Resources**
A compilation of helpful
resources that can help you
too



01 Florida Blue ❤️'s LGBTQ

How We Get Involved

A brief overview of our LGBT+ efforts over the years...

Employee Experience:

- Respect Florida Blue Community [ERG] (2007)
- Added sexual orientation, gender identity, and gender expression into EEO statement
- Health benefits for children of domestic partners (2009)
- Transgender medical coverage for employees (2009)
- LGB and T self-ID options on annual employee survey
- 100% on the Human Rights Campaign Corporate Equality Index (HRC CEI) for 10 years (2009-2018)
- Actively advocated for updated HRO in Jacksonville & Duval County (2015-2017)
- Gender Transition Guidelines for the workplace (2016)
- Transgender 101 education (2017)
- Gender identity and expression example included in annual ethics education for all employees (2017)
- Employee discussion forum on Gender Identity: "Who Am I, Who Are You?" (2018)

In the Community:

- Sponsorship of Jacksonville Sexual Minority Youth Network (JASMYN), Coming Out Breakfast, We Are Straight Allies
- Tampa Bay Business of Pride Award (2018)
- Jacksonville Rainbow Awards (2018) – Best Local Corporation for Equality
- National LGBT Taskforce Gala (Miami)
- Tampa Bay Lightning Pride Night
- Metropolitan Charities (St. Pete) Metro Wellness and Community Centers
- UNF LGBT Resource Center & Building Bridges Event
- Northeast Florida AIDS Network – annual Pride walk
- Equality Florida
- Equality Means Business Advisory Board
- We Filipinos – annual Pride day
- Strengthen Orlando – OneOrlando Fund
- Out & Equal – Tampa Regional Council
- Balance Tampa Bay annual gala support
- EMPATH Health
- Men over 65 (Sage) (Tampa)
- Florida Competes
- Pride Festivals: River City (Jacksonville), St. Pete, Charlotte County, & others...



Florida Blue



Florida
Blue

Tips

How can your company show its commitment to diversity?

Do you have an LGBT Employee Resource Group?

ERGs & BRGs can be a source of new ideas & guidance on what matters to a community. Use them as a consultative resource.

Which local organizations share your Mission & Values?

Partnerships with local non-profits & universities help us reach even more of our employee & membership base – and potentially even future employees!

Involve the C-suite!

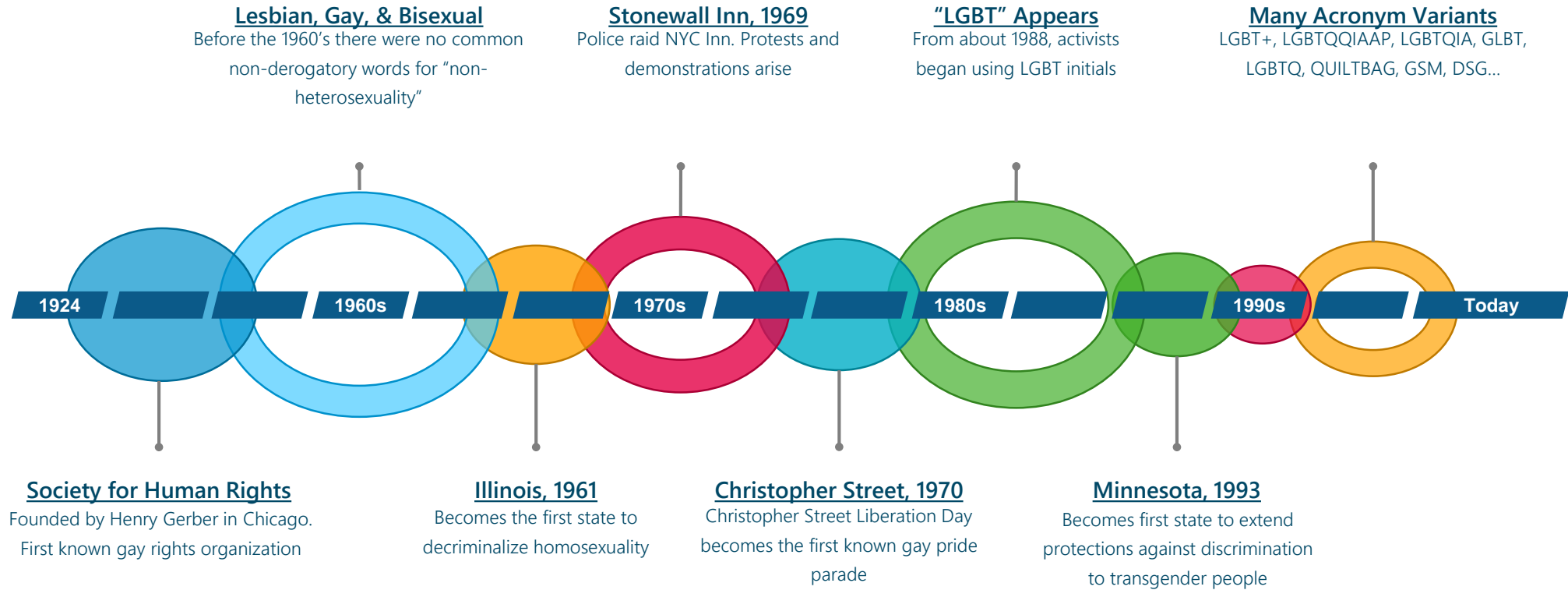
Showing your company's support from the top down creates an open, honest dialog & builds trust in leadership. Find a champion of diversity within your executive office.

Chairman & CEO Pat Geraghty and North Florida Market President Darnell Smith are active LGBT allies as part of the "We Are Straight Allies" program. Amy Ruth, Senior Vice President, Human Services Group & Chief Human Resources Officer, actively represented Florida Blue's stance on the passage of an expanded Human Rights Ordinance in our flagship city, Jacksonville, FL. She recently joined the Equality Means Business advisory board, where she and other business leaders in Florida are working to improve the state's reputation for equality.

An American flag and a rainbow flag are flying on a black flagpole against a blue sky with scattered white clouds. The American flag is positioned above the rainbow flag. A small, dark silhouette of a bird is visible in the upper left portion of the sky.

02 LGBT Overview – The Basics

Where Did "LGBT" Come From?



While the LGBT community has been a hot topic over the past decade, Gender & Sexual Minorities have always been a part of American society. The attention garnered from media and politics may not always be positive, but this visibility is a crucial first step toward understanding and acceptance.

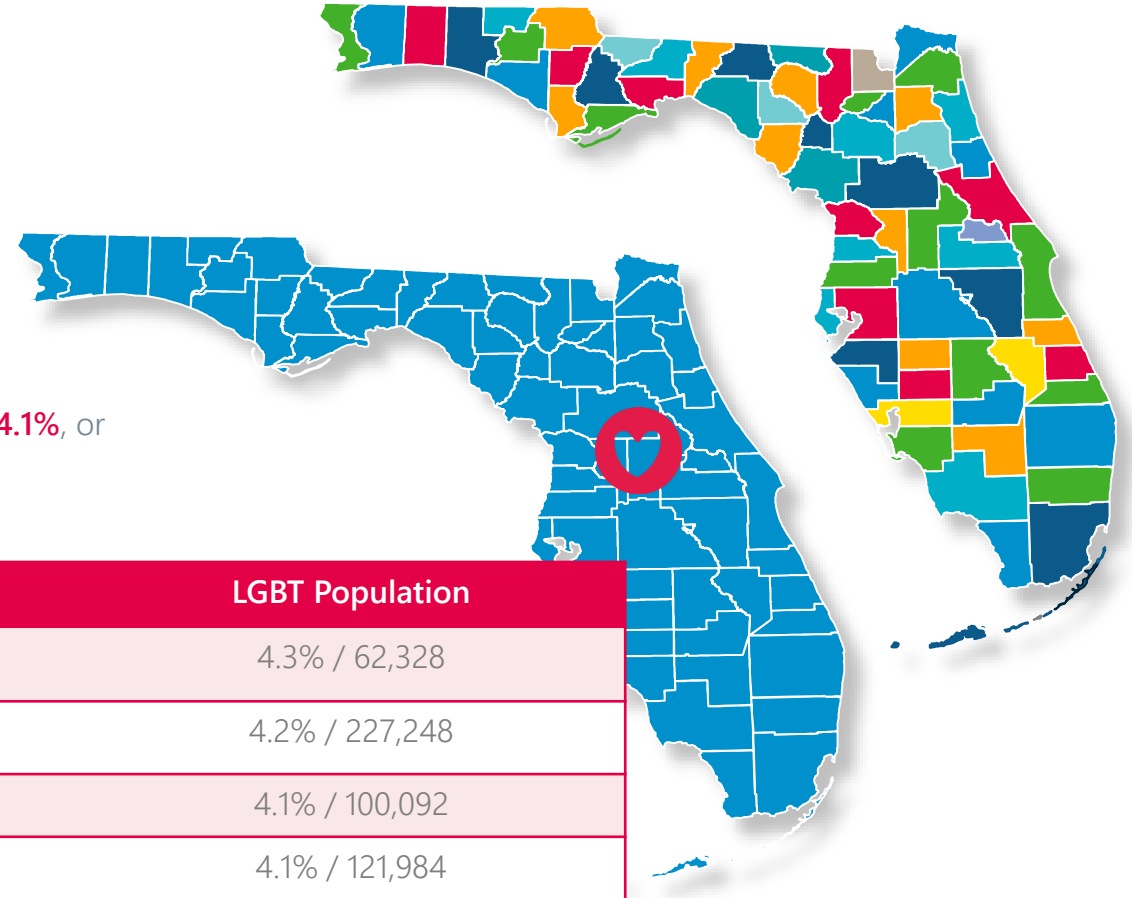
LGBT Demographics

Nationwide:

- Separate studies show, on average, **3-4%** of the U.S. adult population – about **9-12 million** people – identify as LGBT.^[1]

In Florida:

- Florida ranks **thirteenth** among the states with the highest LGBT population at **4.1%**, or around **860 thousand** people.^[2]



^[1] Gallup, <http://www.gallup.com/poll/158066/special-report-adults-identify-lgbt.aspx> (2012)

^[1] Centers for Disease Control (CDC): <http://www.cdc.gov/nchs/data/nhsr/nhsr077.pdf> (2014)

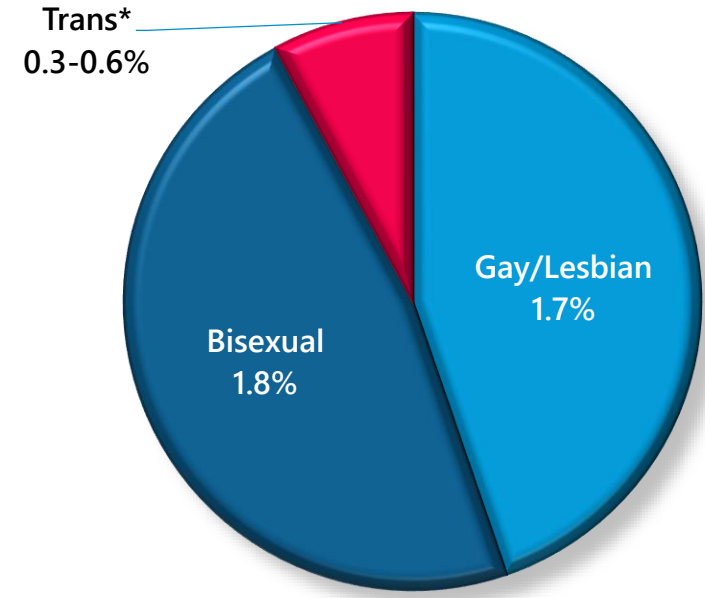
^[2] The Williams Institute, Same-sex Couple & LGBTR Demographic Data Interactive. (May, 2016)

Transgender Demographics

Between **0.3%-0.6%** of adults in the U.S. identify as transgender.

This number has roughly doubled when compared to studies conducted a decade ago.

Florida ranks **sixth** highest among states with roughly **0.66%** of our population who identify as transgender. That's about **100,300** Floridians! ^[1]



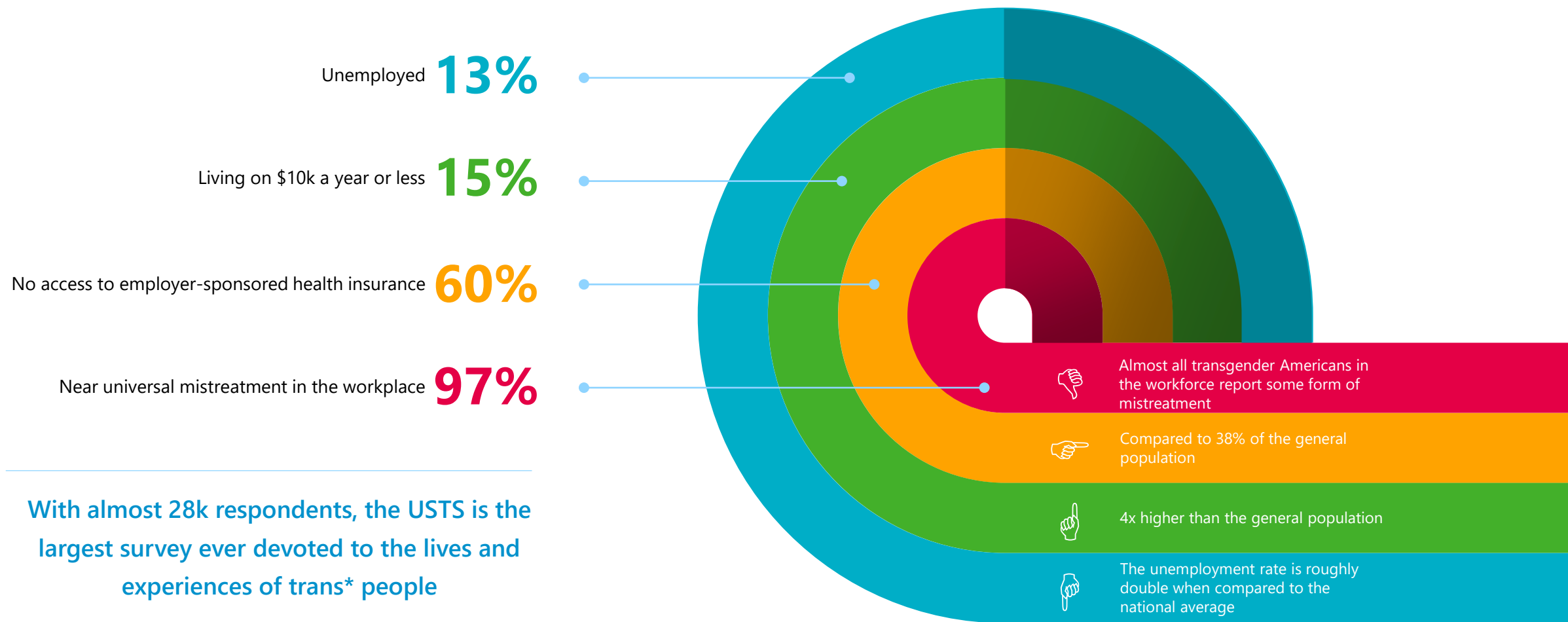
Applying these same statistics at our companies...

Total Workforce	LGBT (3.8%)	Gay & Lesbian (1.7%)	Bisexual (1.8%)	Trans* (0.3%)
12,346	469	209	222	37

^[1]Flores, A.R., Herman, J.L., Gates, G.J., & Brown, T.N.T. (2016). *How Many Adults Identify as Transgender in the U.S.?*: The Williams Institute

Employment Stats

According to a large, national survey of transgender Americans^{[1]...}



With almost 28k respondents, the USTS is the largest survey ever devoted to the lives and experiences of trans* people

^[1] National Transgender Discrimination Survey, 2016. National Center for Transgender Equality; transequality.org

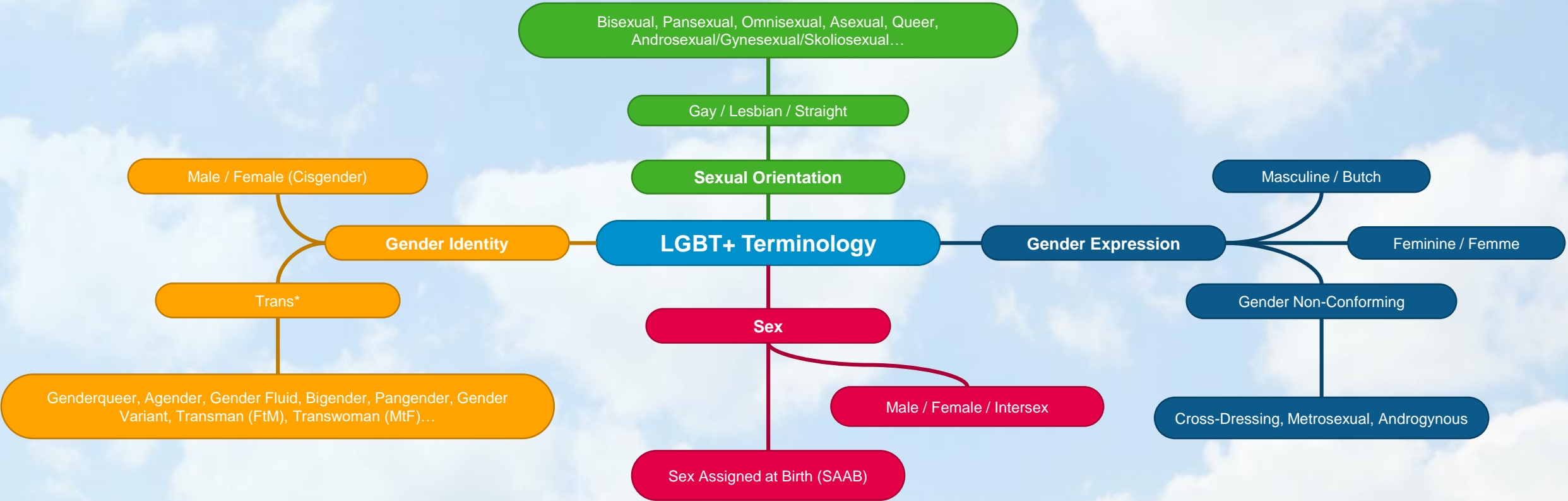
Basic Principles to **Understand**

- **Transgender** is an umbrella term that describes people whose gender identity differs from the sex they were assigned at birth
- **Gender identity** is the innate, internal sense one feels about their own gender
 - Traditionally, we've learned a 'binary' (male or female) system of gender
- People in the transgender community may describe themselves using one (or more) of a wide variety of terms
- **Always use the term used by the person**

“With identity terms, trust the person who is using the term and their definition of it above any dictionary.”

- Sam Killermann, TheSafeZoneProject.com

LGBT Terminology



All About Pronouns



It is courteous and respectful to ask, *"What pronouns do you use?"* (No, really... *this is not an offensive question!*)

Terms to Avoid...

Hermaphrodite	•This is an outdated medical term for people born intersex
"Not normal" / abnormal	•There is nothing abnormal about identifying as one gender or another (or none at all!)
Mal-developed / undeveloped	•There is little to no concrete evidence surrounding fetal development & being transgender
Sex change	•The surgical procedure more politely referred to as "Gender Transition" or "Gender Confirmation"
Inappropriate questions (Were you born a ___?)	•These questions are no one's business except a person & their physician
Gender Identity Disorder	•This diagnosis no longer exists, as being transgender itself is not a mental health condition
Drag Queen / King	•Drag queens/kings are entertainers, many are transgender. Not all transgender people perform drag
Transvestite / Tranny	•These are separate terms and should be avoided unless used by someone to describe themselves
Pre-op / Post-op	•A person's identity is not defined by medical procedures
Transgendered / Transgenders / Transgenderism	•Just like we aren't gayed or lesbianed – and we don't say 'the gays', we wouldn't use these words for any reason
Inappropriate pronouns (She-Male/He/She/It/Shim/He-She)	•Made-up epithets are more obviously incorrect, but also be sure to use pronouns in accordance with gender identity

ANY TERM THAT SOMEONE DOESN'T USE FOR THEMSELVES!

Sexual Identity & the Brain

The more we understand the science of gender development, the more we realize we didn't understand!



Being transgender is not pathological – it's physiological



Later, the body develops neurological attributes – like personality



All humans start in the womb as the same "default sex"



Physical sex attributes are observable within the DNA, but scientists have not found *gender* determinants in the human genome



In early stages of gestation, hormone messengers tell the body which physical sex organs to develop

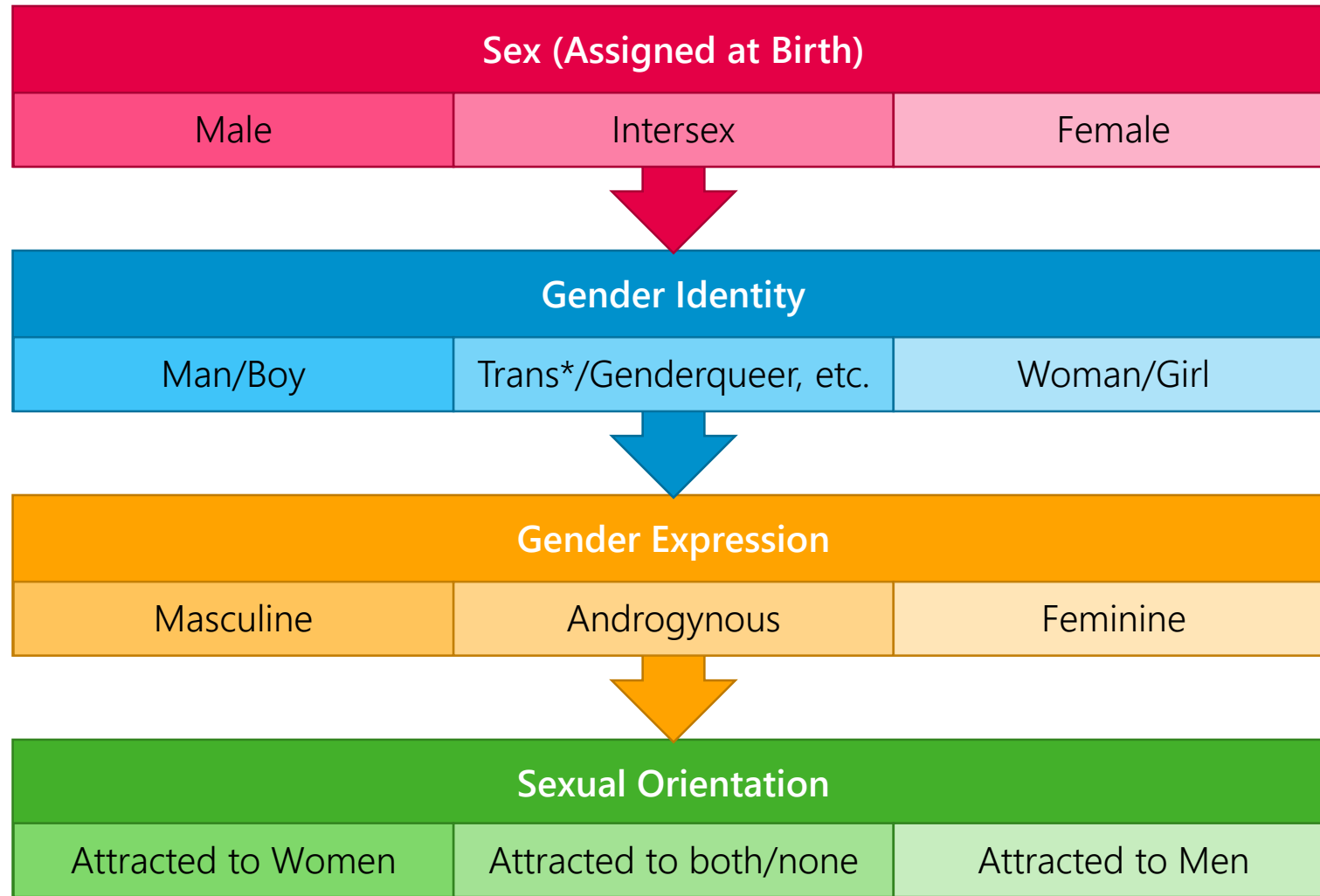
Gender
vs.
Sex

The body & brain are developing at different times throughout gestation. Hormone messengers are released during these times at varying degrees of potency and with the potential for variation.

The Result: A widely varying continuum of gender and sex.

Where do you fit?

The Continuum



What happens when someone is forced to live a life that is not genuine?

What is Gender Dysphoria?

dys·phor·i·a
/dis'fôrēə/

(noun)

A state of unease or generalized dissatisfaction with life.

Greek: δύσφορος
(dusphoros)

δυσ-, difficult;
φέρειν, to bear
= "Hard to Bear"

Opposite of "euphoria"

- While "Gender Identity Disorder" was listed by the ICD-10 CM (F64.9, F64.8), it was reclassified by the DSM-5 as Gender Dysphoria. It shifted the emphasis in treatment from fixing a disorder, to resolving distress over the mismatch of identity and body.

- The American Psychiatric Association (publishers of the DSM-5) have stated, "**Gender nonconformity is not in itself a mental disorder.** The critical element of gender dysphoria is the presence of clinically significant distress associated with the condition."

- Treatment may include psychotherapy to integrate feelings, a change in gender presentation, or medical treatment options through hormone therapy and/or surgery. With a multi-disciplinary approach, medical providers offer support much like any other patient needing body-altering surgeries to resolve distress, such as bariatric surgery or organ transplants.

03

Developing Guidelines

How & why we developed **Gender Transition Guidelines** at Florida Blue

Gender Transition Guidelines Overview

In **2016**, Florida Blue implemented **Gender Transition Guidelines** to support employees who are transitioning as well as their teams and leaders. The guidelines serve as an exhaustive reference for Managers, Employee Relations staff, employees in transition, and their teams.



Respect &
Confidentiality



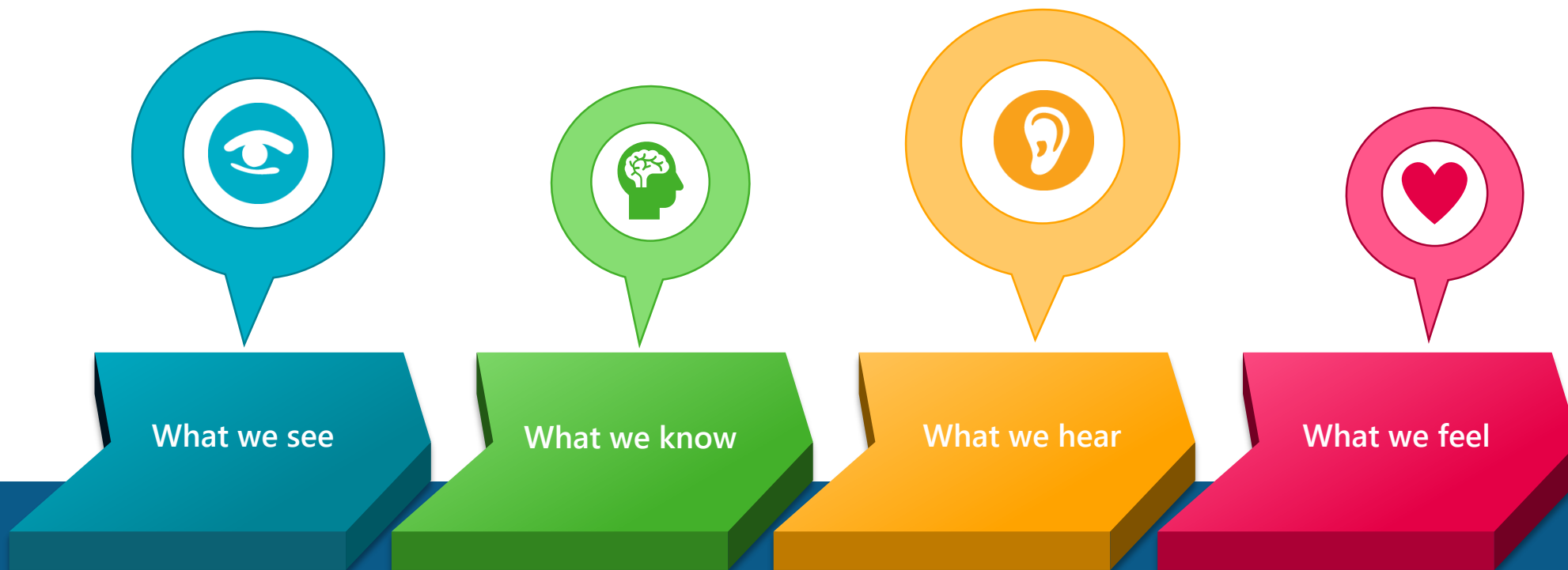
Roles &
Responsibilities



Resources &
Education

Why Guidelines?

Gender Transition Guidelines were an obvious response to an ever-changing and increasingly diverse workforce.



Our workforce is changing

Gender and sexual diversity is all around us and increasingly visible.

Employees need to feel supported

And job hunters look for companies that support their needs and values.

Our workforce wants to know

Managers, HR Staff, and even frontline employees want to know our official stance and policy

Not if, but *when*

To best support an employee in transition and to make the process seamless, we need to prepare

“A business that includes
'gender identity' in its non-
discrimination policy should be
prepared to manage a gender
transition.”

- Human Rights Campaign (HRC) on the topic of Gender Transition Guidelines

A Constant Work in Progress

We drew on a number of resources to develop guidelines that are modern, informed, and comprehensive.



Developing Guidelines & Education

Our guidelines and education have been reviewed by internal groups and committees as well as community resources with whom we've formed partnerships. But it wasn't enough to just publish a document – we had to raise awareness!

"Transgender 101" is Florida Blue's D&I workshop for Managers and HR Professionals.

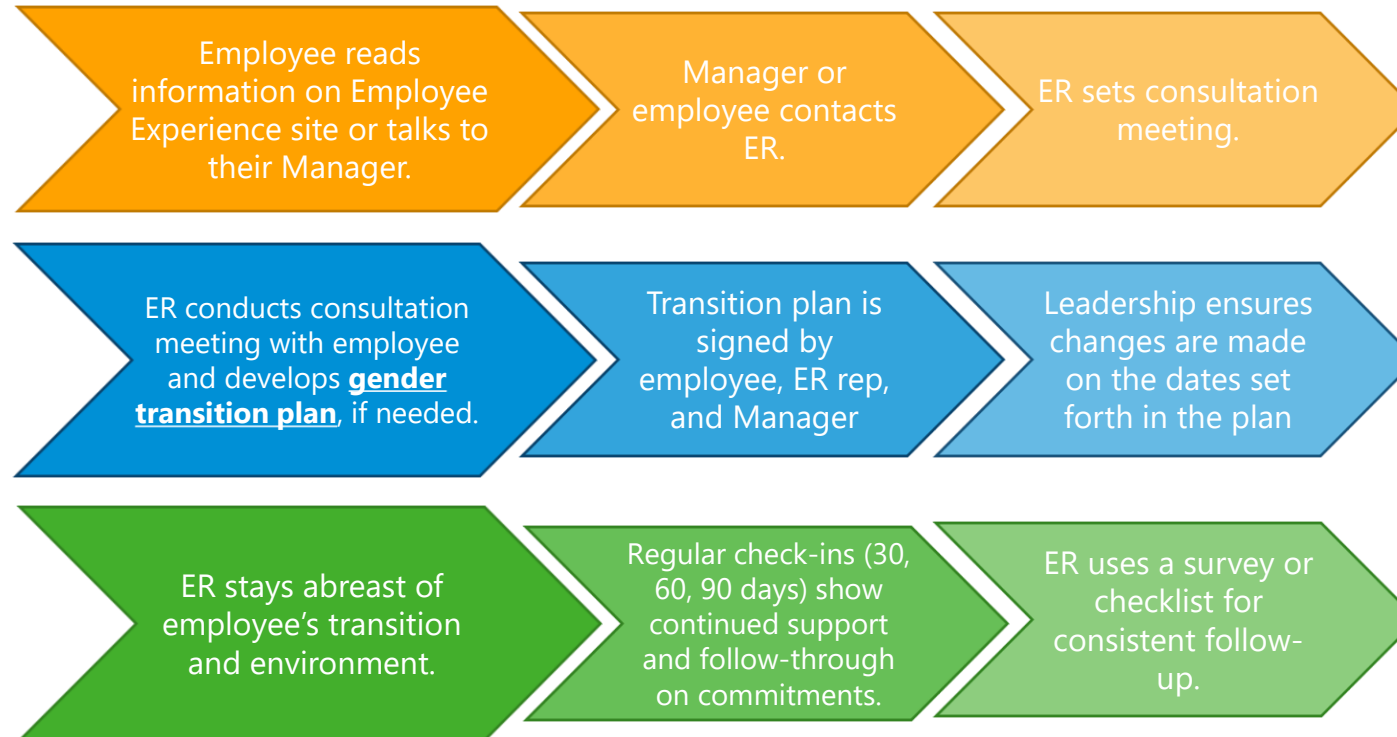
Putting It **All Together**

Our guidelines are a consistent, yet flexible framework that provide employees with a guide to navigate the transition process at work

Topics included in the guidelines...



Gender Transition Guidelines Process



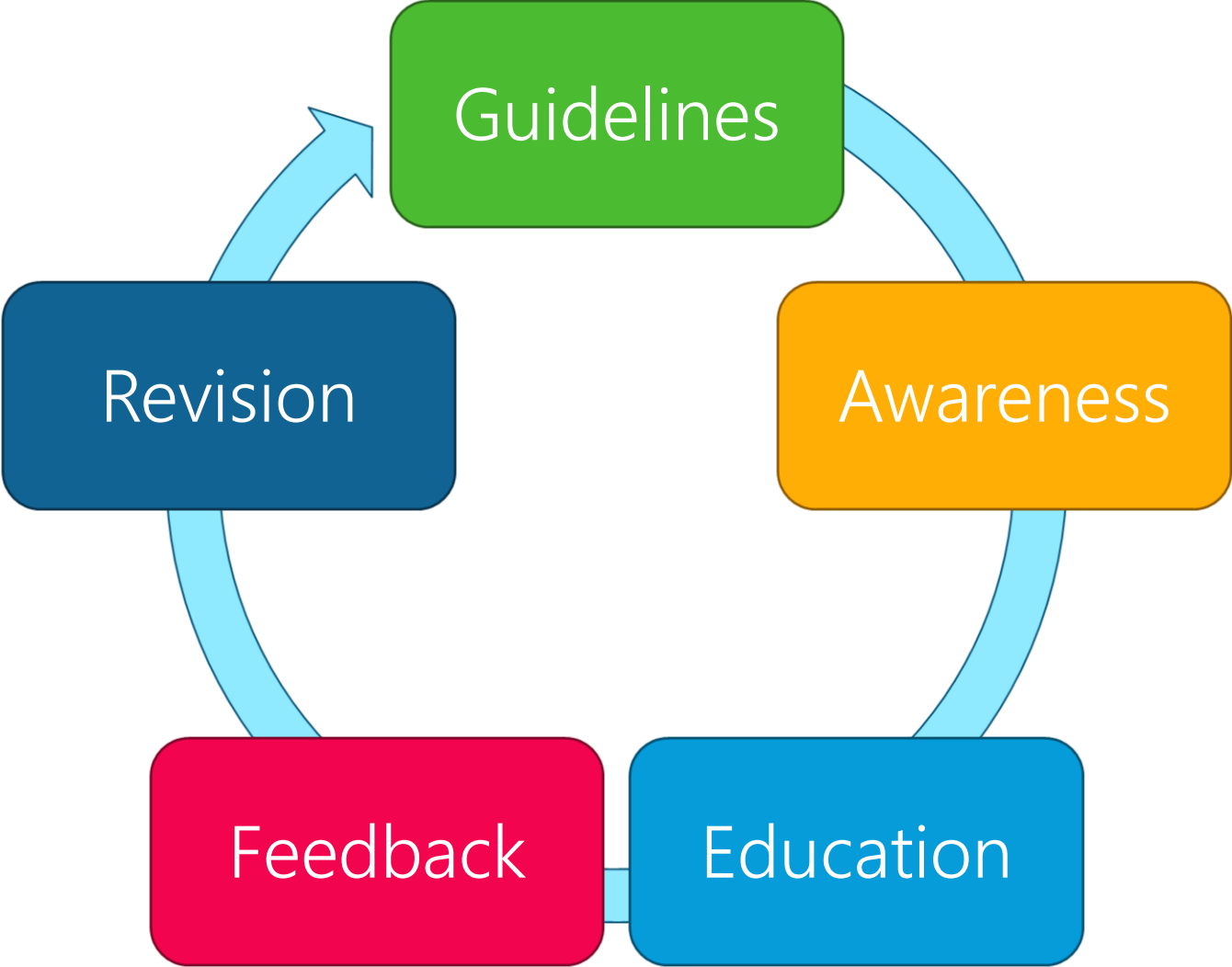
Our guidelines include a **sample transition plan** with options for communication, roles and responsibilities, and effective dates of changes to name and pronouns. It also lays out the technical process within our company for such changes within our systems.

Foundational Expectations

- **Our Gender Transition Guidelines contain all of the specifics** that HR & ER staff need to know (Name changes, Identity Documents, Restroom Access, etc....)
- Regardless of an individual's Sex Assigned at Birth or other legal documents, **address them by the name and pronoun they use.**
- **Employees should use restroom facilities in accordance with their Gender Identity.** Coworkers uncomfortable with the transgender employee's use of the facilities may seek a separate restroom.
- **Privacy is of utmost importance!** Never assume that an employee's transgender status may be shared with others unless specifically stated.

04 "Transgender 101"

Designing **Transgender 101**



'Transgender 101' Content

'Transgender 101' is our workshop for Manager and HR staff to provide them with the education and tools they need to work with diverse teams.

It all started with guidelines, then a discussion, and **now** we've formalized 'Transgender 101' as a D&I workshop based on the feedback we received. Sections of our training include:



The Pre-Work

We've compiled media to help get the conversation started and put attendees in the right frame of mind.

Materials include video media, pre-read, and a short quiz about gender stereotypes.



The Class

During our workshop, we review transgender demographics & statistics, our state & local laws, gender & sexual development, how to be an ally, and we include role plays for attendees.

We also invite guest speakers – transgender members of our community – to share personal experiences.



More Resources

Since we've used a number of resources to develop the workshop, we provide all of those to our attendees. Resources include internal guidelines & policy, printed handouts with FAQs, links to studies & scholarly articles, and information about local advocacy groups who help our community.

Core Lessons of 'Transgender 101'

- Make transgender and transitioning employees feel welcome – **Just like any other teammate**
- Use correct references to name or pronoun of the person's gender. *(A non-intrusive way to find out more about a person is to **introduce yourself**, state which pronouns you prefer, and ask everyone else to do the same. OR just respectfully ask their name and which pronouns you should use.)*
- Refrain from asking any inappropriate questions or making inappropriate remarks about their transition, hormones, surgery, their sexual orientation, their body, etc.
- Respect employee **privacy and confidentiality**.
- If you have questions, a good way to ask is "Would it be okay if I asked you about (blank) sometime?"
- Do not use a transgender person's birth name or pronouns when referring to them
- It is disrespectful to refer to someone by the wrong pronoun **once you have established what they use**.
- Don't ask what someone's "real" name is. It implies the name they use is not real.
- **Don't make assumptions** about a person's sexuality or gender. Not everyone's appearance or behavior plays to stereotypes.
- Don't provide unsolicited "advice" on grooming and dress. This can feel demeaning.
- Don't "out" transgender colleagues or assume everyone is aware of a co-worker's transgender status. The decision to disclose is the employee's alone.
- Remember that trans people are not walking encyclopedias of transgender knowledge. **Each experience is different**, each person deals with it differently, and makes different choices.
- **Intervene** when others behave inappropriately towards or make inappropriate remarks about a transgender person.
 - ✓ Let your colleagues know that you won't tolerate even subtle forms of discrimination or harassment in the workplace.
- Join our Employee Resource Group
- **Learn** about gender identity, gender expression, and gender transition.

05

RESULTS & RECEPTION



Through their
eyes



How employees
feel



What we've
heard

Measuring our Success

Part of the way we measure our impact is through the feedback we receive from workshop attendees as well as positive changes to our company's policies, processes, & work environments.

- Our buildings were recently renovated to include non-gendered, single occupancy accessible restroom facilities
- Through our Employee Resource Group, employees are able to contact us with questions or for support both in the workplace and for personal matters
- At the end of each class, a survey is sent to all attendees for feedback and to ask further questions, if any remain

- 1 Our Brand team consulted us for best practices to include gender & sexual minorities in their consumer survey
 - 2 Our annual employee survey now includes diverse options for self-identification
 - 3 Our LGBT ERG hosted an employee discussion forum on the topic of gender identity & expression
 - 4 Sherri Mikell, VP Member Provider Services held an all-leader 'Transgender 101' workshop.
 - 5 Employees have felt supported enough to disclose their own transgender identities
-

And the **Survey** Says...

A brief overview of what attendees of our 'Transgender 101' workshop have to say about the education in their post-class surveys



- 1 "[Our guest presenter] helped provide perspective on the challenges faced by individuals as they move through their life and transition"
- 2 Our Managers & HR Staff want to use correct terminology, and this workshop provides them with an overview of common terms & definitions
- 3 "The pronouns were new for me and knowing what terms to avoid. This was helpful in making sure you use language that is respectful and courteous"
- 4 "The medical science was an eye opener for me. It took away the 'assumptions' and was replaced with education."

Overall, the feedback we have received has been very positive. Managers want to know how to best support their team members, and our HR staff are always finding ways to do things better as a result of what they've learned.

06

ADDITIONAL RESOURCES

A simple list of resources from which we've drawn inspiration, information, and advice.

Resources

Bisexual Resource Center <http://www.biresource.net/>

Equality Florida <http://www.eqfl.org/>

GLAAD <http://www.glaad.org/>

Human Rights Campaign <http://www.hrc.org/>

The National LGBT Health Education Center <http://www.lgbthealtheducation.org/>

National Center for Transgender Equality <http://www.transequality.org/>

SHRM Supporting Transgender Employees <https://www.shrm.org/hr-today/news/hr-magazine/pages/0915-transgender-employees.aspx>

Lambda Legal: Know Your Rights <https://www.lambdalegal.org/know-your-rights/article/trans-identity-documents>

Transgender Rights Toolkit <https://www.lambdalegal.org/publications/trans-toolkit>

Transgender Law Center <https://transgenderlawcenter.org/>

Employing Transgender Workers <https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/employingtransgenderworkers.aspx>

A Guide to Restroom Access for Transgender Workers <https://www.dol.gov/asp/policy-development/TransgenderBathroomAccessBestPractices.pdf>

Out & Equal Workplace Advocates <http://outandequal.org/>

PFLAG <http://community.pflag.org/Page.aspx?pid=194&srcid=-2>

Straight for Equality <http://www.straightforequality.org/>

Transgender Americans: A Handbook for Understanding <http://www.ithaca.edu/sacl/lgbt/docs/basicresources/understandingtrans.pdf>

Resources Cont'd...

Questionable Questions About Transgender Identity <http://www.transequality.org/sites/default/files/docs/resources/QuestionableQuestions.pdf>

FAQs About Transgender People http://www.transequality.org/sites/default/files/docs/resources/Understanding-Trans-Full-July-2016_0.pdf

FAQs for Transgender Job Seekers <https://www.ou.edu/career/pdfs/FAQtransjobseekers.pdf>

Sam Killermann's "uncopywrited" diversity materials <http://itspronouncedmetrosexual.com>

Trans PULSE Project - <http://transpulseproject.ca/wp-content/uploads/2012/10/Impacts-of-Strong-Parental-Support-for-Trans-Youth-vFINAL.pdf>

Tips for Working with Transgender Coworkers http://transgenderlawcenter.org/wp-content/uploads/2012/09/01.28.2016-forcoworkers.pdf&hl=en_US

Transgender 101: A Guide to Gender and Identity <http://www.trans.cafe/posts/2016/9/5/transgender-101-a-guide-to-gender-and-identity-to-help-you-keep-up-with-the-conversation>

5 Keys to Creating A Trans-Inclusive Workplace <http://www.trans.cafe/posts/2016/8/15/5-keys-to-creating-a-trans-inclusive-workplace>

3 Things Every HR Professional Should Know About Transgender Employees <http://www.trans.cafe/posts/2016/11/28/3-things-every-hr-professional-should-know-about-transgender-employees>

How companies accommodate transgender employees — and their colleagues <http://www.chicagotribune.com/business/ct-transgender-workplace-0110-biz-20160109-story.html>

5 Accidentally Transphobic Phrases Allies Use – And What to Say Instead <http://mashable.com/2015/10/18/transgender-ally-words/#Ndfklelrlsq6>

Q & A

Contact Information

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www.floridablue.com



THANK YOU

Please don't forget to rate this workshop via the Workplace Summit app! Your feedback is appreciated!

OUT & EQUAL
2018 WORKPLACE SUMMIT

Florida Blue 

In the Pursuit of Health

Florida Blue, Florida's Blue Cross and Blue Shield company, is a leader in Florida's health industry. Helping people in their pursuit of health reflects Florida Blue's commitment to ensuring affordable plans, providing personal support and building strong communities that enable health and wellness for all.

WHAT WE STAND FOR

MISSION:

to help people and communities achieve better health

VISION:

to be a leading innovator enabling healthy communities

VALUES:

respect, integrity, imagination, courage and excellence

HEALTH CARE MEMBERS IN FLORIDA

We offer a broad choice of innovative health-related solutions and services to employers, employees, individual consumers and their families.



WE COVER **ONE IN FOUR** FLORIDIANS

5 MILLION MEMBERS
32 PERCENT OF FLORIDA'S HEALTH INSURANCE MARKET

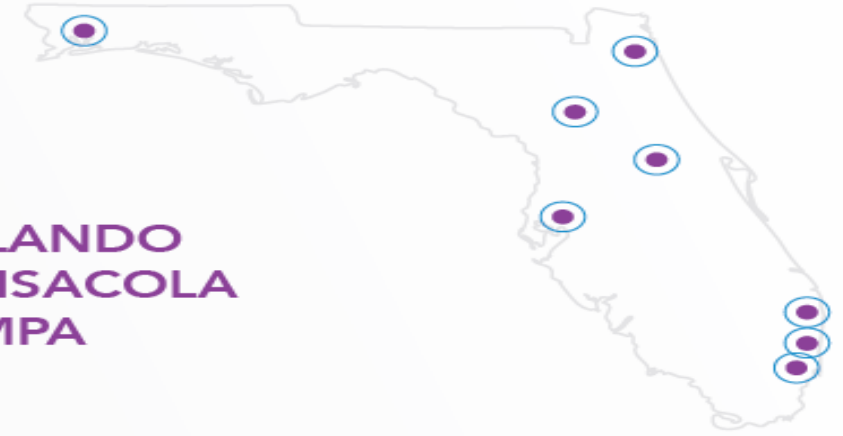
CORPORATE OFFICE LOCATIONS



MORE THAN
6,500 EMPLOYEES
ACROSS FLORIDA

PRIMARY OFFICES IN:
FORT LAUDERDALE
GAINESVILLE
JACKSONVILLE
MIAMI

ORLANDO
PENSACOLA
TAMPA



FLORIDA BLUE CENTERS



80 PERCENT OF FLORIDIANS CAN ACCESS
A RETAIL CENTER WITHIN A 30-MINUTE DRIVE

A RETAIL HEALTH APPROACH

An innovative health insurance company needs to look at more than the financing of care. That's why we take a holistic view and put our focus on understanding people, including how they live and what they really need.

Our one-on-one approach to health in action at our expanding network of convenient, neighborhood walk-in centers will demonstrate to customers that their health is our number-one priority.

- Clermont
- Doral
- Fort Lauderdale*
- Fort Myers*
- Hialeah
- Jacksonville–Winston YMCA
- Jacksonville–River City Marketplace
- Jacksonville–Markets at Town Center*
- Kendall
- Miami*
- North Miami
- Palm Beach*
- Pensacola*
- Pinellas Park
- Port St. Lucie
- Sarasota*
- Tallahassee*
- Tampa–Carrollwood
- Tampa–West Shore Blvd.*
- Winter Haven*
- Winter Park*

*Nurse onsite for preventive and condition management

COMMUNITY IMPACT



We believe in Florida. Our deep roots in the Sunshine State go back more than 70 years, and it's in our DNA to help Florida's communities stay healthy. Our approach to this mission is multifaceted. Through member outreach, financial support of community health programs, volunteer efforts and support of fitness and wellness programs

throughout the state, we are committed to helping everyone in the state in their pursuit of health.

In 2017, charitable contributions (between Florida Blue and the Florida Blue Foundation) totaled more than **\$21.5 million** to 800 nonprofit organizations, and our employees volunteered

more than **60,000 hours** in our communities.

The Foundation makes donations that positively touch lives in all of Florida's 67 counties, by funding programs that focus on health solutions in the health care system, multicultural and growing populations, and critical issues of affordability, access and quality.

2017 FINANCIAL PERFORMANCE



TOTAL REVENUE
\$15.7 BILLION



POSITIVE FINANCIAL PERFORMANCE
29 CONSECUTIVE YEARS



TOTAL NET INCOME
\$617 MILLION

FINANCIAL RATINGS

STANDARD & POOR'S: **A+** A.M. BEST: **A+**