

PRACTICAL EXAMPLES



AHOLD'S FIT & FUN PROGRAM FOR ASSOCIATE HEALTH AND WELLNESS

 **WHY WE WERE MOTIVATED TO CHANGE** 

- Health & wellness is at the core of Ahold's responsible retailing strategy.
- Healthy associates are likely to have more energy and lower absenteeism, and contribute more at home and at work.
- We encourage our associates to lead healthier lifestyles and engage in the healthy living programmes in place.

 **HOW WE DID IT**

- Fit & Fun is a health programme offered to Ahold associates in the Netherlands, through which they can register and get access to a variety of fitness activities on a variety of fitness activities.
- Fit & Fun offers clinics on nutrition and smoking cessation, as well as more traditional fitness activities such as dance and movement, boot camp, and other exercise classes. Water sports are also offered.
- Each operating unit of Ahold has specific programmes in place to support our associates to live healthily .
- Health & wellness programmes have been developed by HR in close cooperation with internal and external experts.
- We offer initiatives to encourage our associates to lead healthier lifestyles and take part in the healthy-living programmes offered

 **IMPACT WE HAVE SEEN**

- The healthy programmes and initiatives are appreciated by our associates and have resulted in them having a more positive outlook while at work and providing a better service to our customers
- The healthy programs and initiatives are appreciated by associates and result in them having a more positive outlook at work and providing better service to our customers.
- We found that a group of early adopters can motivate others within the company to participate and play an important role in further engagement.
- Over 28,000 associates took part in healthy living initiatives offered by the company in 2014 (over 10%).



PRACTICAL EXAMPLES



JOHNSON & JOHNSON HAS EXECUTED A CENTER-LED, REGIONALLY TAILORED HEALTH AND WELLNESS PROGRAMME ACROSS 60 COUNTRIES



WHY WE WERE MOTIVATED TO CHANGE



- Johnson & Johnson is committed to investing in the health of its employees in order to promote a happier, more engaged, productive and happier workforce



HOW WE DID IT

- To support a Culture of Health, a 12-programme framework initiative with the stated goals of the programme across all locations.
- Fundamental to the success of the initiative was the focus on customising the programme to suit the culture and specific health needs of the participating regional business units.
- The programmes including: a tobacco-free workplace, HIV policy, health profile, medical surveillance, physical activity, health promotion, and stress/energy management



IMPACT WE HAVE SEEN

- In total, the programme directly reached over 128,000 members globally across 60 countries
- The success of the initiative has been largely influenced by the degree of involvement from senior leadership
 - The CEO plays an active role in promoting the initiative globally across the entire organisation
 - Targeted discussions with Health Champions are focused on how to meet the objectives of the initiative
- The organisation is actively progressing against the stated goals to:
 - Ensure that 90% of employees have access to the Culture of Health programme
 - See that 80% of the employees have successfully completed a health risk profile and know their key health indicators
 - Achieve a low health risk rating across 80% of members who have completed the health-risk profile

PRACTICAL EXAMPLES



PEPSICO HAS IMPLEMENTED A REGIONALLY TAILORED INITIATIVE GLOBALLY TO PROMOTE HEALTHY LIVING TO THEIR EMPLOYEES TO THEIR FAMILIES



WHY WE WERE MOTIVATED TO CHANGE



- PepsiCo's global wellness strategy is designed to engage employees and their families in developing and sustaining healthy behaviors to improve their overall quality of life.
- Healthy Living includes access to preventive screenings and rewards for completing personal health assessments and for participating in health improvement programmes or competition.



HOW WE DID IT



- To promote Healthy Living, PepsiCo has centered focus within four key areas:
 - Eat Healthy (nutrition).
 - Find Balance (mental health).
 - Get Moving (physical activity).
 - Be Well (prevention).
- Healthy Money is another key aspect of PepsiCo's wellness programme, providing tools and resources to improve the financial fitness of PepsiCo's employees.



IMPACT WE HAVE SEEN



- The Healthy Living programme encourages employees and their families to focus on healthy lifestyles at home, work and play.
- Wellness activities and initiatives are tailored by country according to local culture and norms.
- The Healthy Living programme plays an important role in PepsiCo's overall healthcare strategy of promoting the health of their employees and families. To ensure success the program is continually examined in order to identify ways to enhance the program to keep it innovative and effective.
- The programme has been a tremendous success, increasing employee awareness of and participation in their health and well-being.

PRACTICAL EXAMPLES

The Coca-Cola Company

THE COCA-COLA COMPANY HAS SUCCESSFULLY PROGRESSED A GLOBAL EMPLOYEE HEALTH AND WELLNESS PROGRAMME



WHY WE WERE MOTIVATED TO CHANGE



- Well-being is a core element of The Coca-Cola Company's (TCCC) values and we strongly believe in supporting the well-being of our employees. In 2013, we renewed our focus on well-being with a more cohesive and global strategy and infrastructure.
- The overall strategy (and the global activity challenge) are driven from our global HR team, cross-functional support, and a network of well-being champions across the organization – both at headquarters and the field.



HOW WE DID IT



- Our approach to employee well-being is to be holistic (physical, emotional, social, and financial well-being), offer personalized support, enable social engagement, and make resources available.
- To implement this approach, we defined six global initiatives, one of which was an annual global activity challenge. In 2014, our global activity challenge was "Go for the Employee Cup" in alignment with TCCC sponsorship of the FIFA World Cup.
- In 2015, we launched our first global steps challenge. The steps challenge is team-based, with a business-level prize of a donation to the winning team's selected charity. In the US, the challenge is also part of the BiPartisan Council's Health initiative across multiple organizations to measure the impact of global activity challenges.
- To implement, we partnered with Virgin Pulse. In addition, many business units provided subsidized Coca-Cola branded Misfit Shines. Through participation in the steps challenge, employees also have access to the full Virgin Pulse platform with well-being tips on topics such as nutrition, stress, and managing finance. Additionally, employees can track a variety of well-being behaviors such as fruit and vegetable consumption, hydration, sleep, meditation, and more.



IMPACT WE HAVE SEEN



- In 2014's Go for the Employee Cup had over 5,600 global participants with teams in over 55 countries. Results included improved employee engagement and new focus on activity in many locations.
- In 2015, the global steps challenge is seeing higher participation compared to 2014. On current pace, TCCC participants are expected to collectively take over 2 billion steps over 8 weeks. Full results and impact will be available in July 2015. In a recent pilot activity challenge, Coca-Cola performed in the 85th percentile compared to other organizations and similar results are expected.
- To date, the challenge has resulted in a greater sense of comradery in the business and a greater focus on adding movement and walking into the course of normal business days.

PRACTICAL EXAMPLES



Good Food. Good Life

NESTLÉ COMMITTED TO TRAINING ALL ITS EMPLOYEES BY THE END OF 2015 IN EMPLOYEE WELLNESS – NUTRITION QUOTIENT



WHY WE WERE MOTIVATED TO CHANGE



- Nutrition Health and Wellness (NHW) is at the heart of the business strategy and a true commitment for employee wellness.
- We have a broad program that embraces Safety and Health activities across all operations globally.
- In 2007, as part of our holistic approach to employee wellness, we launched a training programme called Nutrition Quotient (NQ) for all Nestlé employees for these two reasons:
- To empower employees to make better informed food and beverage decisions everyday for themselves and their family.
- To ensure product developers and marketers embed NHW into products and communications.
- We publicly committed to train 100% of all employees by end 2015 – even temporary ones. Our goal is to encourage nutrition empowerment for all employees and, over the long term, for their families too.



HOW WE DID IT



- We developed a whole series of different modules and different formats to cover all needs and working situations. There are numerous local adaptations in different languages featuring local nutrition authority references (e.g. food guides) around the world. Past trainees also receive regular knowledge boosters.
- We have crafted all our training modules and formats to make them engaging and interactive in some form.
- Workshops (led by registered nutritionists) and e-learning modules allow for pre and post quiz plus feedback to improve “score” (understanding).
- The “social marketing” campaign format is a series of 12 thematic educational posters which come with complementary hand-outs to bring home and engage the family. With this, we also stage short participative health and wellness activities in work sites.



IMPACT WE HAVE SEEN



- Over 310K employees have been trained globally on NQ since launch, making nutrition training intrinsic to the Company culture.





PRACTICAL EXAMPLES

MIGROS TICARET A.Ş.

MIGROS HAVE SUCCESSFULLY PROGRESSED AN EMPLOYEE HEALTH AND WELLNESS PROGRAMME THROUGH « WELL(BEING)»

WHY WE WERE MOTIVATED TO CHANGE

- > We believe that:
 - > Healthy Employee means happy employee.
 - > Happy Employee means happy teams with better results and less absentism.
 - > Happy teams mean happy workplace with fewer accidents.
 - > Happy workplace means happy customers and happy share holders.

HOW WE DID IT

- > HR / Employee Relation Management team holds the responsibility
- > Programme features included: Healthy and Secure /Safe workplace, Sportive Activities, Health related activities and Social / Fun activities

IMPACT WE HAVE SEEN

- > As KPI's we follow:
 - > Work accidents
 - > Lost workdays
 - > Participation rate
 - > Financial results

Migros have successfully progressed an Employee Health and Wellness programme through « Well(being) Cycle»

ACTIVITY TYPE	WHAT AND HOW	PERSON
SPORTIVE ACTIVITIES	Sport Tournaments, Sailing Club, Indoor Cup Atletism, Istanbul Avrasia Marathon, Table Tennis.	2.000 +
HEALTH RELATED ACTIVITIES	Dietician Services, hospital/pharmacy discounts, diabetes & eye/sight screening, massages, healthy way of life conferences.	2.253 +
SOCIAL/ FUN ACTIVITIES	Hobby Clubs (s.a.outdoor, camping, skiing, fishing, dancing (salsa, zumba)).	366 +
HEALTH & SAFETY	OSHO rules and health and safety trainings, sanitary control. 40 OSHO certified inspectors and 45 health supervisor (doctors, nurses).	16.000 +



PRACTICAL EXAMPLES



SOBEYS HAS FOCUSED EFFORTS ON IMPROVING THE HEALTH AND WELLBEING OF THEIR EMPLOYEES AS WELL AS CUSTOMERS



WHY WE WERE MOTIVATED TO CHANGE



- Sobeys is committed to improve the health and wellbeing of their employees and patrons through tailored programs that drive nutritional awareness and empower individuals to make informed decisions on how to Eat Better, Feel Better, and Do Better



HOW WE DID IT



- Empowering the customer base centers on committing to offering Registered Dietitians and Registered Holistic Nutritional Consultants in the stores to provide customer education and make it easier for customers to make informed decisions surrounding food and supplement products.
- Sobeys has formed a MY Wellness working group to provide all employees with desk drops including recipes, Healthy Eating tips and even product sampling.



IMPACT WE HAVE SEEN



- Successfully launched a National program for Celiac Awareness Month and hosted cross-country Gluten Free Food Fairs to raise awareness of this cause in collaboration with the Canadian Celiac Association.
- Partnering with Health Canada to increase Canadian's awareness and knowledge of the Nutrition Facts Table (NFT) using in store events and label reading tours.
- Proud supporter of Jamie Oliver's Food Revolution Day, a global day of action encouraging the public to stand up for the importance of food education. With over 290 schools signed up across the country to host a potluck to celebrate Food Revolution Day, the program is driving positive change by increasing nutritional awareness