



## A Healthy workplace – An Employers Perspective

NEHIN – 13<sup>th</sup> October 2009

Dr John Marsden

Boots UK



- Why should employers be interested?
- Business in the Community – Business Action on Health campaign
- Boots UK



Why should employers be interested?

- Financial Reasons
- Corporate Social Responsibility



- Sickness Absence
- Presenteeism
- Engagement



## Sickness absence – 2009

- Cost £17.3 Billion to UK Economy
- Average 7.4 days per employee per year
- £692 per employee per year
- 25-30% Musculoskeletal conditions
- 25-30% Mental Health conditions



## Presenteeism

- 1.8 times impact of Absence



## Engagement

- 12% of UK Employees Highly Engaged
- 33% Don't think employer did enough to protect their Health and Wellbeing
- 50% Employees said neglecting Wellbeing had negative effect on productivity
- Return on Investment of £3.73 for every pound invested



## Corporate Social Responsibility

- Good work is good for your health
- Benefit to communities and society

Business in the

Community

# BITC

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- 1** independent business-led charity
- 27** years' experience
- 100** partner organisations convened through an international network
- 200** business leaders actively engaged leading campaigns
- 850** companies in membership



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BITC

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Mobilise  
Collaborate  
Build momentum  
Scale up action

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# Overview

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- Business Action on Health
- Healthy Workplace Model
- Practical solutions by business for business



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# Business Action on Health Leadership Team

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# Business Action on Health

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- A business led movement
- Makes the business case for investing in health and wellbeing
- Takes an integrated approach to employee emotional and physical wellness
- Provides practical solutions, by business for business

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# From health and safety compliance to public reporting



“To make public reporting on employee health and wellbeing commonplace in the UK by 2011”

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# Responsible business practice



Employee health and wellbeing has emerged as a key CSR issue

The most frequently selected section of BITC's CR Index for past 2 years

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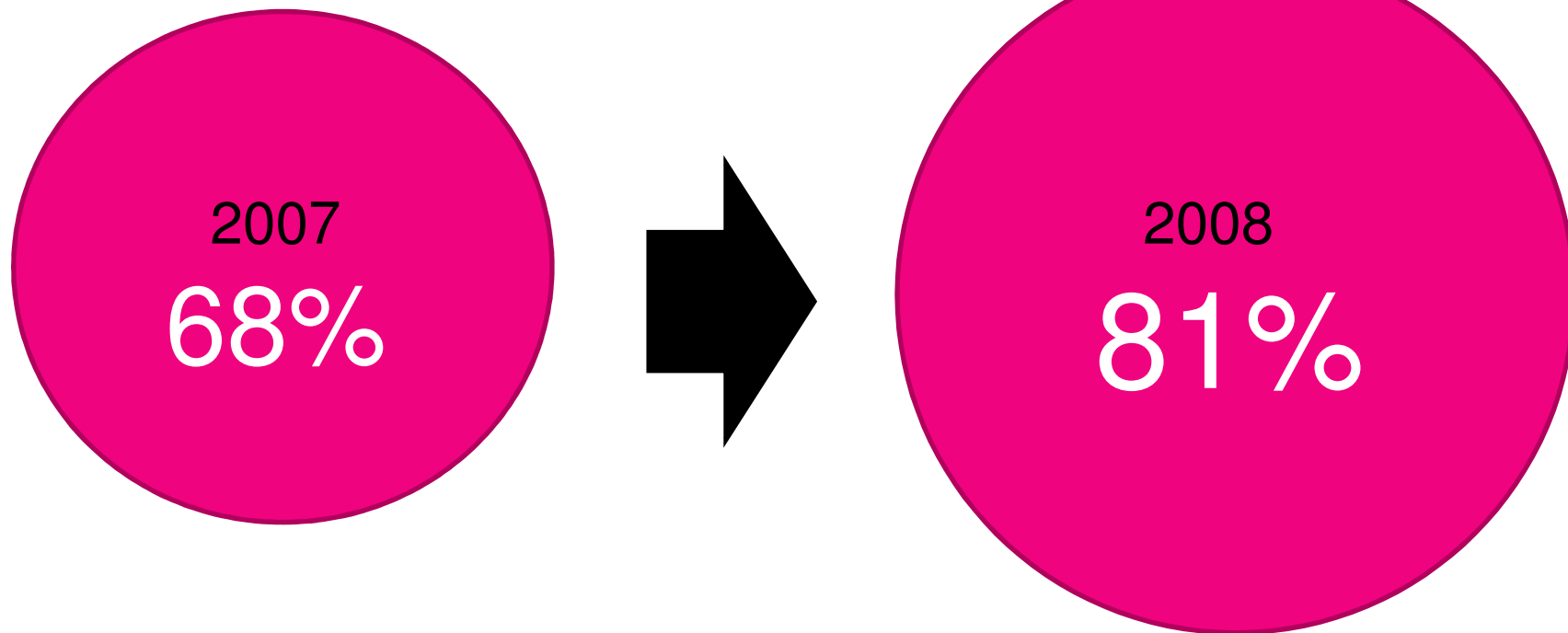
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FTSE 100 reporting

Community

Employee health & wellbeing

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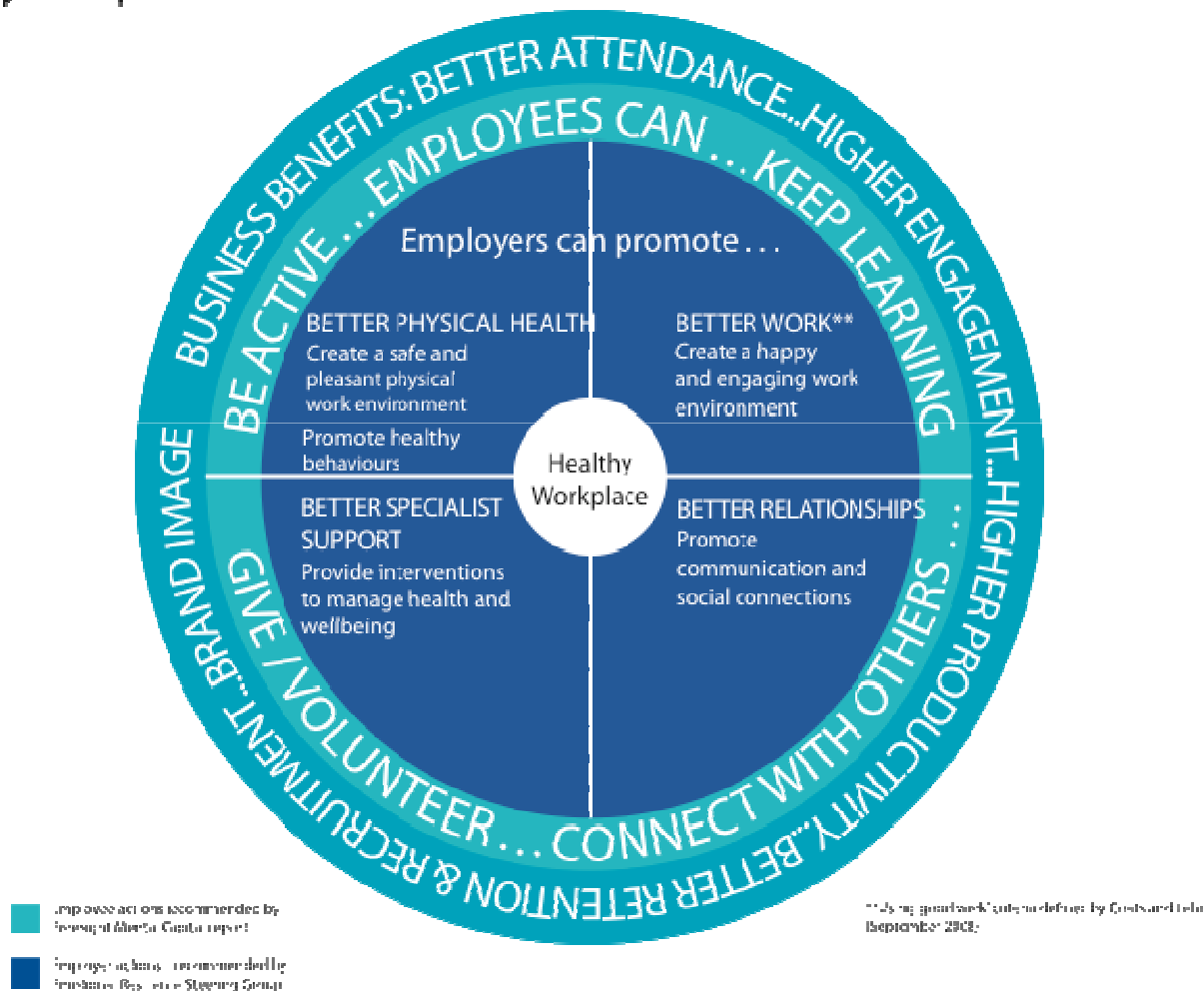


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# BITC Healthy Workplace Model

## Healthy Workplace Model



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# Healthy Workplace Model

## Better physical health

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Create a safe & pleasant physical environment

Promote health behaviours

- Healthy eating
- Physical activity
- Smoking cessation
- Sensible drinking

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# Healthy Workplace Model

## Better work

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Create a healthy psychological work environment

- Management style & organisational culture
- Employment security
- Job design: task and variety challenge
- Skills available to cope with pressure
- Autonomy, control & task discretion
- Fair treatment (procedural justice)
- Balance between effort & reward
- Flexible working arrangements

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# Healthy Workplace Model

## Better support

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Provide interventions to manage health and Wellbeing

- Training for line managers & employees
- Occupational health
- Human resources
- Employee assistance/counselling

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# Healthy Workplace Model

## Better relationships

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Promote  
communication & social  
cohesion

- Line manager
- Team colleagues
- Support networks
- Family
- Friends

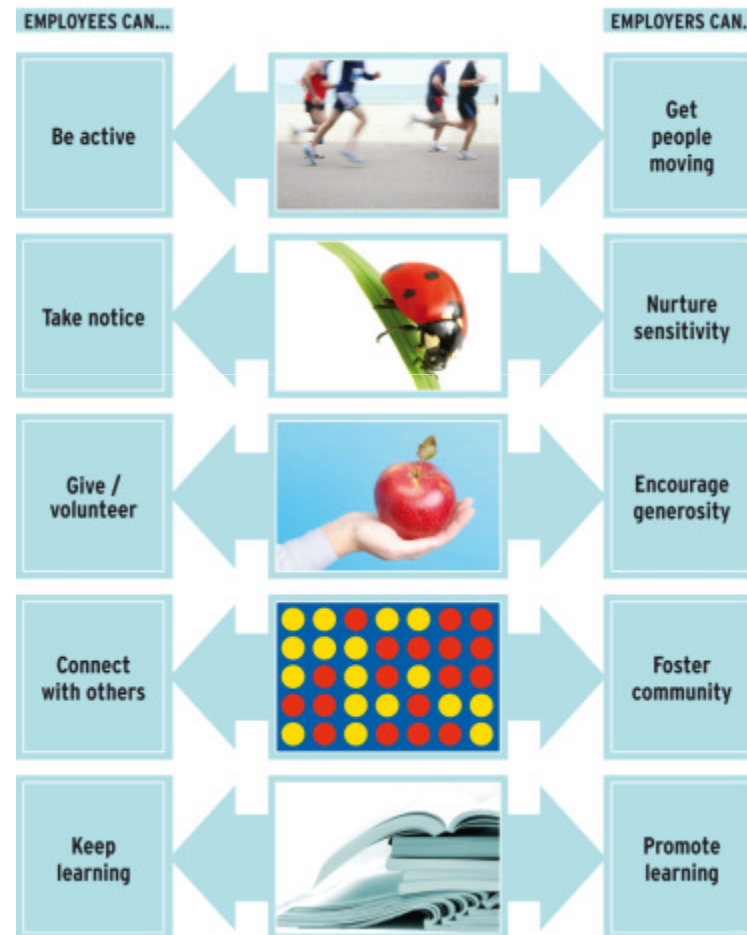
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# The model recommends 'five a day' actions for employers and employees



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# Practical solutions by business for business

## Emotional Resilience Toolkit

Business in the Community Business Action on Health



Jointly sponsored by  
DH Department of Health

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# Practical solutions by business for business

## Health, Skills & Wellbeing Toolkit

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## Physical Activity Toolkit

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# Practical solutions by business for business

## Healthy Eating Toolkit

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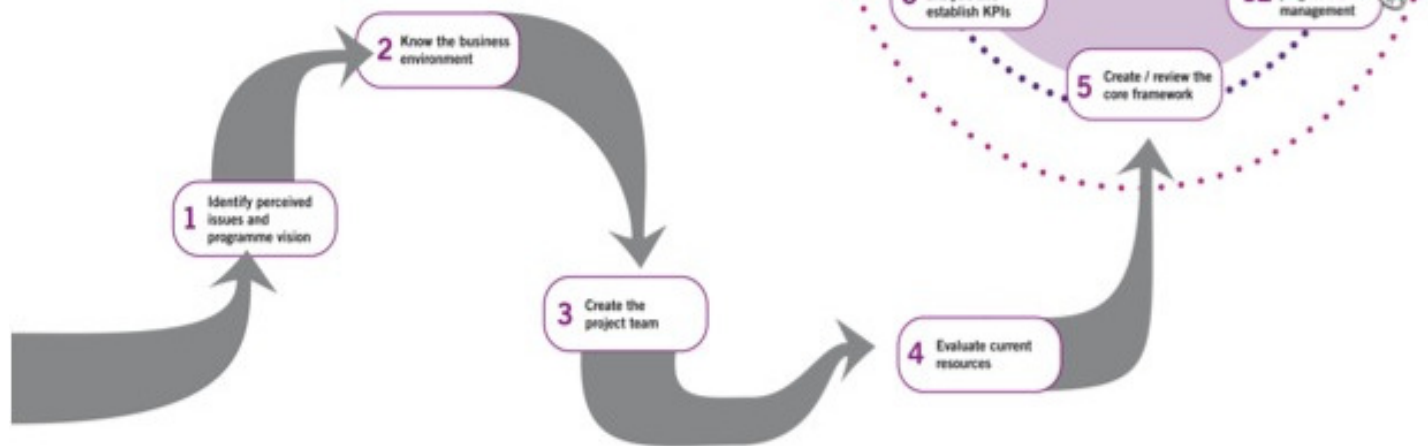


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# Towers Perrin framework underpins the campaign



# About the Emotional Resilience Toolkit

- 
- The business case for promoting emotional resilience
  - Practical guidance in promoting the resilience of individuals and teams in companies as part of an integrated health and wellbeing programme
  - Examples of best practice and lessons learned from companies

## BITC's definition



*“a set of conditions that allow individual adaptation to different forms of adversity at different points in the life course”*

BITC Emotional Resilience  
Steering Group

# Business benefits

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Promoting emotional resilience improves the health of businesses as well as employees.

Companies profiled in the Toolkit have enjoyed:

- Lower absence related costs
- Reduced insurance claims
- Enhanced employee morale and engagement
- Improved performance quality
- Greater productivity
- Better corporate reputation

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# Practical solutions, by business for business

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All companies of all sizes and sectors invited to make the Healthy Workplace Commitment

[www.bitc.org.uk/commit](http://www.bitc.org.uk/commit)

Toolkits and other resources

[www.bitc.org.uk/health](http://www.bitc.org.uk/health)



What do companies do?

- Healthy workplace is not new
- Florence Boot
- Cadbury



Boots UK

- 2005 Boots Healthy Workplace Team
- 90% of colleagues wanted the company to help them stay healthy
- Areas they wanted help with -
  - Exercise
  - Weight/ Diet
  - Work/ Life balance
  - Stopping smoking
- Change one Thing for colleagues



## Current Initiatives

- Mental Health Awareness
- Pharmacy Services for colleagues
- Reducing Stress in pharmacists



## Summary of an employers perspective

- Benefits Employees
- Benefits Business
- Benefits Society