

6 Tips to Create a Culture of Health

Support Health and Well-Being through a Culture of Health

The road to health is paved with good intentions. Many employers have taken steps to promote better health in the workplace. Some offer gym memberships, smoke-free zones and corporate cafeterias that have healthy food options and nutritional information listed.

Employees are three times more likely to take action to improve their health when their employer promotes a workplace environment that supports health and well-being, or a “culture of health.”

1. Lead by example

Leadership buy-in and organizational support are essential to long-term sustainability. Companies need to lead by example, with senior leadership who champion the program, demonstrating commitment and active involvement.

2. Offer program choices

For programs to be effective, they need to reflect the interests of employees. Evaluate your employee population to understand their unique health needs and offer a mix of options such as health coaching, stress management and physical activity programs.

3. Focus on strategic communications

The best wellness programs are those that clearly communicate their presence, purpose and company support. Targeted, segmented outreach delivers messages to employees when—and how—it matters most for greater engagement.

Companies that offer programs to engage employees in wellness initiatives see positive outcomes in productivity, health care costs, talent retention and overall perception of the workplace.¹



“We see repeatedly with clients that a strong leadership focus on health drives better results and a shared awareness of the importance of a healthy culture. When employees see the undertaking as a component of overall company goals, they are more likely to accept and engage in a program.”

—**Madhavi Vemireddy, MD,**
Chief Medical Officer and
Head of Product Management

4. Use digital tools

Employees have easy access to a wide variety of technology. Health and wellness content that's distributed using multiple communication channels—text messages, emails or social media—reach employees in the ways they prefer and are better at promoting awareness and engagement.

5. Reward healthier behaviors

Offering incentives to employees, such as rewarding participation or recognizing successes, is a powerful way to drive healthy behaviors and keep employees motivated. Companies should leverage a variety of incentive choices as part of a broader wellness strategy.

6. Measure success

Evaluation is key to ensuring the success of your wellness programs for employees and the company. Track and assess changes with a variety of tools and metrics, such as surveys and program attendance, biometric changes, productivity and performance, absenteeism and health claims.

The Benefits of a Strong Culture of Health:²

More Engaged

Employees in a strong culture of health are more likely to engage in healthy activities over employees in a weak culture of health:

- Had a physical in last year
72% vs. 64%
- Exercise at least three days a week
62% vs. 49%
- Rate health as very good or excellent
69% vs. 51%

Less Stress

Employees in weak cultures of health are more likely to report stress has a negative impact on work activities versus those in strong cultures of health (**49% vs. 25%**).

More Feeling of Control

Employees in strong cultures of health are more likely to say they have control over their health. **75%** rate control at least an **8 out of 10** compared to the overall population (**63%**).

Do you know where your organization stands when it comes to supporting a Culture of Health?

For a quick assessment of your current organizational commitment to a culture of health, visit www.healthactivated.com for a short online survey and immediate feedback.

¹RAND Health, Workplace Wellness Programs Study, 2013. Online. <https://www.doh.gov/ebsa/pdf/workplacewellnessstudyfinal.pdf>
²Aon Hewitt/National Business Group on Health, The Consumer Health Mindset, 2014