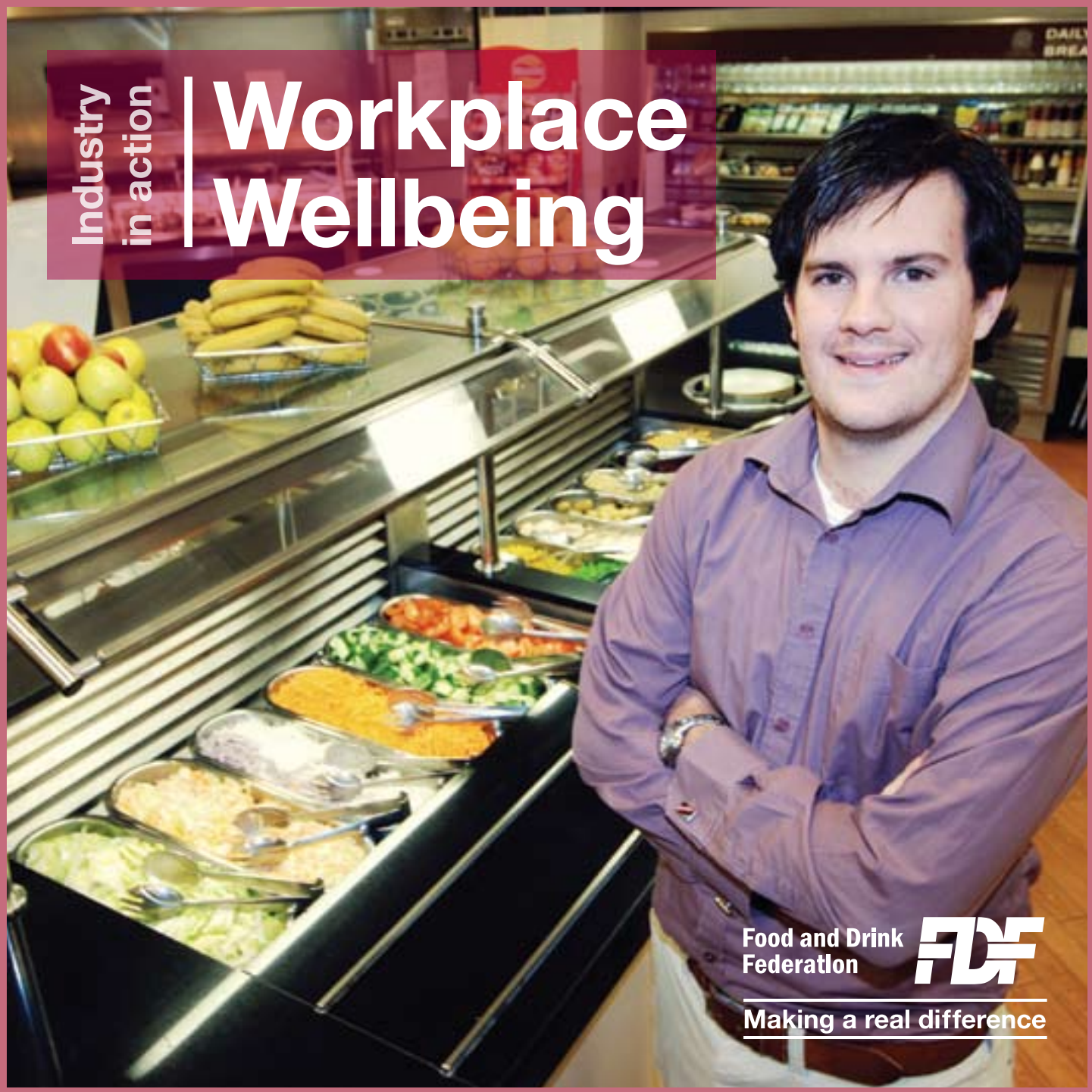


Industry  
in action

# Workplace Wellbeing



Food and Drink  
Federation



Making a real difference



**A healthy cooking demonstration at Kraft Foods**

# Industry in action

Leading members of the Food and Drink Federation have long recognised that a healthy, committed workforce is vital to business success.

We know that the wellbeing of our colleagues has a direct impact on productivity and our bottom line, and we appreciate the importance of building a strong reputation as an excellent employer if we are to continue recruiting the best possible talent into our businesses.

As far as my company is concerned, PepsiCo established its Fit for Life scheme in 2007. We recognised that we needed to develop a scheme that went way beyond the traditional health and safety agenda. The programme offers some simple tips and techniques, and encourages individuals to commit to a personal lifestyle change plan, supported through one-to-one follow-up coaching.

I know we are not alone in this, and in this report we highlight how other food companies of all sizes have been doing similar things – bringing to life one of the commitments of the food industry’s health and wellbeing action plan launched by FDF in 2004.

As part of that commitment, FDF teamed up with Business in the Community to launch a Healthy Eating Toolkit that provides no-nonsense advice for employers. You can read more about the Healthy Eating Toolkit later in this report, but essentially it builds on the food industry’s nutritional expertise and shows

how a healthy eating initiative can be built into an overall workplace wellbeing programme.

That’s just one of the ways in which FDF is working with its leading members to achieve our sector’s ambition to be a shining example when it comes to workplace wellbeing.



**Salman  
Amin**

President, PepsiCo UK

Chairman, FDF’s Health  
and Wellbeing  
Steering Group

# A Toolkit for employers

FDF has joined forces with Business in the Community (BITC)\* to develop a no-nonsense guide for employers of all sizes who are looking to boost their productivity by promoting healthy eating in their workplaces.

Developed by business for business, the Healthy Eating Toolkit builds on the food industry's nutritional expertise, and shows how a healthy initiative can be built into an overall workplace wellbeing programme. It also highlights how easy it is for companies to plan, execute and refresh their activities.

The Toolkit draws from the experiences of a number of leading food companies – Aramark, Cadbury, Danone, Kellogg's, Tate & Lyle and Unilever – has input from the Food Standards Agency, and has been developed as part of BITC's workplace wellbeing campaign.

Inside the Toolkit employers will find an explanation of the business case for promoting healthy eating among employees; discover examples of best practice and lessons learned from companies; as well as signposting to other useful sources of information and advice for companies.

BITC's Business Action on Health campaign, of which FDF is a supporting organisation, has been developed to help companies better understand how to promote health and wellbeing in their organisations.

The campaign's work supports the Government's Health, Work and Wellbeing Strategy, and aims to make workplace wellbeing a boardroom issue for the UK's leading employers.

At FDF, we are committed to playing our part in achieving that ambition and will be doing our bit by reporting annually on the

work our members are doing, showcasing excellence through a workplace category in our Community Partnership Awards, and sharing best practice via case studies, which will also be available on our website.

*\*Business in the Community is made up of member companies committed to mobilising business for good through their Corporate and Social Responsibility agendas.*

## What we are doing at FDF

Our workplace wellbeing scheme has developed significantly over the past year. Through staff competitions we now have a name and logo for the scheme and have a team of 10 staff – including two Directors – providing input and support for the initiatives.

Our new benefits include a corporate gym subsidy scheme, an employee assistance programme and bi-annual health and wellbeing assessments by Nuffield Pro-Active Health. Our team has been instrumental in making sure healthier snacks are available at meetings, a series of physical activity taster sessions, charity fun run teams, regular walking and running clubs and various active social events.

## What's happening in your company?

If you would like to discuss any of the information in this brochure or request a copy of the Healthy Eating Toolkit, please call Abigail Cross on **020 7420 7127** or email [\*\*abigail.cross@fdf.org.uk\*\*](mailto:abigail.cross@fdf.org.uk)



**Healthy and  
delicious fruit  
cocktails at  
BITC's summer  
party**

# Scottish sector rises to the challenge

Scottish food and drink companies are at the heart of a national pilot programme aimed at improving the health and safety of employees.

The Scottish Food and Drink Federation (SFDF) has teamed up with the Scottish Centre for Healthy Working Lives (SCHWL) and the Food and Health Alliance (FHA) to promote healthier lifestyles among those employed within the industry.

Under the pilot project, seven leading food and drink manufacturers will be given access to support and guidance on promoting health within the workplace, advice on occupational health issues, and information on the latest health and safety legislation.

Via a network of 80 SCHWL advisors, the companies can access information on a range of issues from smoking cessation, healthy eating, physical activity and mental health promotion, as well as increasing the importance of health and safety.

They will also be encouraged to sign up to the Healthy Working Lives Award, which was launched by the SCHWL to give recognition to employers who undertake a range of initiatives to boost health and wellbeing in the workplace.

Burtens Foods, Nairn's Oatcakes, International Fish Cannery, Farne Salmon & Trout Ltd, Macphie of Glenberrie, Macrae Ltd,

Uin Foods Ltd and Pinneys of Scotland – which together employ over 2,000 staff – have all signed up to the pilot.

“Food and drink manufacturers in Scotland have long recognised the importance of ensuring the wellbeing of their workforce, which is why the partnership is keen to assist them in establishing their own healthy workplace initiatives,” explained Flora McLean, SFDF Director.

Over the 10-year period, from April 1998 to March 2008, nearly 89,000 workers in the food and drink industries reported an injury to the Health and Safety Executive. Therefore, increased attention is also now being paid to occupational health issues in the sector, such as back injuries, mental ill health such as stress, occupational asthma and dermatitis.

The Healthy Working Lives Award encourages employers to promote a healthier workforce and covers a wide range of topics including health promotion, occupational health and safety, employability, mental health and well-being, community involvement, and health and the environment.

“The SFDF team is working towards an award alongside our members, as our application for a Bronze SCHWL Award was successful,” concludes Ms McLean. “We are now working together towards the Silver Award.”



# Nairn's

Nairn's takes the health and wellbeing of its employees very seriously, and currently holds a Silver Healthy Working Lives Award (formerly Scotland's Health at Work Award). It is now working towards the Gold award. There is a Healthy Working Lives Committee within the company, and this is managed by the Factory Consultative Committee.

Health-related activities include:

- Provision of free fruit
- Free staff health checks
- External visits/talks, where visitors to the factory talk about aspects of health and wellbeing, such as healthy lunches
- Support for fundraising activities. For instance, employees have done the Half Moonwalk in Edinburgh and the Great Scottish Walk

Nairn's retains some elements of an old-fashioned community employer, and several members of some families work there. The company also enjoys a very low staff turnover and absence levels. Indeed, looking back to June 2008, at that time there had been no new employees recruited for over a year.

# Macphie of Glenberrie

Macphie employs 300 people between its Glenberrie and Tannochside sites and, since being awarded the Investors in People standard in 1999, has been reaccredited twice to become recognised as IIP Ambassadors.

In 2005, the on-site restaurant was only the third establishment in Scotland to receive the Food Standard Agency's Eat Safe Award, and in 2008 the restaurant was awarded the prestigious Healthy Living Award. Run by Consumer Focus Scotland (formerly known as the Scottish Consumer Council), the Healthy

Living Award rewards catering establishments for dishing up healthier food and finding ways of helping their customers make better food choices. Offering healthy options to employees is particularly important at the Glenberrie site, as its rural location means that practically all the employees use the restaurant on a daily basis.

Macphie management regularly consults employee representatives on the ways by which they can provide the best possible working environment. Most recently, this process led to the creation of a coffee-shop style relaxed seating area, with comfortable chairs and tables, within the Glenberrie staff restaurant. The choice of furniture and colour of décor were decided by employees.

Other support provided to staff includes:

- Smoking cessation support, even though smoking is banned on-site
- Employees at the Glenberrie site can exercise and relax in the award-winning 19th century walled gardens at Glenberrie House
- Access to occupational nurse and doctor



# Cadbury: Fit for Life

Cadbury has a long tradition of concern for employee welfare. Today the company is delivering a programme that is in line with historic values but meets modern day needs - helping employees to keep fit and healthy, and feeling good about themselves. Cadbury recognises that a healthy and happy workforce is crucial to the long term sustainability of the company.

Through Fit for Life, Cadbury aims to promote wellbeing to employees by focusing on prevention rather than cure, helping them to achieve a healthy work-life balance, providing education on health issues, healthy eating, disease awareness and lifestyle management, and engaging employees of all ages and levels of fitness.

Fit for Life is a lifestyle and activity programme which encompasses company-led events, and which has inspired a wealth of additional employee-led initiatives. While the programme is managed and organised centrally, it has been so successful at capturing the hearts and minds of employees, many activities are now led at a grass-roots level by employee volunteers who become Fit for Life champions.

Underpinning the programme is a themed calendar of events, including a range of activities which are grouped in four areas:

- Nutrition
- Physical activity
- Personal wellbeing
- Balance and relaxation

The programme has also been integrated within existing employee benefit schemes to help to reinforce the message, including options such as subsidised gym membership and cycle-to-work schemes.

A major benefit of Fit for Life is the early detection of significant health issues during health checks. Early detection can significantly reduce or avoid a costly sickness absence bill and, most importantly, increases the employees' chance of a full recovery.

Fit for Life was started in 2006 and two years on, over 40% of Cadbury's UK employees have had health checks, and demand continues. Classes on offer include aerobics, yoga, circuits and abs. The company holds health fairs, and has also trialled therapies such as acupressure, reflexology and massage.

Fit for Life has inspired hundreds of Cadbury employees to lead more active and healthier lifestyles.

“ Fit for Life has inspired a wealth of employee led initiatives ”



# Coca-Cola GB and Coca-Cola Enterprises Ltd

The Coca-Cola system in Great Britain employs around 4,500 people across a number of sites in Great Britain. There are a variety of work settings, which means that employees will have differing needs depending on their work patterns and whether they are in a factory, a warehouse or an office.

Some health initiatives are standard across the Coca-Cola system, regardless of the site location or employee grade, including:

- Family-friendly working policies, flexible working practices
- Free telephone health advice service
- Subsidised staff restaurants which include healthy options
- Free supply of hot and cold drinks to promote adequate hydration, including water, juice and zero sugar products

Entitlement to private healthcare varies across the business, and where not provided as a benefit, financial assistance is an option to encourage take-up.

The individual sites then offer their own, additional initiatives, to promote health and wellness throughout the workplace.

At the Hammersmith site for example, Coca-Cola GB has an on-site gym and studio space with daily classes; on-site health and fitness testing with optional weight management if required; free daily desk-side fruit; on-site massage and beauty opportunities, and physical activity initiatives such as team gym challenges.

Under the broader Great Place to Work platform, workplace health and vitality has recently become a core work strand, and incorporates a calendar of events to promote health topics in fun and engaging ways; for instance back care awareness, the relaxation technique workshop, and promotion of the cycle-to-work scheme. This new initiative has received support from

senior management and employee 'leaders', as well as the catering and fitness staff, to ensure the company maintains an holistic approach.

An employee CSR awareness initiative was launched across Coca-Cola Enterprises' bottling and distribution sites in September 2008, including a dedicated health and wellness day. Wakefield, East Kilbride, Milton Keynes, Sidcup and Uxbridge all promoted healthy option meals, while at East Kilbride employees also walked, cycled or shared cars on their way to work, and had their cholesterol levels checked by an advisor from National Britannia.

In Peterborough, Stop Smoking advisors set up a workgroup and a number of employees have joined, having committed to a weekly session for six weeks. At the Uxbridge site, free fruit, product sampling and massages were all popular, while Virgin Active took BMI and blood pressure checks and offered a one-day free pass to encourage uptake.

All of these initiatives form part of the Coca-Cola system's ongoing commitment to promoting the health of its workforce.



# Danone: Active Health Programme

Danone developed its Active Health Programme as part of the company's 'People Acceleration Unit' in 2004. The company was motivated by its desire to be consistent with its values, which put people first as well as being passionate about health and nutrition. Danone also wanted to be consistent with its position on health in the consumer market.

The guiding principle of the Active Health Programme is to provide an holistic approach to an individual's health in the workplace, which it does under the headings Work, Life, Health and Food. As the programme is principally funded by Danone, there is no barrier to usage.

As well as providing an actively supportive approach to healthy living, the programme is also available, where applicable, to employees' families. It has been developed in conjunction with employees via surveys, workshops and ideas testing. There are a number of employee ambassadors for health in the workplace, who not only have a good understanding and knowledge of the company's brands, but also ensure that the Active Health Programme is always appropriate to the current needs of the workforce.

The Active Health Programme has had a good take-up rate by employees, who have identified with the project brand and have appreciated some of the quick wins, such as a free daily supply of water, yoghurt and fruit, on-site massages and healthy vending.

Danone not only looked at the four areas of workplace health – Work, Life, Health and Food – it re-positioned some suppliers and services under the Active Health brand, and also performed an audit of HR policies to ensure they support the Active Health approach. It also looked at new policies and thinking, such as flexible benefits and ways of working, while enlisting the ambassadors to challenge thinking.

Some components of the programme are:

- Work: an inspiring office environment, flexible benefits, flexible working practices
- Life management: massages, an employee assistance programme, stress training for all
- Health: free health checks, flu injections and fitness baseline testing, Bikes4Work scheme
- Food: diet and nutrition training, free fruit yoghurt and water, 'fat-buster' scheme

One of the most obvious indicators of the success of the Active Health Programme was the announcement of Danone as the winner of the 2008 Employee Benefits Award for the most effective healthcare and wellbeing strategy.



# Kellogg's: Fit for Life

Kellogg's has been running its Fit for Life programme for five years. It was developed by the Corporate Responsibility and Occupational Health teams, and echoes what Kellogg's seeks to do through its consumer promotions and community programmes: to encourage its employees to adopt healthy and active lives.

All employees, regardless of their ability or fitness levels, are offered opportunities to take part in exercise through on-site facilities and partnerships with local sports and health clubs.

The programme comprises a number of elements:

- Gyms
- Sports day
- Lifestyle assessments
- Walking / cycling

Kellogg's Manchester plant and head office both have gyms that employees and retirees may use at no charge. Also available on-site is expert advice on how to get the most from the facilities from an Occupational Health Advisor. There are also monthly visits from the activity motivator, who is a health care professional who comes to the site and gives people individual, tailor-made, confidential advice on the best ways to stay active. At the Wrexham plant, there is a scheme which enables employees to use local exercise facilities free of charge.

The Kellogg's annual sports day is a highlight of the employee's social calendar. Teams from across the business take part in school-style sports-day fun races where the emphasis is on having a good time and mixing with other departments. In 2008 the sports day was led by Dame Kelly Holmes, who was

fronting Kellogg's Wake Up to Breakfast campaign.

Every new year, the Fit for Life programme offers Kellogg's people the chance to have free confidential health checks during work hours.

Cholesterol, BMI, blood pressure, weight and general fitness assessments are conducted by specialist fitness and healthcare professionals, and employees are also given advice on how to make positive dietary changes. In Spring 2008, 671 people across the three Kellogg's sites had a health and fitness assessment. There are also other activities such as the recently held 'know your numbers' event when employees were able to check their blood pressure at any time over a two-week period

Kellogg's has developed two walking leaflets for Manchester-based head office and plant employees. Devised with the help of Urban Walks, the leaflets contain safe, risk-assessed walks that employees can follow before or after work or during their lunch break. The aim is to get people building physical activity into their working day.

The company also has a long-standing commitment to promoting cycling to both consumers and employees. In 2008, Kellogg's ran a number of cycle-related activities for employees during Bike Week including bike checks by Halfords and refresher cycling courses by local charity Bike It! And, most importantly, Kellogg's signed up to the Bike to Work scheme. More employees than ever regularly cycle to work; 13 per cent are currently registered as regular cyclists at Kellogg's' head office. As a result of this interest in cycling Kellogg's spent also £2,000 erecting 21 new wall-mounted cycle racks for employees.



# Kraft Foods: Employee Wellbeing

Kraft Foods has around 2,000 employees at sites in Banbury in Oxfordshire and Cheltenham in Gloucestershire, and providing opportunities for employees to lead healthier lifestyles is part of its wider approach to health and wellness. This driving principle spans the company's programme of product reformulation, the way it communicates about its products and its community work.

Kraft believes in encouraging employee participation in health and wellness activities by choice, and tries to build all employee activity around the principle of a healthy balance between nutrition and physical activity.

The programme was established in 2004, and has integrated well with existing workstreams of occupational health, sports and social activities and flexible working programmes. The programme is based around two areas:

- **Information:** giving employees the opportunity to learn more about health and wellbeing. Communication channels include intranet bulletins, the employee magazine, on site posters and plasma screens. The information is also themed under heart health, weight management and bone health, for example
- **Special events:** supporting participation in local/ national events such as the London to Brighton Bike Ride. There are Healthy Living weeks at the offices and factory sites; ad hoc health checks; on-site massage, reflexology, exercise classes, health and fitness information, as well as cookery demos, recipe features and 5-a-day promotions

Kraft has introduced a variety of ongoing activities. For instance, from a diet perspective, salads, fruit and reduced-fat or calorie choices are always available in staff restaurants.

On the activity front, the company has facilities to support active travel, including bike racks, lockers and showers. A

number of exercise classes take place each week, alongside sports clubs run by employees for employees.

Kraft's occupational health teams provide health checks as well as bespoke health information for function-specific staff – such as production line or field sales, for example – as well as smoking cessation and alcohol awareness support.

Employee uptake and involvement in all areas has been fantastic, where participation in activities such as exercise classes and sports clubs have become part of the fabric of the business, including pilates, yoga, circuit training, football, netball and lunchtime running and walking clubs.

The health checks are very popular, with high numbers of employees taking part in cardiovascular screenings, the annual 'blood pressure week' at Banbury, 'mini MOTs' which are offered to hard-to-reach employees such as field staff, and 'flu vaccinations.

In January 2006 Kraft was awarded a 'Big Challenge' award by BBC Gloucestershire for its employee wellbeing initiatives.



# Mars: Winning with Wellness

After the successful involvement in the National Well@Work project, Mars decided to continue with the momentum behind the project and implement its own in-house workplace health programme called Winning With Wellness.

The programme aims to provide all employees with opportunities to be informed about their health and help them make choices about how to lead healthier lifestyles. Through various interventions, they now have access to more information about their health; opportunities to try new health activities, and support to change or maintain their lifestyle behaviours.

The programme is managed by the Wellness Leader – a newly created role – and supported by Wellness Champions, who are employees involved in planning and delivering interventions, as well as senior management.

Based on the evaluation data from the Well@Work project, and input from employee consultation groups, the programme covers:

- Healthy eating and weight management, such as weight loss competitions, subsidised healthy eating offers in cafeteria, and nutrition newsletters
- Physical activity in the newly built exercise studio with five classes per week, step challenge, and lunchtime walks
- Stress management including AXA stress awareness days, the Galaxy ‘Chill out’ room with self-help leaflets, and subsidised massage
- Smoking cessation including No Smoking Day activity and on-site one-to-one support
- Other activities such as the Wellness Champions and the health checks



Monitoring and evaluation are integral to this programme, and the main methods used are employee opinions and comments, case studies and questionnaires.

At the heart of Mars' business is a set of principles that define the culture. Two of these principles are mutuality and responsibility, and Mars believes that the Winning With Wellness project is synonymous with these two principles. Mars is committed to making its company a great place to work.

# Nestlé UK: Employee Wellness Programme

Nestlé UK's mission is to be the world's foremost food, nutrition, health and wellness company. To achieve this, it needs a workforce that is healthy, knowledgeable about nutrition and engaged, therefore its over-arching approach is transforming well-being into an organisation-wide initiative.

The three strands of activity are:

- Increased physical activity
- Nutrition
- Mental resilience

A governance structure was created, which is led by Nestlé's Head of Employee Wellness, and supported by three Executive Board members – the HR, Wellness and Corporate Affairs directors.

An External Advisory Group, which is made up of external experts on nutrition and exercise plus a National Union Officer, has been established to challenge, support and advise the ongoing programme.

In the first year of the programme, attention has been focused on the Increased Physical Activity and Nutrition pillars Nestlé wanted to make exercise easier for employees, and the solution was participation in the Global Corporate Challenge (GCC), a unique walking scheme, which helps employees become more active by encouraging them to walk a target of 10,000 steps per day. In 2008, 1,176 (22%) of Nestlé UK's employees participated and all walked over 12,000 steps daily – 350% more than previously.

On the nutrition side, Nestlé reviewed its catering contracts and stipulated minimum nutrition standards. It is also revitalising in-house catering to offer employees tasty, nutritionally balanced meals and snacks, and is empowering employees to make

better nutritional choices through the provision of nutrition information in the form of GDAs.

The company has also provided employees with access to an external health screening service run by the Nuffield Healthcare Group, and is funding 50% of the costs. Employees' families also have access to the service at a discounted rate.

Nestlé had 21 teams in the top 1% of global teams in the GCC competition, and its top team was third place in the global ranking, each averaging 28,000 steps a day.

Evidence from the in-house restaurants suggests that employees are increasingly opting for the healthy choices on offer and are also actively using GDA information to make healthier choices.

Nestlé is winner of the BBC Challenge Award 2006 for the most improved employer, was short-listed for the Health Work and Well Being category of the National Business Awards, and is a signatory of the Business in the Community commitment to board-level reporting on Employee Wellness.



# PepsiCo: Fit For Life

PepsiCo understands that to continually embrace life balance at work, it needs to offer more than just policies and benefits to its employees. It has developed a programme called Fit For Life, which is supported by professional consultants who specialise in health and wellness.

The initiative is designed to help individuals to identify areas within their current lifestyles which are causing imbalance and then support them to drive sustainable change by using a personal external phone coach for three months following the workshop.

As life-balance is such a personal area, the programme deliberately covers a broad range of topics, and allows individuals to build a personal plan of the areas most relevant to them. The element of personal choice is critical to the overall approach, as it ensures that individuals are committed to a self-managed programme of change while taking personal responsibility to make a difference.

The programme is set out in three stages:

- Stage One: Pework. An MOT me. Builds self-awareness of current life balance and wellness issues
- Stage Two: Fit for Life workshop. An innovative and high energy intervention, to build further levels of self-awareness. Learn tips and techniques. Start to think about personal change plan

Stages One and Two cover a broad range of subject areas (stress, sleep patterns, nutrition, exercise patterns, psychological barriers to achieving better balance), to help give employees insight into which issues are relevant for them.

- Stage Three: Personal Coach. Employees can book follow-up calls with their personal coach to review their personal plan and make progress. This is an opportunity to go

deeper into the chosen subjects, to drive sustainable change

The programme has been a huge success; over 30% of PepsiCo's employees have attended the programme so far, and another 20% are signed up to the next programme.

PepsiCo will continue to roll out the programme to ensure it touches a critical mass of employees, but it also wants to ensure it leverages the full potential of this initiative to drive sustainable cultural change.

The focus on life-balance has continued to evolve through a number of other projects, from smaller initiatives such as offering healthier food choices in the workplace – there is a Fit for Life choice each day in the restaurant – to displaying visible health and fitness information around the offices reinforcing the Fit For Life messages.



# Tate & Lyle: Health and Wellbeing

Tate & Lyle recognises the positive impact of work on employee health and wellbeing, and monitors the effects of health and work on each other. In partnership with Neylon Occupational Health Ltd, it provides a programme of clinical and occupational services which reduce or prevent illness or injury and, in the case of absence, support the employee's prompt return to work through a rehabilitation programme.

Good health and wellbeing play an essential role in creating a world-class, motivated workforce, which is why the health and wellbeing of employees is a top priority at Tate & Lyle.

Employees benefit from all elements of the programme, which include:

- Rehabilitation back to work and musculoskeletal injury initiatives
- Health awareness campaigns and weight reduction programmes
- Employee assistance initiatives
- Smoking cessation classes
- Healthy food options
- Corporate discounts for local gyms
- On-site complementary therapies

Tate & Lyle has also adopted a number of new principles where early return to work in a well-managed workplace improves both mental and physical recovery and is a treatment for people recovering from sickness.

It has also developed communication programmes with employees and GPs to broaden understanding that a sick certificate does not preclude working in a different role tailored to individual ability. Also provided are discussion, counselling, focus groups and employee assistance programmes in order to support employees suffering from stress to remain at work.

Another key initiative is beyondblue, which is a pilot run by the Sainsbury Centre for Mental Health, where Tate & Lyle line managers are being trained to assist and appropriately manage employees with mental distress.

There have been some excellent results since the programme was implemented in 2002. There has been a 75% reduction in ill-health early retirement; 69% reduction in back injuries; 60% reduction in long-term sickness absence, and 50% reduction in physiotherapy provided.

Tate & Lyle has also won a number of awards, notably Gold in the FDF Community Partnership Awards 2008 in the Workplace Community Category, and the company was winner of the Vocational Rehabilitation Award 2007 from Occupational Health magazine.

“ The health and wellbeing of employees is a top priority at Tate & Lyle ”



# Unilever: Health & Vitality

Unilever's Health & Vitality programme has three main components for employees:

- MiLife remote online behavior change tool to increase physical activity, maintain weight or assist in weight loss
- Nutrition tool and intervention programme
- GCC – Global Corporate Challenge

MiLife is a remote online behaviour change tool, which increases physical activity, maintains weight or assists in weight loss as well as offering continued support. Engagement with the tool was high, with 91% retention, and an impressive 74% of users went on to register for an ongoing programme.

The engagement with the website, employee activity levels and the weight of all users were monitored throughout, and the mean activity level recorded throughout the programme was 173 minutes of moderate/high activity per week. Employees also reported significantly improved overall sleep quality, both in terms of the hours of actual sleep achieved, supported by the ease of both maintaining attention and/or enthusiasm for everyday tasks.

The nutrition tool and intervention programme is an online tool for individuals, which was supported by an awareness-raising campaign that took place at Unilever's five higher health risk sites. Up to 254 employees used the tool, and were given specific information on how to address their lifestyle risk by improving nutritional practices.

Additional support is provided to employees via Lunch'n'Learn sessions at each site, facilitated by in-house Unilever nutritionists. The content is specifically focused on encouraging people to take action to improve their health through eating good food. The lunches are sponsored by site management, and the on-site catering teams have partnered with

Occupational Health to provide the healthiest lunch offerings, with illustration of nutritional content such as fibre, fat, sugar and salt.

Also through the Lunch'n'Learns, the partnerships between the site leadership teams, Occupational Health, and catering have been strengthened, which in turn has led to an overhaul of on-site food provision via changes in the restaurants. The catering changes are being extended nationally, and the Healthy Workplace Catering Project has been commended by the Food Standards Agency as an exemplar of best practice.

The Global Corporate Challenge (GCC) is a team-building and incidental activity programme where teams work to support, encourage and motivate each other to exercise. Individuals wear a pedometer to record their daily step count, which they then enter into GCC website. The site converts this total to a kilometre/mile distance, and plots the teams' progression on a virtual tour of the world. A total of 203 employees participated, and from the beginning, all participants increased their daily steps to an average of 11,200 steps per day.

In addition, Unilever introduced other national provisions during 2008, such as a new Health and Vitality Communications Strategy across all UK & I sites; Site Vitality Steering Groups; Health Awareness Modules at all sites; and standardisation of the on-site gym management reporting. From 2009, the Occupational Health-led Vitality Programme has evolved into a business-led initiative called Fit Business, which will create an environment for our employees to help make small changes that will improve their health. Fit Business is about giving people the resources they need to make informed decisions, creating an environment that makes healthy choices easier, and offering incentives to make small changes and sticking to them.



# FDF's commitment to workplace wellbeing

The Food and Drink Federation represents the interests of the food and drink sector, the UK's largest manufacturing sector. Our membership comprises manufacturers of all sizes as well as trade associations and groups dealing with specific sectors of the industry.

In representing the interest of our members, FDF is focusing on three core priority areas:

- Food Safety and Science
- Health and Wellbeing
- Sustainability and Competitiveness

When it comes to promoting the importance of healthy lifestyles, our leading members have long believed it is vital to act as an exemplar in the workplace. That's why they have been developing schemes that go beyond the traditional health and safety agenda to focus on initiatives that will help employees lead healthier lives.

This booklet highlights the schemes introduced by 12 member companies which between them employ some 40,000 people in the UK.

In 2008, FDF partnered with the Business in the Community charity on its Business Action on Health campaign. This is a business-led campaign which has been developed to help companies better understand how to promote health and

wellbeing in their organisations for the benefit of their people as well as their bottom line. Our first contribution to the campaign was to help develop a Healthy Eating Toolkit for employers – about which you will have read in this report.

If you want to discuss any of the information in this brochure, please call Abigail Cross on 020 7420 7127 or email [abigail.cross@fdf.org.uk](mailto:abigail.cross@fdf.org.uk). Alternatively, our website is a great place to find more details about our work on health and wellbeing issues: [www.fdf.org.uk](http://www.fdf.org.uk).

“ When it comes to promoting the importance of healthy lifestyles, our leading members have long believed it is vital to act as an exemplar in the workplace ”



**A Cadbury  
Fit for Life  
Champion  
in action**

**Food and Drink  
Federation**



**Making a real difference**

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*Our front cover picture shows Mars  
Winning with Wellness Programme*