



The Facts

Information from FDF – the voice of the food and drink sector

Healthier people = healthier business

People are at the heart of every company. That's why the smartest businesses have long recognised the importance of promoting the wellbeing of their employees – going way beyond the traditional health and safety agenda to develop initiatives in new areas such as diet and healthy lifestyles.

FDF and its members are proud of the positive actions our sector has taken to promote the concept of workplace wellbeing. Our industry's pledge to establish schemes that promoted healthier lifestyles was one of the commitments made in FDF's 2004 Food and Health Manifesto. Our members believed that the industry could act as an exemplar when it came to promoting healthy lifestyles among the people it employed; since then our leading members have been delivering on that ambition.

The food and drink industry's leadership on this issue continued in 2007 when we joined forces with the charity Business in the Community to support a new campaign to encourage more businesses to promote health and wellbeing in their organisations.

Our shared vision is encouraging more employers to realise they can shape an environment in which staff are productively engaged with their work and the people around them; where absenteeism is low and retention levels are high; and where people are proud to work for the company and encourage others to join.

Although the Government's 2004 Public Health White Paper did reference workplace wellbeing, it is only more recently that this issue has been racing up the political agenda, culminating

What our members are doing

Kellogg's – Fit for Life Programme

Kellogg's has been running its Fit for Life programme for five years. It echoes what Kellogg's seeks to do through its consumer promotions and community programmes: to encourage its employees to adopt healthy and active lifestyles. All employees, regardless of their ability and fitness levels, are offered opportunities to take part in exercise through on-site facilities and partnerships with local sports and health clubs.

Mars – Winning with Wellness

After the successful involvement of the National Well@Work project, Mars continued the momentum and implemented its own in-house workplace health programme. Winning with Wellness aims to provide all employees with opportunities to be informed about their health and help them make choices about how to lead healthier lifestyles. Based on evaluation data from the Well@Work pilot, the programme covers: healthy eating; physical activity; stress management; and smoking cessation.

Nestlé UK – Employee Wellness

Nestlé UK's mission is to be the world's foremost food, nutrition 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; and emotional resilience.

Unilever – Fit Business

Unilever's workplace health pilot Fit Business brings together better workplace catering standards, innovative occupational health initiatives and its brand campaigns to help improve the wellbeing of its people. The programme is being independently evaluated by The Institute of Public Policy Research and the company has seen a reduction in staff health risk status and sickness absence due to initiatives such as voluntary health checks, Guideline Daily Amount nutrition labelling on menus in staff restaurants and encouraging physical activity at onsite health clubs.

in 2008 with a government response to Dame Carol Black's review of the health of Britain's working age population.

That's a good thing as Government and industry clearly share a common agenda: we believe that investing in initiatives that encourage a healthier workforce makes good business sense. Our collective challenge is making this a boardroom issue for more companies.

The big number

£16.85bn

Poor eating habits – such as skipping breakfast or lunch – are believed to cost employers £16.85 billion a year. That's equivalent to a loss in productivity of almost 97 million working days.

BaxterStorey Workplace Productivity Survey (conducted by Ipsos Mori) 2007

Our Healthy Eating Toolkit

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.

The toolkit is one of a suite developed by BITC for their campaign, to provide practical and realistic advice that will encourage companies to develop initiatives that are suitable for their businesses.

Developed by business for business, the Healthy Eating Toolkit builds on the food industry's nutritional expertise and shows how a healthy eating 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 including Aramark, Cadbury, Danone, Kellogg's, Tate & Lyle and Unilever, has input from the Food Standards Agency and endorsement from the Government's Change4Life campaign.

Inside, 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.

FDF and BITC believe that promoting healthy, sensible eating habits should be an important part of any workplace wellbeing programme and the toolkit provides practical advice to encourage companies to develop initiatives suitable for their businesses.

Other toolkits include Physical Activity, Emotional Resilience, Skills, Health and Wellbeing and Musculoskeletal Health.

BITC's Business Action on Health campaign, of which FDF is a supporting organisation, aims to help companies better understand how to promote health and wellbeing in their organisations for the benefit of their people, and their bottom line.

The campaign's work – which supports the Government's Health, Work and Wellbeing Strategy – 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 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 on our website.



About FDF

The Food and Drink Federation is the voice of the UK food and drink industry, the largest manufacturing sector in the country.

FDF's membership comprises manufacturers of all sizes as well as trade associations and groups dealing with specific sectors of the industry.

Our role is to help our members operate in an appropriately regulated marketplace to maximise their competitiveness. We communicate our industry's values and concerns to Government, regulators, consumers and the media. We also work in partnership with key players in the food chain to ensure our food is safe and that consumers can have trust in it.

In representing the interests of our members, FDF is focusing on four core priorities:

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

About BITC

Business in the

Community

Business in the Community mobilises business for good. It inspires, engages, supports and challenges companies to continually improve their impact on society. Four impact areas - Marketplace, Workplace, Environment and Community - define its focus.

More than 850 companies are Business in the Community members, representing 1 in 5 of the UK private sector workforce. It is committed to helping its members integrate responsible business, share experience and take collaborative action.

www.fdf.org.uk

If you want information about anything in this newsletter, please call Abigail Cross on 020 7420 7127

Food and Drink Federation

Making a real difference