Integrating Health into Your Business

A Sustainability Matters webinar sponsored by the Business Coalition for Population Health
BSR Collaborative Initiatives

**Business Coalition for Population Health**

Convening cross-industry leaders to invest in health and wellness across the corporate value chain

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Our Mission

We are building a community of cross-sector leaders, who seek to create communications and tools that drive interest and investment in health & wellness in employee, customer, and community populations.

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Why Join?

- **Articulate** why health & wellness aligns with your business strategy
- **Overcome** internal barriers to investment in the health of your employees, customers, and communities
- **Deploy** frameworks and tools to action specific opportunities
- **Improve** disclosure on health & wellness goals, performance, and impacts
Today’s Webinar
Today we will discuss how to translate health issues into business priorities. The conversation will tackle tactics like persuading the executive leadership team; engaging eternal stakeholders to instigate internal change; and designing programs with measurable, intended impacts.

Our speakers will discuss their approaches to:

- Translate public health debates into business action
- Identify focus areas for strategic health investments
- Measure and communicate the effectiveness of health interventions
- Use brand marketing to drive customer engagement on health issues
Introductions

Sophie Rifkin
Associate, Advisory Services
BSR

Derek Yach
Global Chief Health Officer & Executive Director,
Vitality Institute

Nebeyou Abebe
Senior Director of Health & Well-being,
Sodexo North America

Carolyn Panzer
Global Director, Alcohol in Society,
Diageo
Translating Sustainability Issues and Health into Business Priorities

Derek Yach, Chief Health Officer, Vitality

10 February 2016
Addressing Misconceptions

The idea that corporations are managed well when they are managed to maximize share price is maybe the dumbest idea in the world.

Lynn Stout

sa.am/talks
New business models

![Image of The Triple Bottom Line book cover and a Venn diagram showing intersections of Planet, People, and Profit.]
Example: PepsiCo’s Performance with Purpose
Reframing Shared Value

Creating Shared Value

How to reinvent capitalism—and unleash a wave of innovation and growth by Michael E. Porter and Mark R. Kramer
Effective workplace health programs show solid financial returns to investors

Fabius et al study and Conradie et al study

US and South Africa based studies demonstrate that best-in-class workplace health programs are linked to improved stock performance.

Source: Fabius et al. (2013). The link between workforce health and safety and the health of the bottom line. *JOEM*. 55 (9), 993-1000. @VitalityUSA | #VitalityImpact
Integrating health into corporate reporting
Integrated reporting model developed by the IIRC

Integrated reporting model developed by the IIRC
Core products & services from different sectors affect health

<table>
<thead>
<tr>
<th>SECTOR</th>
<th>COMPANY</th>
<th>REVENUE ($ millions)</th>
<th>EMPLOYEE POPULATION</th>
<th>CONSUMER REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>Tesco</td>
<td>101,580</td>
<td>500,000</td>
<td>More than 80 million shopping trips weekly</td>
</tr>
<tr>
<td></td>
<td>Walmart</td>
<td>485,651</td>
<td>2,200,000</td>
<td>260 million customers weekly</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>Nestle</td>
<td>100,116</td>
<td>339,000</td>
<td>Maggi alone is in 1 of 3 households globally</td>
</tr>
<tr>
<td></td>
<td>PepsiCo</td>
<td>66,683</td>
<td>271,000</td>
<td>3 billion consumers</td>
</tr>
<tr>
<td>Alcohol*</td>
<td>AB InBev</td>
<td>47,603</td>
<td>154,026</td>
<td>459 million hectoliters in 2014</td>
</tr>
<tr>
<td></td>
<td>Heineken</td>
<td>25,668</td>
<td>76,163</td>
<td>138 million hectoliters of beer sold in 2014</td>
</tr>
<tr>
<td>Tobacco*</td>
<td>BAT</td>
<td>42,506</td>
<td>57,000</td>
<td>667 billion cigarettes sold in 2014</td>
</tr>
<tr>
<td></td>
<td>PMI</td>
<td>29,767</td>
<td>82,500</td>
<td>120 million smokers</td>
</tr>
<tr>
<td>Motor Vehicles</td>
<td>Volkswagen</td>
<td>268,567</td>
<td>583,423</td>
<td>10.21 million cars sold in 2014</td>
</tr>
<tr>
<td></td>
<td>Toyota</td>
<td>247,703</td>
<td>338,875</td>
<td>10.23 million cars sold in 2014</td>
</tr>
<tr>
<td>Social Media</td>
<td>Facebook</td>
<td>1,550</td>
<td>9,199</td>
<td>1.55 billion active users monthly</td>
</tr>
<tr>
<td></td>
<td>LinkedIn</td>
<td>300</td>
<td>6,000</td>
<td>87 million unique visitors in 2014</td>
</tr>
<tr>
<td>Pharmaceuticals*</td>
<td>Johnson &amp; Johnson</td>
<td>74,331</td>
<td>126,500</td>
<td>More than 1 billion lives touched daily</td>
</tr>
<tr>
<td></td>
<td>Novartis</td>
<td>59,593</td>
<td>133,413</td>
<td>More than 1 billion people reached in 2014</td>
</tr>
<tr>
<td>Electronics/Technology*</td>
<td>Samsung</td>
<td>195,845</td>
<td>498,000</td>
<td>307 million smartphones sold in 2014</td>
</tr>
<tr>
<td></td>
<td>Apple</td>
<td>192,795</td>
<td>115,000</td>
<td>800 million iOS devices sold by mid-2014</td>
</tr>
<tr>
<td>Insurance</td>
<td>AXA Advisors</td>
<td>161,173</td>
<td>96,279</td>
<td>103 million clients in 59 countries (AXA Group)</td>
</tr>
<tr>
<td></td>
<td>Allianz</td>
<td>136,846</td>
<td>147,000</td>
<td>86 million clients in 70+ countries</td>
</tr>
<tr>
<td>Sports*</td>
<td>Nike</td>
<td>27,000</td>
<td>62,600</td>
<td>900 million units moved annually</td>
</tr>
<tr>
<td></td>
<td>Adidas</td>
<td>19,200</td>
<td>53,731</td>
<td>660 million units produced per year</td>
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</tbody>
</table>
Companies are given their license to operate – and must act accordingly

“The reporting process supports better decision making by all stakeholders, enabling progress on key issues such as health.”

Michael Meehan, Chief Executive Officer, GRI
Thank You

dyach@thevitalitygroup.com
@swimdaily
Reducing Harmful Drinking and Promoting Healthy Behaviors
How can Diageo contribute to the reduction of NCDs?
Materiality Assessment

Materiality matrix (a comparative analysis of S&R interests)

- Communicating alcohol risks
- Farmer education and empowerment
- Consequences of alcohol misuse
- Water security
- Supply chain transparency
- Industry collaboration
- Gender equality in supply chain
- Unsafe illicit alcohol
- Educating women about responsible drinking
- Executive pay
- Employee diversity
- Carbon reduction
- Sustainable packaging
- Job creation
- Sanitation infrastructure
- Health and safety

- Alcohol in society
- Water and the environment
- Community empowerment
- Our people
- Value chain partnerships
- Governance and ethics
- Reporting and transparency
- General
SDGs – Address Harmful Drinking for the 1st Time
2020 Public Targets

LEADERSHIP IN ALCOHOL IN SOCIETY

Impactful Programmes
Industry Collaboration
Training

DIAGEO 2020
SUSTAINABILITY & RESPONSIBILITY TARGETS

REDUCING OUR ENVIRONMENTAL IMPACT

Waste
Packaging
Carbon
Water

BUILDING THRIVING COMMUNITIES

Our People
Communities
Supply Chains

DIAGEO
ALCOHOL IN SOCIETY
Health Outcomes

Industry Collaboration and M&E – transparent reporting

2014 PRIORITIES

1. REDUCING UNDERAGE DRINKING
   - Examples of activities: We are working with the Mexican government to help reduce underage drinking. We are also partnering with local businesses to promote responsible drinking.

2. STRENGTHENING AND EXPANDING MARKETING CODES OF PRACTICE
   - Example of activities: In the Netherlands, we have expanded our marketing codes of practice to include more specific guidelines on marketing to children.

3. PROVIDING CONSUMER INFORMATION & RESPONSIBLE PRODUCT INNOVATION
   - Example of activities: We have launched a new campaign to educate consumers about the risks of drinking and driving.

4. REDUCING DRINKING AND DRIVING
   - Example of activities: We have partnered with local governments to install new drunk driving deterrents in public places.

5. ENLISTING THE SUPPORT OF RETAILERS TO REDUCE HARMFUL DRINKING
   - Example of activities: We have worked with local retailers to implement new policies to prevent the sale of alcohol to minors.

KEY HIGHLIGHTS OF THE STATISTICAL EVALUATION

- There is a significant difference in the attitudes of participants towards alcohol, as many are more concerned about public views. We can identify a more responsible attitude towards drinking.

- ALCOHOL CONSUMPTION IS A NEEDED WAY TO GET ALONG WITH FRIENDS
  - GENERAL PUBLIC: AGREE: 8% (2013), 20% (2012)

- I ALLOW FRIENDS AND RELATIVES TO DRINK WHEN THEY ARE DRINKING
  - GENERAL PUBLIC: AGREE: 8% (2013), 14% (2012)

- I LIKE DRINKING ALCOHOL WHEN I AM PARTying AND DON'T PAY ATTENTION TO THE QUANTITY
  - GENERAL PUBLIC: DRINKING 2012: 12% of respondents, 2013: 28% of respondents
  - COLLEGE STUDENT: DRINKING 2012: 17% of respondents, 2013: 29% of respondents

Both stages of the evaluation show that Bar Staff provide a responsible service, but it seems that they are responding to a “must do” instead of a “has done.” We are working on tweaking our strategy to move the latter and less of the former.
Health Outcomes

What Role for Consumer Brands?

WELCOME TO HAIG CLUB™:
ENJOY RESPONSIBLY

Haig Club™ invites people to live well and asks them to drink in moderation. Responsible drinking is an important part of the Haig Club™ philosophy and as part of his partnership with the brand David Beckham supports this philosophy and our shared belief in quality over quantity.

“I wanted to be part of this campaign as I, like so many people, work hard and enjoy life. When I enjoy a drink with friends I believe it is about quality not quantity. I like to live well, and I feel drinking in moderation is a part of that.”

David Beckham
Q&A

Please submit questions via webex.
What to Expect from the BCPH

• **Next Month**: Releasing a new website featuring thought leadership, research, and toolkit

• **Coming Soon**: Communication guide that will help practitioners engage with their key stakeholders on communicating the business value of health initiatives.
Join Us!

Contact Andrew Matthews at amatthews@bsr.org

Our Mission
We are building a community of cross-sector leaders, who seek to create communications and tools that drive interest and investment in health & wellness in employee, customer, and community populations.
Thank you!
Sustainability Matters | Integrating Health into Your Business

February 10, 2016
Nebeyou Abebe, Senior Director, Health & Well-being, Sodexo North America
Office of Sustainability & CSR
Sodexo’s global roadmap for a better future

3 CORE PILLARS
We Are
We Do
We Engage

4 PRIORITIES
with 18 commitments for action

- A Responsible Employer
- Promote Nutrition, Health and Wellness
- Commit toward Local Communities
- Protect the Environment
PROMOTE NUTRITION, HEALTH & WELLNESS

Health and Wellness
We will develop and promote health and wellness solutions for our clients, consumers and employees in all the countries where we operate by 2015.

Balancing meal options
We will advocate balancing meal options at all our clients’ sites by 2016.

Less Sugar, Salt and Fats
We will provide and promote choices with a reduced intake of sugar, salt and fats at all our clients’ sites by 2015.
OUR APPROACH IN NORTH AMERICA

Addresses Key Issues in Health and Well-being

- Healthy and safe work environments
  - Healthy options 24/7
  - Student attraction
- Motivating, integrating and incentivizing
- Improving health outcomes and reducing healthcare costs
- Evidence-based wellness programs
- Regulatory compliance
- Community outreach
- Employee retention

Focuses on our employees AND our customers

Employee Wellness

Innovation in Products and Services

Strengthened by key partnerships

Sodexo’s Commitments to Partnership for a Healthier America
HEALTH & WELL-BEING

ENCOURAGING EXERCISE

SERVING HEALTHY MEALS

GIVING ADVICE ABOUT FOOD

HEALTH & WELL-BEING

“PROMOTING A HEALTHY LIFESTYLE THROUGH NUTRITIOUS MEALS, A WELL-BALANCED DIET AND EXERCISE.”

AND BOOSTS PERFORMANCE

A BALANCED DIET IMPROVES ACADEMIC RESULTS

HEALTHY EATING HABITS CAN PREVENT OR DELAY ALZHEIMER'S DISEASE

WELLNESS PROGRAMS AT WORK DECREASE SICK DAYS BY 45%

Sources:
Afal program / Department of Kinesiology and Community Health, University of Illinois / PuC
GOVERNANCE STRUCTURE

Health & Well-being Council

- Advise and guide strategy development and deployment

Health & Well-being Leadership Board

- Align and optimize cross-segment H&W programs, offers and initiatives

Health & Well-being Community of Practice

- Act as a H&W champion for the region
- Communicate and implement initiatives within region
- Drive and implement participation in programs/initiatives at the unit level to raise awareness and reinforce H&W behaviors
- Interface with clients to support H&W efforts
COMMITMENTS to the Partnership for a Healthier America

1. Expand the reach and level of our Mindful Healthy Dining Program.

2. Increase the healthier food options in Sodexo-operated vending machines.

3. Implement PHA’s Hospital Healthy Food programs in Sodexo-operated accounts.


5. Increase participation in free school breakfasts at Sodexo-operated primary and secondary schools.

6. Promote healthier sides and beverages in children’s meals at Sodexo-operated cultural destinations.
A Workforce Wellness Initiative

- Our initiative utilizes strong peer-to-peer engagement
- It is *not a one-size fits all approach*, but with personalized solutions for low risk, at-risk and high-risk employees
- It provides *personal post-screening support* of a Y Lifestyle Coach and/or a Sodexo registered dietitian year round
- We are *making support convenient* to employees at YMCAs and other neighborhood venues
- *Outcome based incentives* designed to boost employee participation