

Integrating Health into Your Business

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



BSR®

The Business of a Better World

BSR Collaborative Initiatives

Business Coalition for Population Health

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



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.

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 external 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



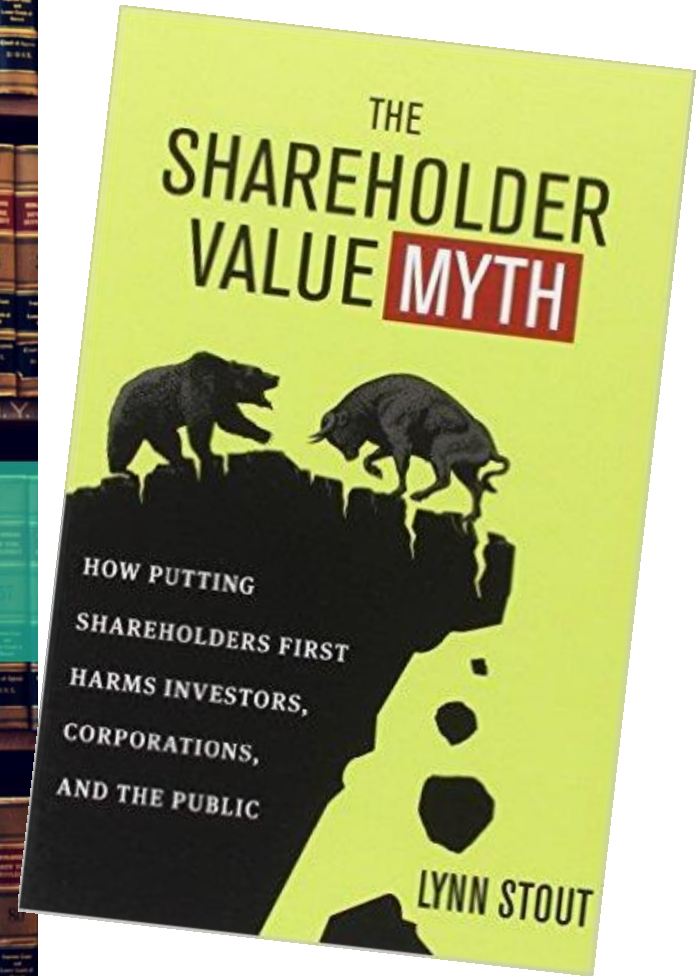
Translating Sustainability Issues and Health into Business Priorities

Derek Yach, Chief Health Officer, Vitality

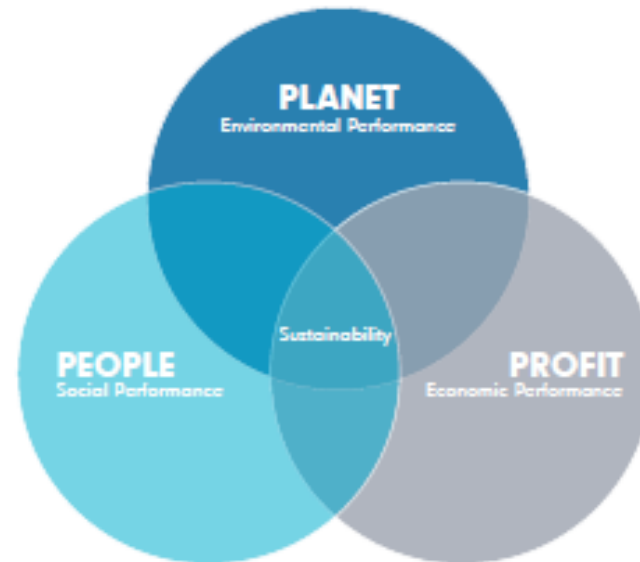
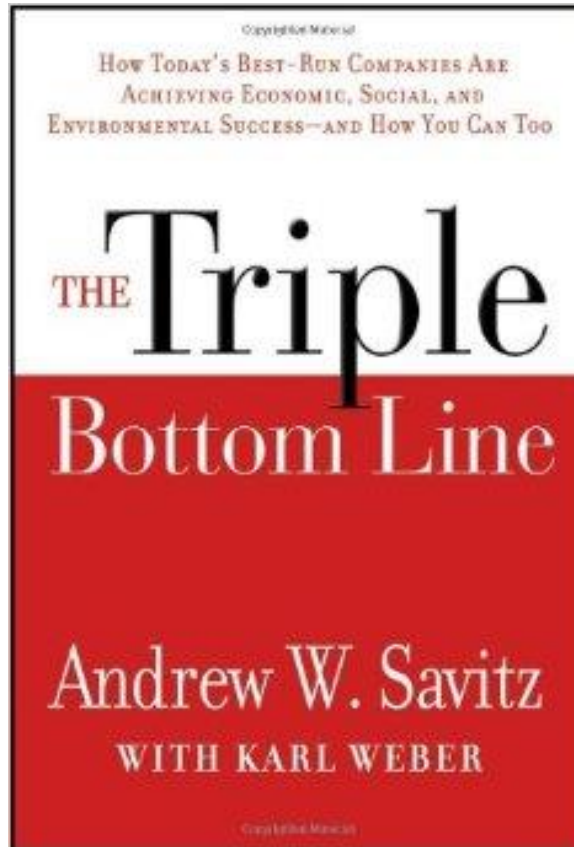
10 February 2016



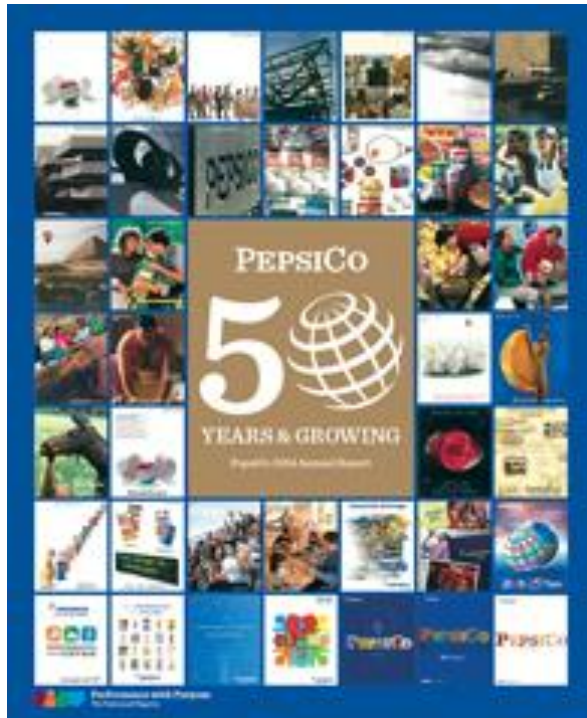
Addressing Misconceptions



New business models



Example: PepsiCo's Performance with Purpose



Reframing Shared Value



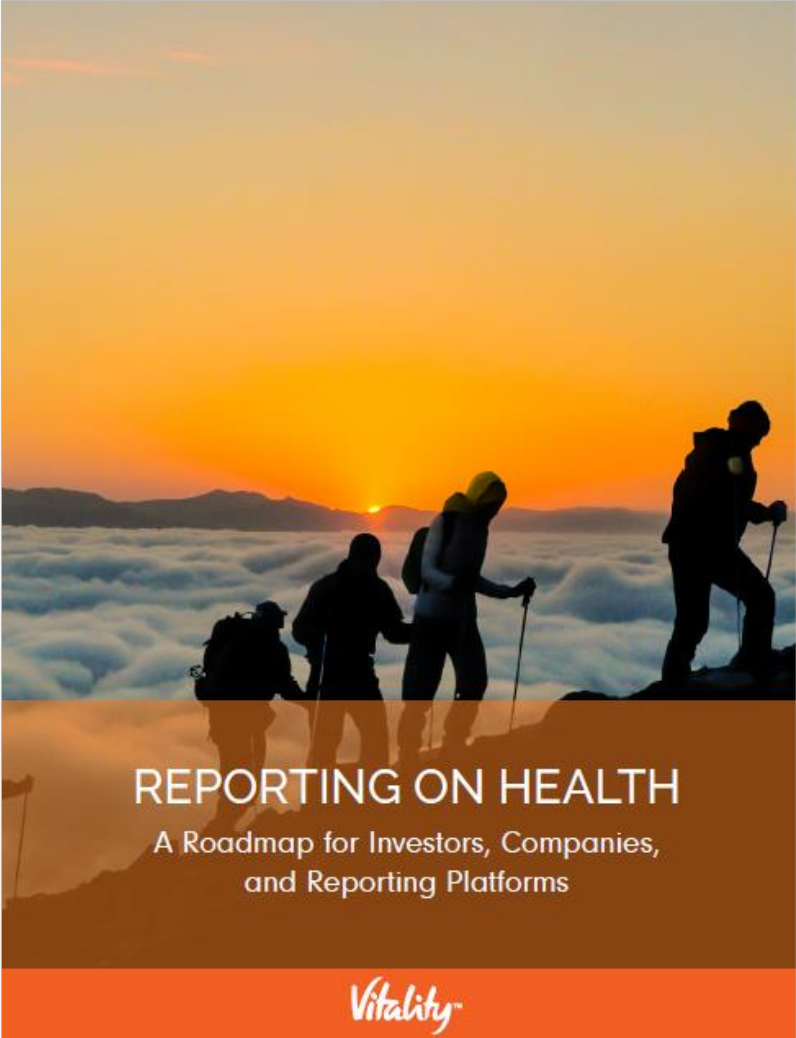
Effective workplace health programs show solid financial returns to investors

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.

Integrating health into corporate reporting



THE WALL STREET JOURNAL.

Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life Real Estate

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BUSINESS | MANAGEMENT

Companies Ponder a Rating of Workers' Health

IBM, PepsiCo and J&J are among those weighing how to report, measure the health of their workforce

CBS money watch

Markets Money Work Small Business Retirement Tech

By AIMEE PICCHI / MONEYWATCH / January 22, 2016, 8:20 AM

The growing movement to track employee health

Comment / f Share / Tweet / Stumble / @ Email

HEALTHAIM
Covering Health News

Entrepreneur

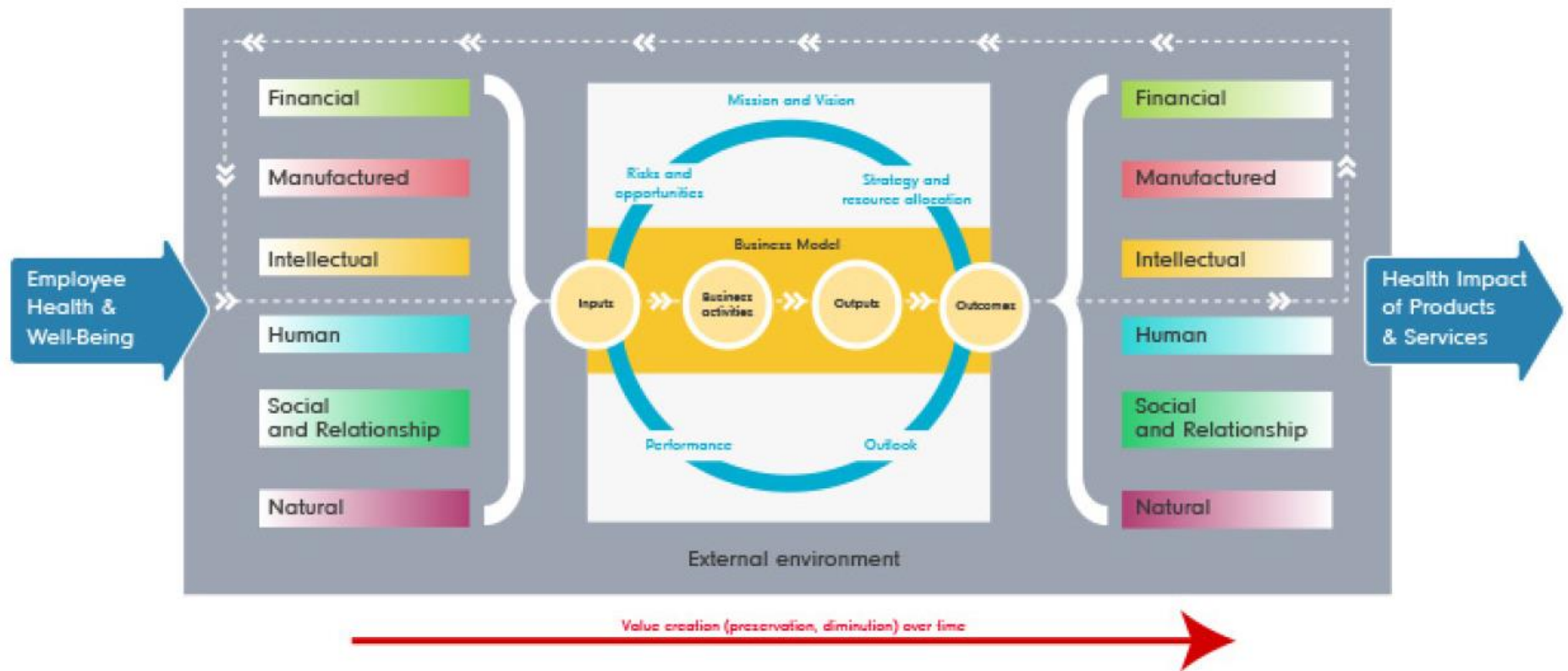
BOSS
MAGAZINE

The Cornerstone
Journal of Sustainable
Finance and Banking

DHRDIVE

BOSTON
BUSINESS JOURNAL

Integrated reporting model developed by the IIRC



Core products & services from different sectors affect health



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

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

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@swimdaily

*Vitality*TM

DIAGEO

ALCOHOL IN SOCIETY

Reducing Harmful Drinking and Promoting Healthy Behaviors

How can Diageo contribute
to the reduction of NCDs?



A materiality matrix comparing stakeholder interests (Y-axis) against business risk and opportunity (X-axis). The Y-axis ranges from 0.0 to 5.5, and the X-axis ranges from 1.5 to 4.5. The matrix plots various issues, categorized by stakeholder interest groups: Alcohol in society (red), Value chain partnerships (teal), Water and the environment (brown), Governance and ethics (pink), Community empowerment (dark red), Reporting and transparency (purple), Our people (dark blue), and General (light pink).

Issue	Business risk and opportunity (X)	Stakeholder interests (Y)	Category
Communicating alcohol risks	4.0	5.0	Alcohol in society
Farmer education and empowerment	3.2	4.4	Value chain partnerships
Consequences of alcohol misuse	3.8	3.8	Alcohol in society
Water security	4.1	3.3	Water and the environment
Supply chain transparency	3.7	2.2	Reporting and transparency
Industry collaboration	2.8	1.8	Governance and ethics
Gender equality in supply chain	3.4	1.8	Community empowerment
Unsafe illicit alcohol	3.5	1.5	Alcohol in society
Educating women about responsible drinking	3.4	1.1	Alcohol in society
Certification and labelling	2.1	1.1	Water and the environment
Food security	3.0	1.2	Community empowerment
Biodiversity	2.0	1.0	Water and the environment
Human rights	3.2	0.9	Value chain partnerships
Supply chain management	3.3	0.5	Value chain partnerships
Tax transparency	3.7	0.8	Reporting and transparency
Fair wages	3.7	0.7	Our people
Carbon reduction	2.9	0.6	Water and the environment
Sustainable packaging	3.0	0.3	Water and the environment
Job creation	3.1	0.2	Community empowerment
Sustainable agriculture	3.3	0.3	Water and the environment
Sanitation infrastructure	3.3	0.1	Water and the environment
Health and safety	4.0	0.0	Our people
Executive pay	2.0	0.0	Our people
Employee diversity	2.5	0.0	Our people



SDGs – Address Harmful Drinking for the 1st Time



2020 Public Targets

DIAGEO
ALCOHOL IN SOCIETY



Health Outcomes

Industry Collaboration and M&E – transparent reporting



2014 PRIORITIES

1: REDUCING UNDERAGE DRINKING

Priority: In October 2014, the International Alliance for Responsible Drinking (IARD) successfully launched the Alcohol Education Guide.

Examples of activities: We took part in the introduction of legal purchase age legislation in Vietnam in February 2014 (p. 11), and worked with the Ministries of Health and Education in Grenada, St. Lucia, and Dominica to promote healthy lifestyles, emphasizing that kids and alcohol do not mix (p. 15).

2: STRENGTHENING AND EXPANDING MARKETING CODES OF PRACTICE

Priority: In September 2014, we successfully launched our Digital Guiding Principles.

Examples of activities: In the Netherlands we supported a Social Aspects Organization (SAO) that provides pre-clearance of alcohol advertising according to the country's Advertising Code for Alcoholic Beverages (p. 20).

3: PROVIDING CONSUMER INFORMATION & RESPONSIBLE PRODUCT INNOVATION

Priority: In 2014, we made substantial progress on developing a consumer information website, *ResponsibleDrinking.org*, which has since been launched in May 2015. In a consumer friendly fashion, the website shares the facts about how alcohol products affect those who drink, to enable people to make the best choices for their particular circumstances.

Examples of activities: We carried out a survey of all beverages currently produced and marketed by all signatories which showed that all are below the threshold caffeine level established for soft drinks or energy drinks (i.e. 200 mg/l).

4: REDUCING DRINKING AND DRIVING

Priority: We conducted feasibility studies and built relationships, which enabled us to select six new countries where we aim to take our drink driving prevention programs in the coming year – Cambodia, Dominican Republic, Namibia, South Africa, Argentina, and Thailand.

Examples of activities: In support of the UN's Decade of Action for Road Safety, we partnered with governments in China, Colombia, Mexico, Nigeria, Russia, and Vietnam to conduct drink driving prevention programs. For example, we partnered with the Nigerian government's Federal Road Safety Corps to conduct alcohol breath testing across the country (p. 26).

5: ENLISTING THE SUPPORT OF RETAILERS TO REDUCE HARMFUL DRINKING

Priority: The development of the Guiding Principles for Responsible Retailing kicked off with a roundtable including five major international retailers and experts, but we were not able to complete the project in 2014. We expect to have draft Principles by the end of 2015.

Examples of activities: While the Principles are under development, we have been working with retailers on practical programs such as training servers to check IDs. For example, we formed an industry-wide partnership in Denmark to promote facts about responsible drinking and preventing underage purchasing as part of the Ministry of Health's 2014 national prevention plan.

KEY HIGHLIGHTS OF THE STATISTICAL EVALUATION

There is an important **difference in the attitude** participants showed towards alcohol, mainly evident in general public. We can identify a more responsible attitude towards drinking.

ALCOHOL CONSUMPTION IS A NECESSARY MEAN TO GET ALONG WITH FRIENDS



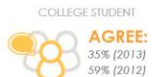
I ALLOW FRIENDS AND RELATIVES TO DRIVE WHEN THEY ARE DRUNK, THEY KNOW WHAT THEY CAN DO



I LIKE DRINKING ALCOHOL WHEN I AM PARTYING AND I DON'T PAY ATTENTION TO THE QUANTITY



MOST OF MY FRIENDS DRINK EXCESSIVELY



There is an **important reduction** among people that drink and drive after consuming more than 3 drinks vs. last evaluation.



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 more of the latter and less of the former.

MUST DO → **HAS DONE**



Health Outcomes

What Role for Consumer Brands?



A deeply satisfying, sophisticated whisky, the flavour of **JOHNNIE WALKER BLACK LABEL** is marked by its ability to seamlessly combine the power of the West Coast whiskies with the subtlety and smoothness of the noted Mainland whiskies. Its deep fruity foreground flavours give way to drier peaty nuances, vanilla and raisin tones and a long smooth malt driven finish.



EVALUATION INFORMATION / AVALIATIONSTYHÖNÄ									
ALC.	EST.	EST.	EST.	EST.	EST.	EST.	EST.	EST.	EST.
40%	100	100	100	100	100	100	100	100	100
40%	100	100	100	100	100	100	100	100	100

FOR MORE INFORMATION VISIT WWW.JW.COM

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"SWAGGER, NOT STAGGER."
— TONY SINCLAIR



READY TO Tanqueray?
ALWAYS IN MODERATION
TANQUERAY.COM




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

BETTER TOMORROW PLAN

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

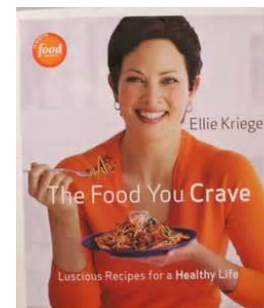


Your Central Location to access
Environment, Health & Safety and
Product Quality Assurance &
Food Safety

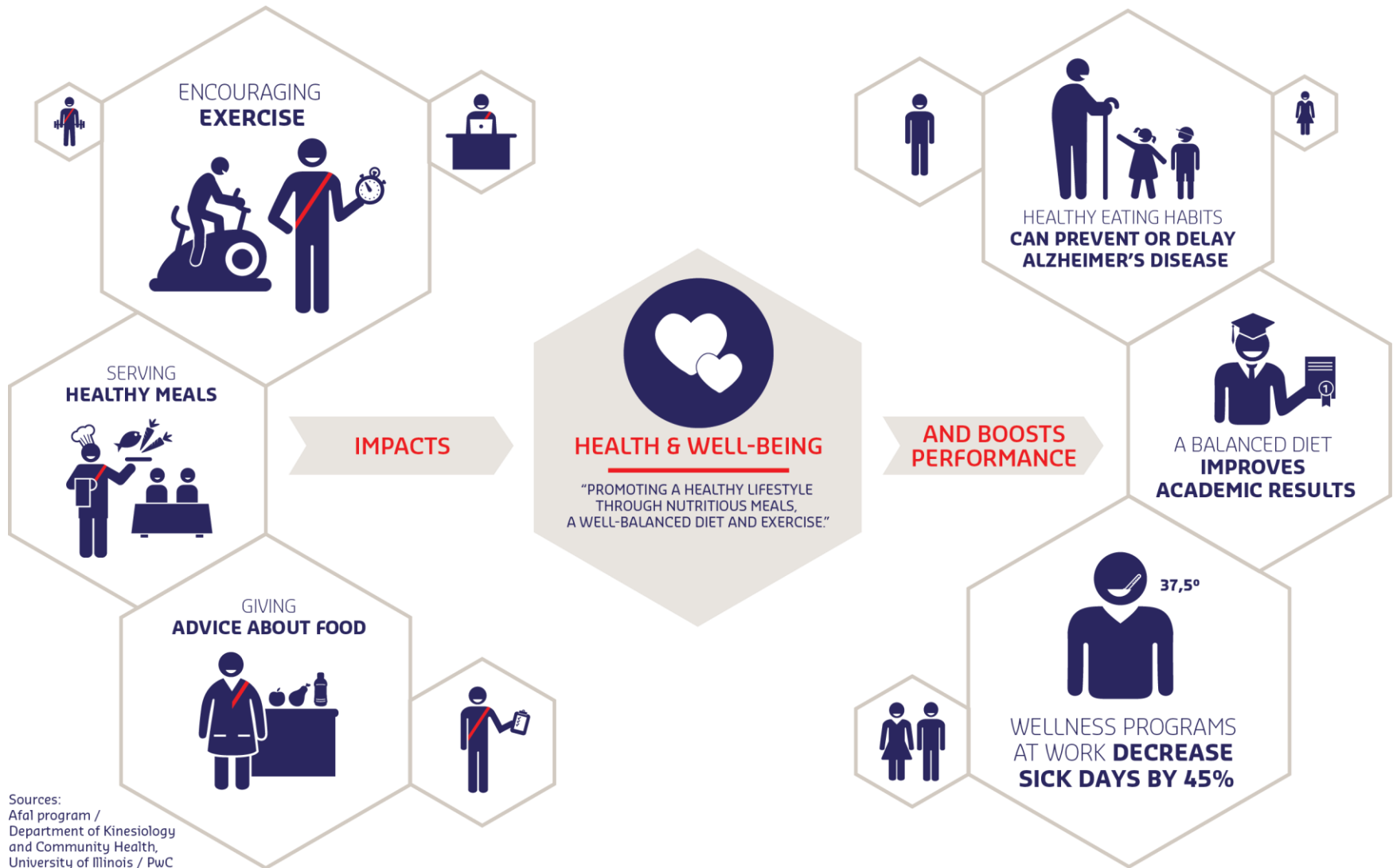
Innovation in Products and Services



Strengthened by key partnerships

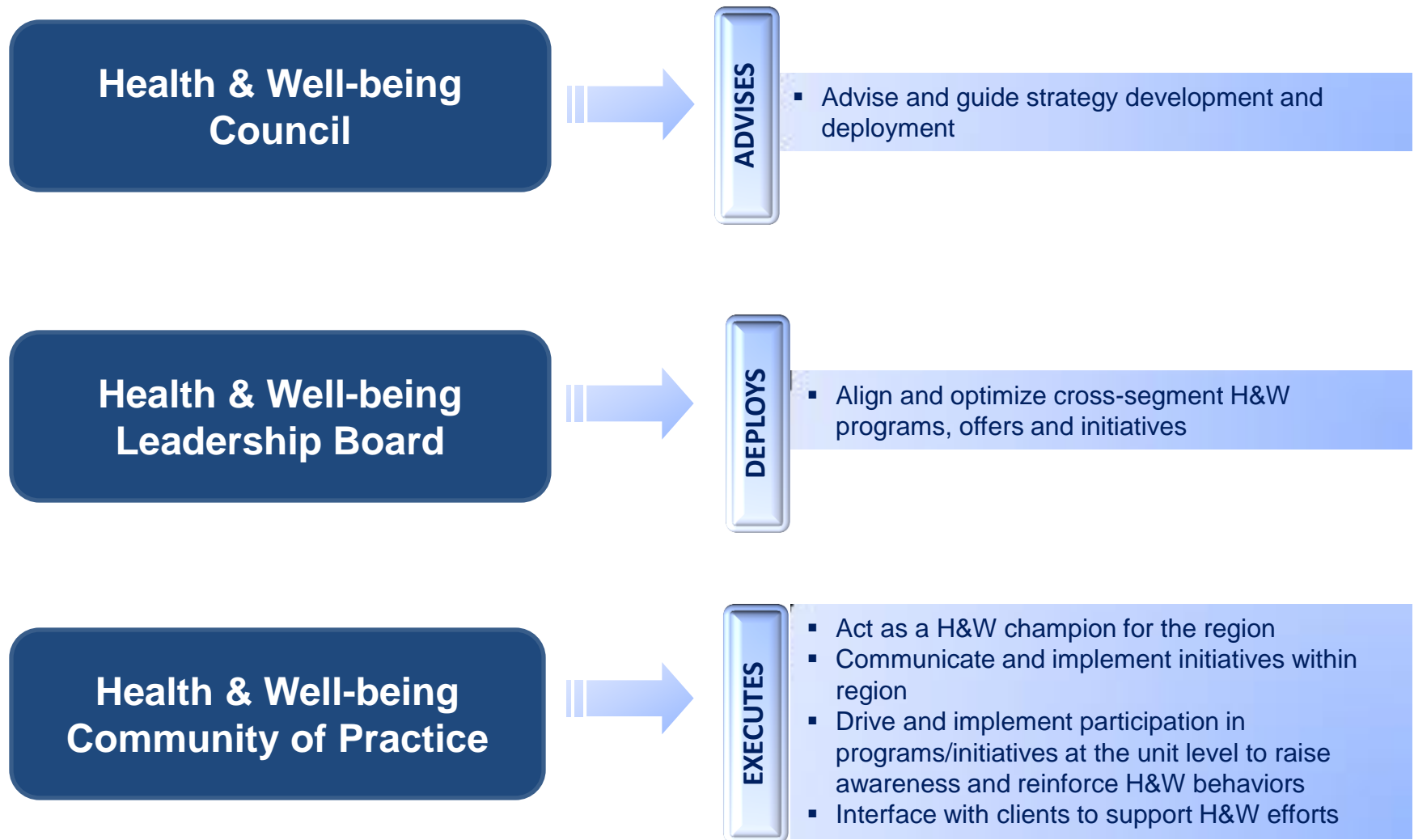


HEALTH & WELL-BEING



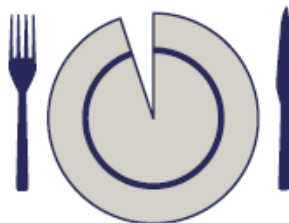
Sources:
AfaI program /
Department of Kinesiology
and Community Health,
University of Illinois / PwC

GOVERNANCE STRUCTURE



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.



4 Create Smarter Lunchroom Programs in Sodexo-operated primary and secondary school 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.

COMMUNITIES FOR HEALTH INITIATIVE

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

