



BSR[®]

The Business of a Better World

Business and Population Health: CSR's Next Frontier

February 19, 2014
11-12 PM ET

Major companies in the United States are recognizing the role that they can play to improve health outcomes for both their employees and the broader population by promoting wellness and prevention.



- What are the broader challenges and opportunities that companies can address across the value chain?
- How can companies use CSR activities, strategies, resources, and networks to address these key challenges and opportunities?
- Can population health be the *next frontier* of CSR?



Webinar Participants

Host / Moderator



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Speaker



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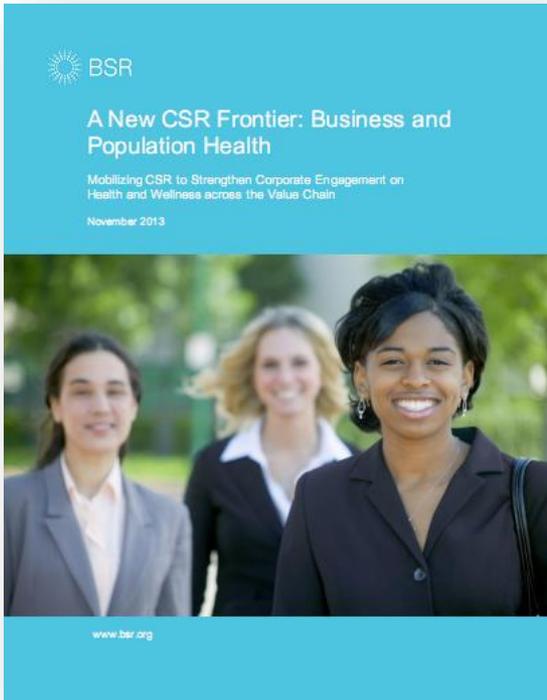
Manager
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We, as a nation, will strive together to create a culture of health enabling all in our diverse society to lead healthy lives, now and for generations to come.



A New BSR Report to Catalyze Progress



- Understand key **stakeholder expectations, business drivers, and informal factors** that influence corporate engagement on health and wellness.
- Assess the **current state** of corporate engagement on health and wellness across the **value chain and key populations** affected by company actions.
- **Raise dialogue about business's role** in health and wellness, and identify critical success factors that could improve **CSR's role** in this space.
- Determine opportunities where **collaborative efforts** may be useful.

Shifting Views and the Role of Business

Influences on Health: Broadening the Focus

Health is shaped by many influences, including age, sex, genetic make-up, medical care, individual behaviors and other factors not shown in this diagram. Behaviors, as well as receipt of medical care, are shaped by living and working conditions, which in turn are shaped by economic and social opportunities and resources.



Prepared for the Robert Wood Johnson Foundation by the Center on Social Disparities in Health at the University of California, San Francisco.

Hypothetical: Mobile Phone Company

Value Chain



Key Populations Affected by Company Action

Key Population	R&D / Design	Raw Material / Sourcing	Manufacturing / Production	Retailing	Product Use	Disposal
Employees and Families				Work-life balance, OHS, wages, and health and wellness benefits		
Local Communities		Socioeconomic conditions at mining sites	Hazardous waste and pollution from manufacturing	Philanthropic initiatives that target local communities	Effects of cell phone towers on quality of life	Local health effects of product waste
Customers	Use of alternative materials in cell phone design			Responsible advertising	Responsible product use mHealth (mobile health)	Customer cell phone recycling
Suppliers		Responsible sourcing Safe use of heavy equipment	Working conditions at assembly factories			Health risks during product deconstruction (for reuse)
General Public	Contributions to STEM education			Universal access to mobile technology	Public advocacy for not texting while driving	Support for e-waste regulations

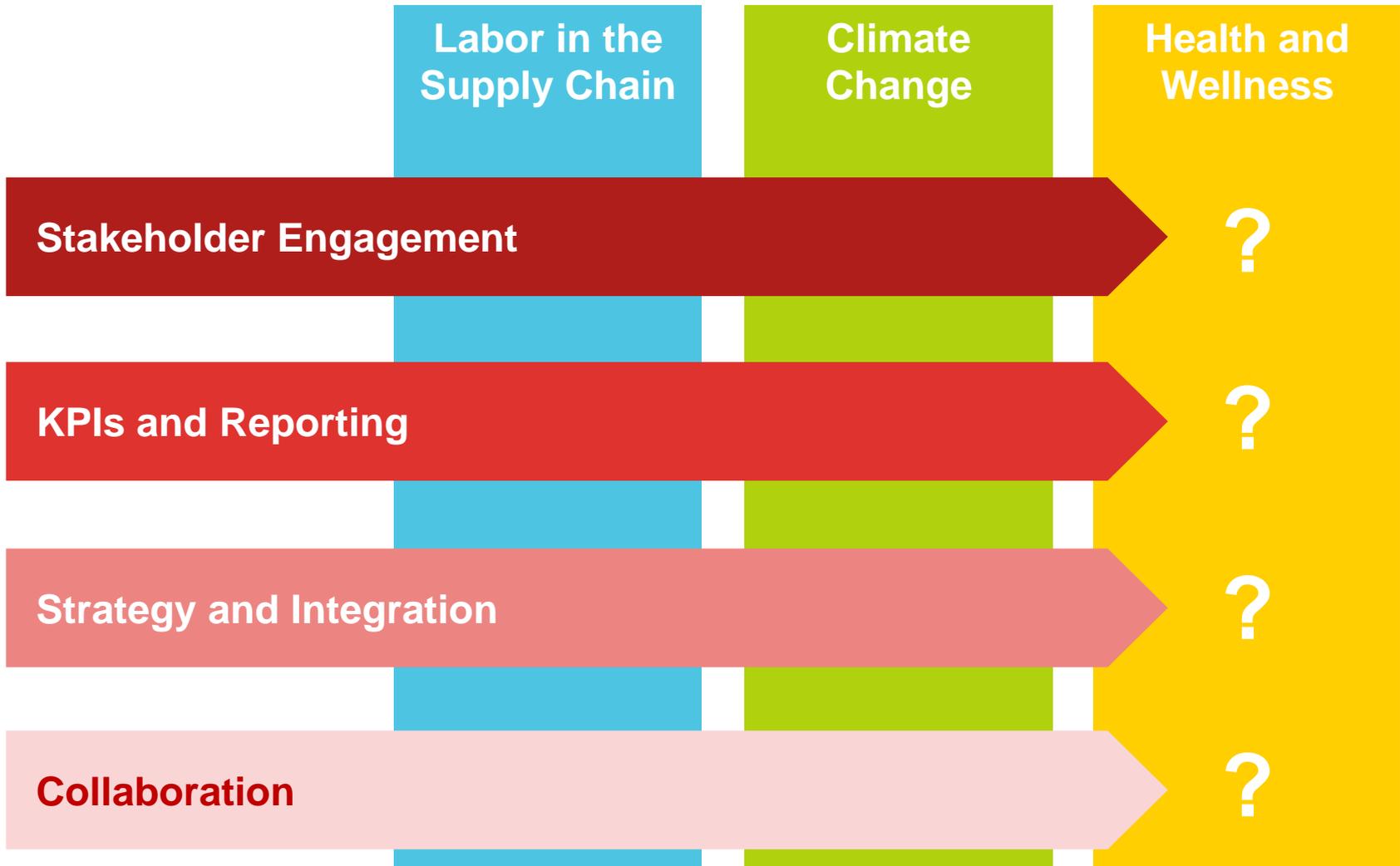
Population Health: A New Frontier for CSR

Population Health: A New Frontier for CSR

CSR can be a **vehicle for creating new innovations and systemic solutions** that address the root causes of society's biggest challenges.



The “Tools” of CSR for Health and Wellness



Q&A with Audience

Q&A with Audience



Business Coalition for Population Health

BSR Collaborative Initiatives

Business Coalition for Population Health

**Convening cross-industry leaders to expand health
and wellness across entire value-chains**



Business Coalition for Population Health

What we will achieve:

- **Bring together cross-industry leaders** to address health, wellness, and prevention challenges and opportunities
- **Improve understanding** to strengthen company-led initiatives across **entire value chains**
- Develop **tools, frameworks, and pilots** to strengthen health and wellness

Join us!

Join an initiative that will bring an **integrated approach** to the health and wellness agenda.

We welcome companies from **all industries**.

For more details and to join, please contact Tiffany Finley at **tfinley@bsr.org**.

www.bsr.org/bcph

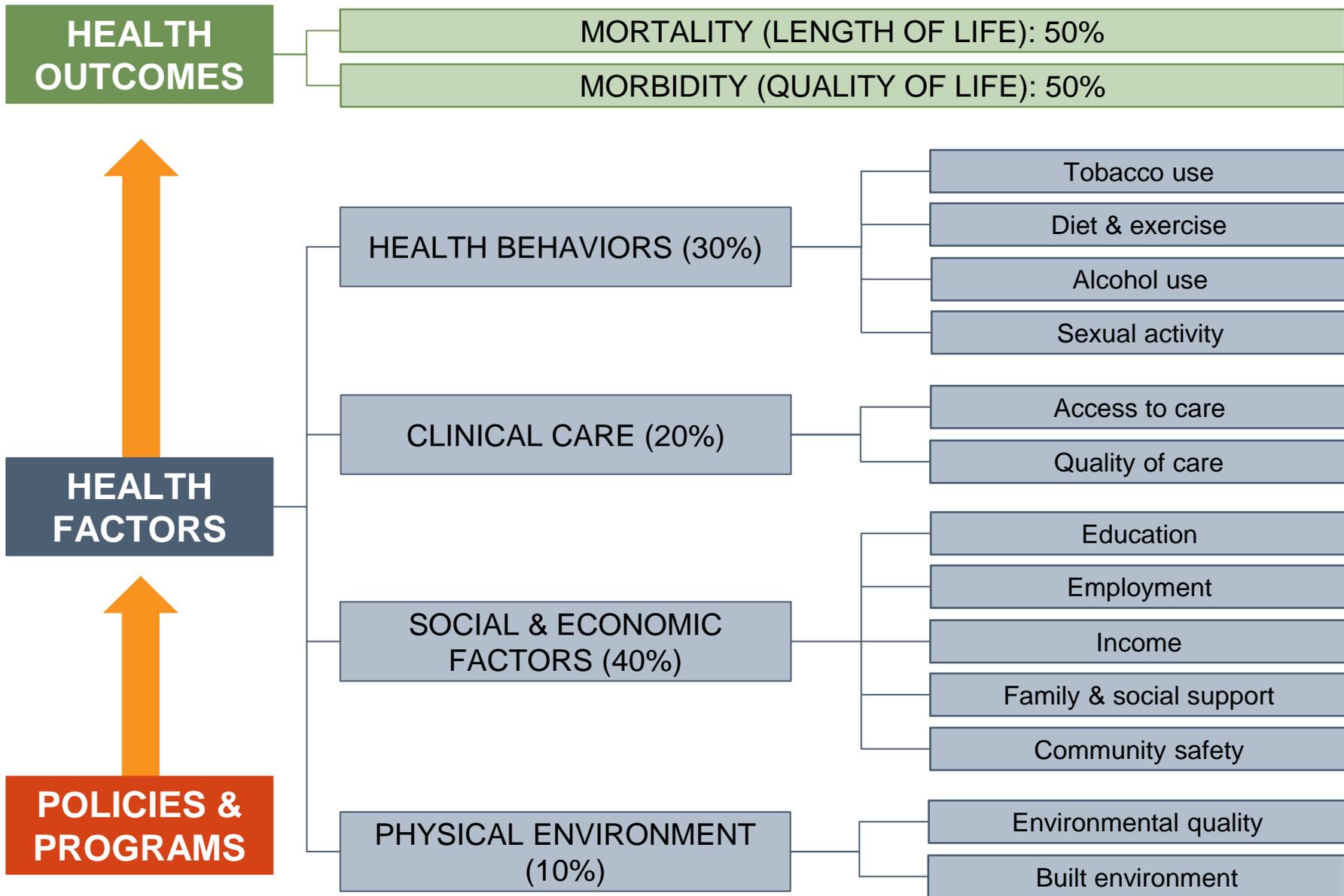


Thank you!

We would love to hear your feedback:

<https://www.surveymonkey.com/s/BSRWellnessWebinar>

Appendix



Critical Success Factors for CSR

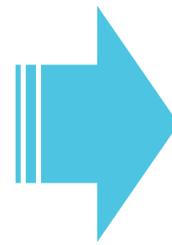
- **Reframe health and wellness as a broader stakeholder and value chain issue**, and ensure that the company's CSR agenda reflects that shift.
- **View company stakeholders as key partners** in addressing the larger, systemic challenge of population health.
- **Use measurable key performance indicators** (KPIs), and be transparent in the company's reporting about them.
- **Establish a cross-functional health network** that leverages resources across the company to improve health outcomes.

Source:

- <http://www.bsr.org/en/our-insights/report-view/a-new-csr-frontier-business-and-population-health>
- <http://www.bsr.org/en/our-insights/bsr-insight-article/csrs-next-frontier-health-and-wellness>

Case Study: Health Informs Nike's Strategy

Nike's **Sustainable Business Strategy** is based on the identification that **Health and Wellness** is not only a **key challenge relevant to its business**, but also connected to other societal challenges that impact or inform the way the company delivers **business value**.



Creating New
Disruptive Innovations

Driving Market
Transformation