Business and Population Health: CSR’s Next Frontier
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**

Elisa Neimtzow  
Associate Director  
Advisory Services  
BSR

**Speaker**

Katie E. Wehr  
Program Officer  
Public Health  
Robert Wood Johnson Foundation

**Speaker**

Jesse Nishinaga  
Manager  
Advisory Services  
BSR
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.
Hypothetical: Mobile Phone Company

Value Chain

- **R&D / Design**
- **Raw Material / Sourcing**
- **Manufacturing / Production**
- **Retailing**
- **Product Use**
- **Disposal**

**Key Populations Affected by Company Action**

1. **Employees and Families**
   - Socioeconomic conditions at mining sites
   - Hazards 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
   - Work-life balance, OHS, wages, and health and wellness benefits

2. **Local Communities**
   - Use of alternative materials in cell phone design
   - Responsible advertising
   - Responsible product use
   - Customer cell phone recycling
   - mHealth (mobile health)
   - Health risks during product deconstruction (for reuse)

3. **Customers**
   - Responsible sourcing
   - Working conditions at assembly factories
   - Universal access to mobile technology
   - Public advocacy for not texting while driving
   - Support for e-waste regulations

4. **Suppliers**
   - Safe use of heavy equipment

5. **General Public**
   - Contributions to STEM education
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

- **Labor in the Supply Chain**
- **Climate Change**
- **Health and Wellness**

**Stakeholder Engagement**

**KPIs and Reporting**

**Strategy and Integration**

**Collaboration**
Q&A with Audience
Business Coalition for Population Health
Business Coalition for Population Health

Convening cross-industry leaders to expand health and wellness across entire value-chains
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
HEALTH BEHAVIORS (30%

- Tobacco use
- Diet & exercise
- Alcohol use
- Sexual activity

CLINICAL CARE (20%)

- Access to care
- Quality of care

SOCIAL & ECONOMIC FACTORS (40%)

- Education
- Employment
- Income
- Family & social support
- Community safety

PHYSICAL ENVIRONMENT (10%)

- Environmental quality
- Built environment

MORTALITY (LENGTH OF LIFE): 50%

MORBIDITY (QUALITY OF LIFE): 50%
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:**
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**.

Source: [http://www.nikeresponsibility.com/report/content/chapter/our-sustainability-strategy](http://www.nikeresponsibility.com/report/content/chapter/our-sustainability-strategy)