Workplace Culture and Barriers to Wellness Programs

Wellness @ Work: Incorporating Health Promotion into the Workplace

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Health promotion – the process of enabling people to increase control over and to improve their health.

*Psychologically Healthy Workplace Standard*
Agenda

1. Understanding Your Workplace Culture
2. Identifying and Overcoming Barriers to Wellness
3. Maximizing Employee Engagement in Wellness Programs
Before you think you’re too busy for a stretch break, have a word with yourself.
Cultural Interview

• What would you tell a friend about our organization if he or she was about to start working here?

• What is the one thing you would most like to change about this organization?

• Who is a hero around here? Why?

• What is your favorite characteristic that is present in our company?

• What kind of people fail in our organization?

• What is your favorite question to ask a candidate for a job in our company?
Does your organization invest in supporting employee health and employee financial well-being?

**Financial well-being**
- Do you provide compensation and security benefits that are competitive?
- Do you use technology to deliver these rewards?
- Do you provide retirement and health & wellness benefits to meet the employee needs?

**Culture of Health**
- Do you promote a healthy work environment?
- Do your Senior leaders support policies that promote employee health and wellbeing?
- Do you offer health or wellness related initiatives and programs that encourage your employees to live a healthier lifestyle?
- Do you have the ability to reward employees for healthy lifestyles or taking steps to improve their health?
Identifying and Overcoming Barriers to Wellness
What barriers to wellness are you facing?
Barriers to Wellness

- Lack of incentives
- Time
- Lack of Interest
- Undefined Purpose
- Motivation / Personal Issues
- Senior Level Support
- Management Support
- Funding Challenges
Top ten reasons Canadian employees are not participating in wellness activities

- Manage my health on my own: 36%
- It’s not a priority right now: 30%
- Too busy: 30%
- No activities offered at my employer: 29%
- My health is my own personal business: 19%
- I’m healthy and don’t need to participate: 16%
- My company’s programs aren’t helpful: 5%
- Lack of or too small of a financial incentive: 5%
- Not sure how to sign up: 3%
- My immediate manager is not supportive: 3%
What strategies did you use to overcome your barriers?
As a result, employers are trying different ways to engage employees in healthy activities:

- Sponsor team or individual competitions: 40% (In place 2013), 7% (Planned 2014), 7% (Considering 2015-2016)
- Sponsor self-managed health affinity groups: 31% (In place 2013), 6% (Planned 2014), 6% (Considering 2015-2016)
- Offer mobile applications to complement health promotion programs: 18% (In place 2013), 9% (Planned 2014), 12% (Considering 2015-2016)
- Support the use of social media networking and tools: 17% (In place 2013), 7% (Planned 2014), 13% (Considering 2015-2016)
- Offer mobile applications for monitoring lifestyle risks and chronic conditions: 5% (In place 2013), 6% (Planned 2014), 16% (Considering 2015-2016)
- Use crowdsourcing as a way to get information to improve programs: 4% (In place 2013), 3% (Planned 2014), 5% (Considering 2015-2016)
- Use text messages and/or instant messaging: 4% (In place 2013), 4% (Planned 2014), 4% (Considering 2015-2016)
- Use open architecture approach to ease the insertion of new technologies: 2% (In place 2013), 5% (Planned 2014), 2% (Considering 2015-2016)

Source: Towers Watson 2013/2014 Staying@Work Survey - Canada
Maximizing Employee Engagement in Wellness Programs
Steps to Success

• Senior leadership commitment
• Develop and link to Organizational Strategy
• Implement employee engagement strategies
• Engage Managers as ambassadors
• Communicate broadly on health
• Measure outcomes
Questions?