



KEEP
• EACH OTHER •
SAFE

Best Practices:

Workplace Health and Wellbeing

**members
get more**

Truly protecting worker health and safety requires a commitment to not only a robust safety program, but a program for physical and emotional wellbeing. The Campbell Institute asked nine of its members for their advice on crafting and maintaining effective workplace wellbeing programs. Here are their tips:

Pilot wellbeing programs with stakeholder input

- Pilot key aspects of programs at select locations before extending to the entire company
- BNSF began by offering health education, training and coaching at three cities to gain acceptance before expanding to the whole company
- Owens Corning and United Rentals formed focus groups and town halls to ask stakeholders which activities are most desired

Craft good communication

- Good communication is key to maintaining effective and engaging employee wellbeing programs
- Try piggybacking wellbeing tips on existing company safety communications
- Emphasize the privacy of employee health information. Norfolk Southern makes efforts to “over-communicate” the privacy of worker health data

Experiment with incentive structures

- Find the right balance of “carrots” and “sticks” to maximize worker participation and achieve optimal results.
- ISN saw sustained participation in a steps challenge when employees paid for fitness trackers instead of having ISN subsidize the cost.

- NASA has found that offering small prizes/trinkets for fitness competitions is enough incentive to gain employee participation.

Engage employees through organized activities

- Promote team building and improve morale through frequent fitness/wellness competitions
- Owens Corning holds an annual Fat Out Challenge
- ISN offers team-based and individual fitness competitions at their Dallas, TX headquarters and international locations

Connect wellbeing to safety

- Communicate that being physically and mentally well allows you to perform work better and safer.
- Being proactive about your health is like performing preventive maintenance – both allow workers to read trends so there are no surprises or catastrophes down the line.

For more details and results from this research and other interesting topics, visit thecampbellinstitute.org/research.

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