Workplace Health Promotion Case Studies
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Workplace Health Promotion Initiatives Case Study Questions

Organisation: Covidien
Company size: 450 Employees

What influenced your organisation to undertake health promotion in the workplace?

We have had an Occupational Health Nurse for the last approx. 20 years and feel Health Promotion is important for a healthy workforce.

How does workplace health promotion fit into the overall strategic objectives of the organisation?

We have made Health promotion one of our HR goals to be met. Our goal is a different Health Promotion initiative each month.

What options were considered?

N/A

Were there options that were considered but rejected? If yes, why?

N/A

What did you do as your health promotion initiative?

A different health promotion initiative is carried out each month via PowerPoint presentations on the canteen TV screens. There is literature available, and sometimes we also have employee interaction via questionnaires that include prizes.

What did you find most attractive about this option?

N/A
What did the initiative involve?

One of our initiatives involved promotions on Health eating, heart health, back care, cancer prevention, mental health awareness etc. We also did cholesterol testing, diabetes testing, and blood pressure testing.

How did you implement the initiative?

Mostly we implement the initiative, and employees have the option of joining in.

Did you encounter any challenges implementing the initiative and how did you surmount them?

N/A

How long was it for?

The initiative is an on going one, which has no set final date.

Who did you involve internally and externally (if appropriate)?

Occasionally in our canteen, we employ external speakers to come and talk to our employees about different ways of living a healthier lifestyle.

What did it cost?

N/A

What was measured to determine success?

N/A

Success Factors across Sites:

N/A

Challenges/Barriers Faced across Sites:

N/A

Summary reflections:

Overall do you feel that your workplace health initiative was of benefit to your organisation? If yes, why? If no, why?

N/A

In what ways did it benefit the staff?

N/A
In what way did it benefit the organisation as a whole?

N/A

What are your future plans with regards to a health promotion initiative?

N/A

Are you considering an alternative initiative to what you have already done? If yes, which one and why?

N/A

What would encourage you to switch from your current initiative to another?

N/A
Workplace Health Promotion Initiatives Case Study Questions

Organisation: Pioneer Investments

Company size: 450 employees

What influenced your organisation to undertake health promotion in the workplace?

Best practice HR Framework.

How does workplace health promotion fit into the overall strategic objectives of the organisation?

N/A

What options were considered?

Occupational Health Nurse, Club Subscription policy, Health insurer regular talks & fitness checks.

Were there options that were considered but rejected? If yes, why?

First 2 were in place and then we removed the OH Nurse as our new health insurer offered a free somewhat similar service just less frequent.

What did you do as your health promotion initiative?

Same as above.

What did you find most attractive about this option?

There was tremendous opportunity for staff engagement & retention.

What did the initiative involve?

There was a fixed payment system for employees to attend a gym/sports club/classes.
How did you implement the initiative?

*It was implemented through internal communications, handbooks and an intranet site.*

Did you encounter any challenges implementing the initiative and how did you surmount them?

*No.*

How long was it for?

*It is an on going initiative.*

Who did you involve internally and externally (if appropriate)?

*N/A*

What did it cost?

*Unknown cost at present.*

What was measured to determine success?

*No specific measurement, but general positive feedback from staff.*

Success Factors across Sites:

*N/A*

Challenges/Barriers Faced across Sites:

*N/A*

Summary reflections:

*N/A*

Overall do you feel that your workplace health initiative was of benefit to your organisation? If yes, why? If no, why?

*Yes, positive staff engagement and promoting a healthier workforce.*

In what ways did it benefit the staff?

*Same as above.*

In what way did it benefit the organisation as a whole?

*Same as above.*
What are your future plans with regards to a health promotion initiative?

No amendments at this time.

Are you considering an alternative initiative to what you have already done? If yes, which one and why?

No.

What would encourage you to switch from your current initiative to another?

Nothing.
Workplace Health Promotion Initiatives Case Study Questions

Organisation: St. Michael’s Hospital
Company size: 500 employees

What influenced your organisation to undertake health promotion in the workplace?

Healthcare industry; Occupational Health awareness; staff exposed to infections from patients; staff exposed to other work related work related risks, needle sticks, back injuries; patient case examples; recognized value of nutritional, exercise, lifestyle changes; good attendance records that we wished to maintain.

How does workplace health promotion fit into the overall strategic objectives of the organisation?

Helps maintain healthy workforce; minimizes loses of work days through illness/absenteeism; with reduced staffing and public service moratorium, increased dependence on full team attendance to maintain services.

What options were considered?

Health promotion via all media available internally, i.e. email, website, in-house magazine, noticeboard promotion; negotiated arrangements with health and exercise centres for discounted membership for staff; quit smoking programmes; Occupational Health direct access; facilitating in-house exercise classes – i.e. boxer-cise and pilates; healthy eating campaigns, promotions, facilitated by dieters and staff catering areas; vaccination programmes, i.e. winter flu vaccines; Irish Heart Foundation Happy Heart Programme; Pedometer Challenge Programme.

Were there options that were considered but rejected? If yes, why?

No.

What did you do as your health promotion initiative?

See above.
What did you find most attractive about this option?

The initiative was broad brush, appealing to different sections, interests and types.

What did the initiative involve?

See above.

How did you implement the initiative?

It was implemented at many levels, see previous note..

Did you encounter any challenges implementing the initiative and how did you surmount them?

We had very few challenges, if any. This makes sense since there was no reason to encounter any, as the initiative was purely voluntary.

How long was it for?

It is an ongoing process.

Who did you involve internally and externally (if appropriate)?

All staff engaged/encouraged/ offered the opportunity to participate in all the different programmes.

What did it cost?

Minimal costs.

What was measured to determine success?

Good feedback, absence levels: < 3%.

Success Factors across Sites:

See above.

Challenges/Barriers Faced across Sites:

See above.
Summary reflections:

Many healthcare workers practicing what they preach.

Overall do you feel that your workplace health initiative was of benefit to your organisation? If yes, why? If no, why?

Yes, for reasons outlined above.

In what ways did it benefit the staff?

The initiative Improved well-being, lessened sickness, managed risks better, and there was a reduced cost to participate.

In what way did it benefit the organisation as a whole?

See above.

What are your future plans with regards to a health promotion initiative?

Continuing our present activities and open to suggestions on other activities.

Are you considering an alternative initiative to what you have already done? If yes, which one and why?

We are not considering any at the moment, but are open to proposals.

What would encourage you to switch from your current initiative to another?

If an employee approaches us with reasoned argument for another initiative.
Workplace Health Promotion Initiatives Case Study Questions

Organisation: Xerox Europe Ltd

Company size: 500 employees

What influenced your organisation to undertake health promotion in the workplace?

We worried about employee welfare and believed it was our duty to care for our workers.

How does workplace health promotion fit into the overall strategic objectives of the organisation?

A healthy workforce can only be viewed as a positive and enables the company to achieve its objectives through low absenteeism, low attrition and engaged workforce.

What options were considered?

N/A

Were there options that were considered but rejected? If yes, why?

N/A

What did you do as your health promotion initiative?

Each year we have a work life balance day where we organise for external companies to have stands in reception for employees to view e.g. weight watchers, fitness clubs, national aquatic centre, local salons giving messages, bike 2 work promotion, healthcare providers along with our own internal occupational health provider giving information on healthy lifestyles, cholesterol testing etc.

What did you find most attractive about this option?

By creating a buzz and fun atmosphere in reception area, it gives employees time to view and chat to each stand at their leisure at a time that suits them. It’s set up on the way to the canteen thus ensuring all employees have the opportunity. The run up to the day is highly
advertised through on site communications and there are lots of giveaways etc to encourage participation.

What did the initiative involve?

Firstly getting reports from our occupational health dept. to ascertain if there was a particular issue or area for focus from the employees attending clinics, then contacting companies, preferably locally, to attend, set up stands and promote their services whilst taking in all aspects of work life, healthy eating, fitness and relaxation.

How did you implement the initiative?

Working with facilities provider, occupational health provider, communications specialist and HR we set up a team who implemented the day.

Did you encounter any challenges implementing the initiative and how did you surmount them?

No, the initiative was widely supported by our site management team.

How long was it for?

The actual work life balance initiative is one day although we do quarterly topics, advise, information etc. through communications.

Who did you involve internally and externally (if appropriate)?

Same as above.

What did it cost?

Minimal costs as all companies attend voluntarily.

What was measured to determine success?

Follow up with internal survey for feedback and also ensure attendance during the day asking employees for feedback on the day. Feedback has always been excellent. We also follow up with the companies that attended to see if people signed up or joined their clubs etc and this has always been successful also.

Success Factors across Sites:

We would also see a reduction in attendees to the clinic as well as managers reporting reinvigorated motivated employees

Challenges/Barriers Faced across Sites:

N/A
Summary reflections:

It’s in its 5th or 6th year now and we plan to continue.

Overall do you feel that your workplace health initiative was of benefit to your organisation? If yes, why? If no, why?

Yes, very worthwhile for reasons stated above.

In what ways did it benefit the staff?

The staff seemed reinvigorated, and more motivated. It’s good to bring these services to employees that may not otherwise know/have the time to know about them.

In what way did it benefit the organisation as a whole?

There was positive feedback from employees that we do take care of them and try to ensure they have a work life balance where possible.

What are your future plans with regards to a health promotion initiative?

We hope to continue with quarterly initiatives and the annual work life balance day.

Are you considering an alternative initiative to what you have already done? If yes, which one and why?

No.

What would encourage you to switch from your current initiative to another?

Nothing at the moment, we are happy with the current process and feedback.