

At-a-glance: Creating a culture of health and well-being



Creating a culture of health and well-being is a key component of a successful worksite well-being program. Below are some important steps to building and cultivating a health-promoting, supportive culture.

What is it?

While the meaning of “culture of health and well-being” may differ from company to company, creating a culture of health and well-being may be beneficial to both the employer and employees. This type of culture may combat burnout and increase employee satisfaction, while acting as a key component of a successful worksite well-being program.

Why create it?

The primary benefits of building a culture of health and well-being are closely linked to flexibility in the workplace. Here are just a few “must-haves” for accepting a new role in 2022:¹

- 55% of employees desire a flexible work schedule, including working remotely
- 52% of employees would like the organization that they work for to have a health and wellness program
- 51% of employees say that their employer needs to recognize the importance of life outside of work

Additionally, fostering a culture of health and well-being in the workplace may support greater engagement, retention, trust and satisfaction among employees.

How to create it

Leadership commitment and involvement (at all levels)

“Leaders” need to act as role models to create and reinforce the culture. This can be accomplished when leaders consistently do the following:

- Assist with the creation of a supportive, health-promoting environment

- Communicate about the well-being initiative and why it is important to them, the employees and the organization
- Actively participate in the well-being program
- Educate and motivate **all** levels of leadership on the positive role they can play to support wellness initiatives

Company practices, policies and embedded with well-being

To be effective, a culture of health and well-being needs to be integrated into the day-to-day operations of the organization. Implement policies and practices that promote and support employee well-being. Sample “supportive” policies include:

- A “Healthy Meeting Policy” to ensure healthier foods and beverages are available at meetings and company events
- Flexible work schedule
- Offer reimbursement for offsite fitness facilities
- Provide signage to encourage physical activity (e.g., “Take the Stairs”)

A workplace environment that supports healthy decisions

It is important to have a workplace environment that supports healthy decisions... make the healthy choice the valued and easier choice. Environmental supports include:

- Ensure employees have access to affordable, healthy foods
- Encourage employees to be more physically active by offering movement breaks throughout the day or map out nearby walking routes
- Create areas for employees to relax and de-stress
- Sponsor or organize social events throughout the year

Sources:

¹ MetLife. <https://www.metlife.com/retirement-and-income-solutions/insights/20th-annual-us-employee-benefits-trends-study-2022/>. March 2022. Accessed May 2023.

M57369-K 5/23 Employer © 2023 United HealthCare Services, Inc. All rights reserved.