

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 benefits of building a culture of health and well-being include employee engagement and enhanced organizational success.¹ These include the following:

- A positive, supportive and engaging work environment
- Improved productivity
- Enriched connections with co-workers
- Improved employee satisfaction, retention and recruitment

Creating a culture of health and well-being is the best way to make the most out of a company’s investment in the well-being program.

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 and policies need to be 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

A successful health & well-being program starts with a supportive culture that fosters engagement in health promoting behavior. UnitedHealthcare offers solutions, tools and resources to help support the well-being of your employees. For additional resources, please work with your UnitedHealthcare team.