



Conference jointly sponsored by PAHO and the
Caribbean Association for Industry and Commerce (CAIC)

Caribbean Private Sector Response to Chronic Diseases:

Workplace Wellness

“The Health of the Region is the Wealth of the Region”

CARICOM Heads of Government Declaration

- **‘The Health of the Region is the Wealth of the Region’** a Declaration made by the CARICOM Heads of Government at their meeting in Nassau in 2001.
- Here they openly acknowledged for the first time that the health of the people is an essential factor for the region’s development.

Caribbean Wellness

Did you know?

- Chronic noncommunicable diseases (CNCDs) are major contributors to overall mortality. Cardiovascular disease (hypertension, coronary artery disease and stroke), diabetes and cancer accounted for 51% of deaths in the Caribbean in 2000.
- The major CNCDs in the Caribbean share underlying common risk factors, namely unhealthy eating habits, physical inactivity, obesity, tobacco, alcohol use and inadequate utilisation of preventive health services

Caribbean Wellness

Did you know?

- The cost of hypertension and diabetes in Jamaica for 2002 was approximately US\$58m. Multiplied throughout the Caribbean, this cost implies a tremendous drain on the economies

Economic Burden of Disease for Jamaica (2002)

Cost Item	Diabetes (J\$)	Hypertension (J\$)
Direct Cost		
Hospitalization	135,464,269 (8%)	84,753,708 (7%)
Clinic/Doctor's Visits	332,500,000 (21%)	415,652,000 (33%)
Drugs	113,800,284 (7%)	203,519,628 (16%)
Laboratory/Diagnostic Tests	873,487,154 (54%)	357,874,984 (29%)
Indirect Cost		
Productivity Loss	156,291,630 (10%)	186,339,706 (15%)
Total Economic Burden	1,611,543,337	1,248,140,027
Value in US\$ (1US\$=J\$48.73)	33,070,867	25,613,380

The Effects on the 21st Century Workforce

- Stressed
- Longer Work Hours
- Obesity
- Lifestyle Diseases

Private Sector Support

Due to the rising concern of ill health in the Region, the Private Sector is being encouraged to take a more active role in the reduction of non-communicable diseases by implementing measures to reduce the risk of these diseases affecting employees as well as the wider community.

The health of the region affects the private sector too!!

Effect on Employers

Employees who eat poorly, don't exercise and fail to schedule routine checkups are likely to:

- miss more days of work
- be less productive when at work
- incur higher medical costs

Cost to California Employers (2000)

- Lost Productivity--\$11.2 billion
- Healthcare-- \$10.2 billion
- Workers compensation-- \$0.34 billion

More and more companies are seeing workplace wellness programs as the smart way to:

- Reduce overall health care costs
- Improve overall employee morale
- Reduce employee turnover



Long-Term Benefits

- The reduction in the incidence of employee illness will result in a reduction of employer-paid health care costs.
- Since employer paid health care cost per incident increases over time because of inflation, the benefits of the wellness program will also increase over time.



Return on Investment

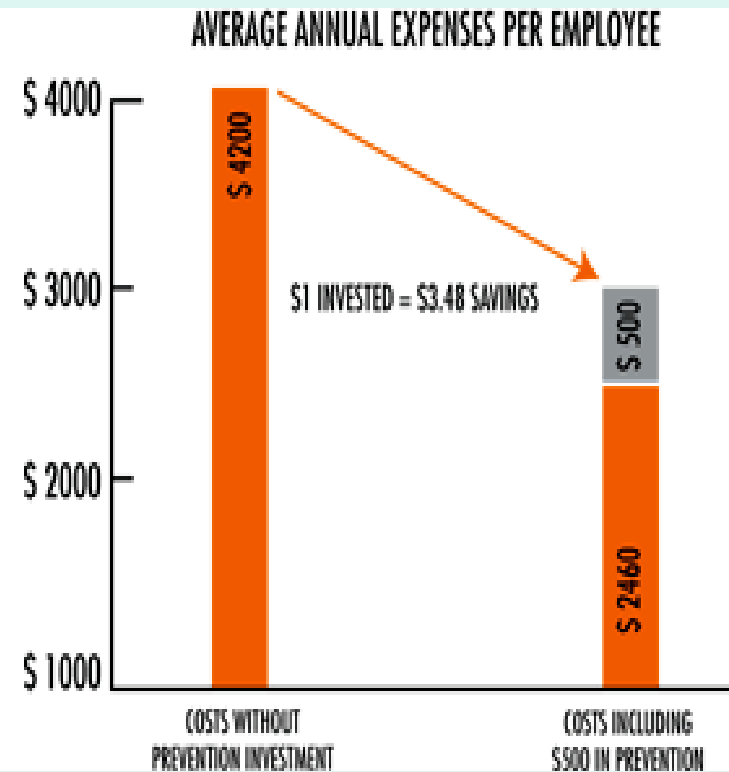
- Motorola's wellness programs saves the company *\$3.93 for every \$1.00 invested*
- Johnson & Johnson's Health and Wellness Program has produced average annual health care savings of *\$244.66 per employee*
- Northeast Utilities WellAware Program which in its first 24 months reduced lifestyle and behavioral claims by *\$1,400,000*.

Based on a Comprehensive Review of Over 120 Studies:

Benefit-to-cost ratios:
\$3.48 in reduced health care costs and **\$5.82** in lower absenteeism costs per **\$1.00** invested.

ROI's: At least **\$3** to **\$8** per **\$1** invested within 5 years of program implementation.

(Source: Center of Prevention and Health Services, National Business Group on Health, "Health Improvement": A Comprehensive Guide to Designing, Implementing, and Evaluating Worksite Programs Nov. 2004)



Source: "The Case for More Active Policy Attention to Health Promotion."

Small-Company Concerns

- Healthcare costs are rising more steeply for small businesses than large corporations.
- Companies without large employee turnover find the average age of their work force is increasing. This may be reflected in a shift in health care costs from accidents and maternity care to "middle age" diseases.
- The greatest potential for controlling health care costs in small businesses therefore lies in programs that can reduce the frequency of illness/injury or provide early diagnosis that allows treatment at early stages of disease where treatments are more effective and less costly.

Developing an Effective Wellness Program

- Senior-level support
- Employee Input
- Wellness Committee
- An organized plan
- Resources identified
- Program objectives and goals
- Implementation Plan
- Evaluation Plan

Workplace Wellness Suggestions

- **Lunch and learn seminars on health related topics**
- **Healthy snacks in vending machines and at meetings**
- **Provide fruits for staff daily**
- **Walking programs with pedometers**
- **Health newsletters to attach to pay stubs**
- **6-8 week weight loss programs**
- **Smoke free offices**
- **Weekly chair massages available**
- **Wellness phone counseling**
- **Build an onsite gym**
- **Etc.**

Summary

1. Define the business case for wellness in your company:
 - Current Problem
 - Objectives
 - Potential Impact
2. Bring a team together
3. Develop, implement, and manage
4. Create a culture of health in your office

Healthy Companies

- ✓ Become employers of choice
- ✓ Attract and retain healthier employees
- ✓ Enjoy a sustainable competitive advantage

SWOT Analysis

What are the:

- **Strengthens**
- **Weaknesses**
- **Opportunities**
- **Threats**

to the Private Sector introducing and implementing workplace wellness programs?

Private Sector Roles and Responsibilities

What are the roles and responsibilities of the private sector in reducing CNCs and HIV/AIDS in the region?

Workplace Wellness Brainstorm

1. How can we encourage the private sector as a f the whole to take part responsibility for the health of the region?
2. What workplace wellness programs and policies can be introduced to the private sector in the Caribbean?
 - No cost to the company
 - Minimal budget
 - Extensive budget

Workplace Wellness Implementation

- Senior-level support
- Employee Input
- Wellness Committee
- An organized plan
- Resources identified
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Implementation Plan

What can be achieved by **YOU** by:

- 1 September 2008
 - 31 December 2008
 - 30 June 2009
 - 31 December 2009
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- o How will you engage senior leadership, employees, the general public and the other Stakeholders and by when?
 - o How will you know, you have been successful (what will you measure)?
 - o How can ensure that Caribbean Health Day is a success?
 - o What resources will be needed and by when?
 - o How many policies will you have in place, by the dates shown above?
 - o What specific actions need to be taken and by when?
 - o How will you ensure, that everything is being performed at the right time?

Action Plan Template

Workplace Wellness Action Plan

Outcomes	Completed by:	KPI/What will be measured?	Action steps	Time Line	Resources: People, \$, Equipment etc	Resp
Example						
Specific workplace wellness policies and programs agreed upon and communicated to the organisation	31-Jul-08		Senior Management meeting held to review the benefits of workplace wellness to the organisation and to communicate the output from this conference	23-May-08	Senior management	Conference Attendee
		No of volunteers	Managers communicate workplace initiative to direct reports and obtain volunteers for Workplace wellness committee	30-May-08	Managers	Workplace Wellness Owner
			Workplace Committee Formed and first meeting held	06-Jun-08	Employees	Workplace Wellness Owner
			Suggested workplace wellness policies and programs presented to Senior Management	27-Jun-08	Committee and Senior Mgt	Workplace Wellness Committee
			Workplace wellness policies, programs and targets signed off by Senior Management	17-Jul-08	Senior Managers	Senior Managers
		No of employees who are aware of workplace wellness initiative	Workplace wellness policies and programs communicated to the organisation via a Town Hall	31-Jul-08	Senior Mgrs, Committee, employees, Catering Costs \$x	