

CASE STUDY BT

Company

British Telecommunications plc (BT) has 96,000 employees in 170 countries around the world.



Programme Name

BT's 'Work Fit' initiatives encourage personal responsibility for well being, lifestyle, mindsets and behaviours. We strive to promote better health among our workforce by encouraging the small lifestyle changes that, if sustained, can prevent or mitigate the effects of chronic disease.

Programme Objectives

1. To creating a healthy and diverse environment where excellence prospers.
2. To encourage and support BT people to make small but sustainable changes to their lifestyle to promote wellbeing and vitality at work and beyond.
3. To use data analysis in the development and institution of targeted programmes.

Programme Overview

1. It's essential to know the details about a population's health before designing a strategy to improve it.
2. Health has multiple components, so any strategy for improving it should be holistic.
3. People are different, so it's important to offer a variety of approaches.

Programme Components

Perceptions within BT have shifted to see health as a business issue that can be addressed.

Guiding Principles

Programmes should be integral to the behavioural change elements of BT's People Strategy. Reflective of our workforce: should focus primarily (but not exclusively) on men should make best use of the company's own products and services.

Working Towards Wellness

1. Create the environment by building on general aspirations for a healthy workplace.
2. BT's team approach to develop and deliver workplace wellness programming includes internal and external partners.
3. Careful attention to construction of programmes was given by the BT team. Health promotion is a broad topic and there is a danger of communicating bland general messages unless a clear focus is maintained.
4. Reflecting diversity in both demographics and geography is relevant to success.
5. Communications expertise is a core requirement for any programme.
6. Employee engagement is often the greatest challenge. BT has no doubt that incentives, mostly small and non-financial, have been useful in attracting attention to the campaigns and encouraging initial engagement. However, interest is short-lived unless the programme itself is engaging, professionally presented and perceived as relevant to the individual.

7. Work Fit initiatives include:
 - a. Cardiovascular Disease
 - b. Weight Loss
 - c. Nutrition- improving diet
 - d. Physical activity
 - e. Smoking Cessation
 - f. Positive mentality
 - g. Cancer Diabetes

Results

Evaluating Impact

1. Pre- and post-campaign surveys of knowledge and attitudes are essential
2. Knowledge tests can also be used to track participation rates
3. Tracking lifestyle behaviours relies on honest self-reporting
4. Weight and waist size are useful objective measures and key risk factors
5. Provision of a secure website encourages self-monitoring
6. Anonymized self-monitoring data can be used to track group impact
7. Metrics such as sickness absence improve before chronic disease effects (Cardiovascular)
8. Disease campaign results:
 - a. 16,366 people registered with the programme
 - b. 5,714 people used the weight and exercise monitoring tool regularly
 - c. Average weight loss of 2 kg (1.8cm reduced waistline) for regular users
 - d. At follow up 54% reported making lifestyle changes during programme
 - e. 77% of these maintained or improved lifestyle changes
 - f. Effectiveness equivalent to conventional health screening
9. Smoking
 - a. 1,000 participants signed up
 - b. 30% quit rate
10. Mental Health
 - a. 68% learned new ways to look after their MH
 - b. 56% implemented recommendations and continued at follow-up
 - c. 51% improvements in mental well-being
11. Cancer
 - a. Knowledge improved up to 12%
 - b. 61% planned to change physical activity, diet, weight
12. Diabetes
 - a. Up to 25% improvement in knowledge
 - b. 2/3rds took action to reduce their risk