

CASE STUDY Nestlé

Company

Nestlé has 278,000 employees living and working throughout the world integrating 100 different nationalities.



Programme Name

“Wellness for me” is an in-house workplace wellness programme for Nestlé employees at Vevey Headquarters (Switzerland).

Programme Objective

The objectives of this holistic programme are to trigger employee's interest in nutrition, to enable them to make healthy choices and to promote employees' well-being, fight sedentary lifestyles, prevent cardiovascular diseases and improve personal quality of life.

Programme Overview

With the support of top management, Nestlé promotes an integrated approach to the health and well-being of its employees worldwide, by providing them with practical, entertaining tools intended to help build wellness into their professional and personal daily routines. Our aim is to create a culture which energises and empowers employees to take ownership of their own health. Nestlé follows the principle of ‘healthy minds in healthy bodies’, knowing that a loyal and productive workforce is the key driver of its success.

“Wellness for Me” builds on the success of historical Nestlé in-house health initiatives, in particular the balanced menu in the canteen, the 6 heart disease prevention campaigns since 1994 and quit smoking campaign. Feedback on these ongoing initiatives showed a need and a demand for further actions, coordinated in an integrated way to ensure maximum impact.

In line with Nestlé moving as a company towards Nutrition, Health and Wellness, it was decided to streamline and develop further activities so that employees would learn how to integrate nutrition and physical activity in their daily habits. Therefore, since 2006, a multi-disciplinary Working Group has been working on this umbrella initiative to strategize, assemble and organise health and wellness actions for employees at Nestlé Headquarters. This Working Group of 14 employees is made of representatives of HR, marketing, Safety-Health-Environment, Public Affairs, Communications, restaurants, sports & leisure association, association du personnel, security, medical and insurances.

The “Wellness for Me” Working Group decides on a number of actions to be carried out each year. Then the Nestlé employee in charge implements them during the year, with the support, inter alia, of the restaurant and sport clubs staff. Actions focus mainly on nutrition and physical activity such as the free distribution of fresh fruits and water, support to the development of sport clubs, health checks, as well as one-off events such as a specific campaigns (e.g. on the importance of cycling or walking).

The “Wellness for Me” programme includes an intranet site providing news, advice on well-being, and information on upcoming events such as exhibitions, conferences and themed weeks, all year round.

Programme Components

Nutritional Training and Individual Counselling

The NQ (for “Nutritional Quotient”) initiative aims at equipping all Nestlé employees with regular nutrition education sessions. It is made of interactive modules, pre- and post- evaluations, as well as an auto-evaluation of eating habits. Sessions are delivered by nutritionists, who help employees better understand key nutritional concepts and develop healthy habits, based on practical case-studies. A more advanced training is proposed to employees working in marketing, product development and communications. An online version of NQ was launched in 2010. So far, 65% of employees have gone through this training.

Healthy Canteen Offer, Free Fruits and Water

The company restaurant in the WellNes Centre offers a varied selection of meals with clear nutritional information. A wide range of meals is proposed: 5 different meals, including “vegetarian” and “balanced” options. The “balanced menu” is a menu below 500 calories, low fat, with reduced salt, and more vegetables. Canteen cooks are also trained in nutrition, health and wellness and use a new type of high oleic sunflower oil with < 10% of saturated fatty acids to cook with.

Promoting Physical Activity

A 540m² gym, equipped with state of the art cardio and weight training machines as well as a fitness studio is available to HQ employees during the working day. Three trained instructors assist club members in developing personalised workout programmes upon request. Instructors offer 29 courses/week mainly during work hours. A Nestlé Sports and Leisure Association (ASLN), representing the sport and leisure clubs is open to employees, their family members and retirees. There is a total of 33 sports clubs, which offer free initiations, information and activities to employees. In 2009 and 2010, Nestlé invested in the creation of bike sharing stations, close to Nestlé main buildings. This service is not only offered to Nestlé employees but also to other city residents all year round and 24/24.

Health Check-ups

Health check-up & counselling are offered to all employees, on a triennial basis. They include the analysis of a capillary blood sample (taken on tip of a finger) to test cholesterol (HDL and LDL), triglycerides, diabetes for people over 45. Blood pressure and BMI are also controlled. A carbon monoxide test is also offered for smokers. The health check is followed by information and counselling given by an external (confidentiality) health professional.

Programme Results

Consolidated results show that Nestlé employees have a better health status than the average of Swiss companies tested (Source: Lignes Vaudoises de la Santé, 2009).

Nutritional Training and Individual Counselling

Conclusions of the NQ training showed a clear interest of the employees towards a practical and individual nutritional coaching. Therefore, since October 2009, 60 free individual nutritional consultations with a medical nutritionist are also offered to employees per year. Condition to benefit from it is to have validated the NQ training and to have a clear personal health project (e.g. weight loss).

Healthy Canteen Offer, Free Fruits and Water

In 2009, sales of Vegetarian Menu increased by 12.5%, and sales of Balanced Menu increased by 8.75%. Free fruits and free water are provided to all employees. Also since 2001, where the free fruits scheme started, we have seen a steady increase in fruits and bottled water consumption amongst Nestlé employees.

Promoting Physical Activity

Nestlé fitness club membership has increased by 82% in the last two years.

Health Check-ups

Results of the 2009 health check showed a record take-up rate with 27% more registrations than the average of all previous campaigns (6 campaigns since 1993).