

## HUMAN CAPITAL HEALTH & CULTURAL AWARENESS PROPOSAL

Under Human Capital's Diversity & Inclusion umbrella we are going to launch the kick-off two awareness initiatives. The *first* initiative is **Health & Wellbeing Awareness**, which will promote and educate employees on healthier living and the *second* is **Cultural Awareness** to show our employees how much we value, appreciate and respect the cultural diversity they bring to the workplace.

### **I. Health & Wellbeing Program:**

**We would like to offer the following Health & Wellbeing services to our employees:**

- Share educational health information at on-site events, ADP landing page and our upcoming intranet.
- Raise awareness of targeted health issues such as: Cancer, Diabetes, Heart Disease, Men & Women's health issues, and Stress Management, etc.
  - For example, we will acknowledge the month that these issues are highlighted in the U.S., (i.e.: October is Breast Cancer Awareness month, Oct. 18 – 21, 2019, we would like to change our Win logo from orange to pink. This will be present on our company website and ADP, we will also provide employees with information on how and where to get screening. In addition, to our communication plan, we will allow employees two hours of paid time off, to go have a mammogram done by the end of the year.
  - November is Hunger and Homelessness Awareness month. The New York Common Pantry has a program for volunteers to combine a corporate office team building activity with community service. Volunteering is an integral part of this organization to provide services for the hungry and food insecure.
  - Another example of how we will not only raise awareness and engage our employees, is sponsoring a team building event by participating in a 2020 NYC marathon, as an organization.
- Provide professional demonstrations of healthy practices like cooking, exercise and meditation.
- Conduct preventive health screenings and immunizations.
- Create awareness about available wellness program resources through Cigna and throughout our footprint.

### **Goals:**

- Help employees and their family members choose healthier lifestyles
- Reduce the health risks factors of employees and family members
- Increase employees' and family members' use of preventive health services
- Reduce (or slow the growth of) health care costs to employees and the organization
- Reduce absenteeism
- Increase productivity

## **II. Cultural Awareness Program:**

Our diversity & inclusion statement speaks to acceptance of cultural differences and valuing diversity & inclusion. With that, we would like to establish a Diversity Council to organize engaging, uplifting, educational activities, events and training programs that supports diversity, inclusion and equity. This will also directly impact furthering our conversations around diversity & inclusion in our formal training programs starting with our new employee orientations. The council will serve as a teambuilding forum for those who want to join and/or contribute. This council will be voluntary and ideally consist of a cross section of employees.

### **We would like to propose meeting the following initiatives:**

- Acknowledge and celebrate the health and awareness months throughout the year. Once we are further along with our new intranet, we will include acknowledgements of other months where various cultures and people are celebrated.
- A Communication plan that will incorporate utilizing all of Win's media outlets – the intranet (ADP), newsletter, email, employee testimonial videos and our social media accounts. We will include announcements of company events, historical facts and figures, staff pictures etc.
- Bi-annual speakers, authors and D&I professionals to present at a Diversity Panel Discussion— that can be streamed live and recorded to post on our intranet.
- Company logo/diversity gifts for employees (i.e. mugs/tumblers) to roll out the program.
- Source minority-owned businesses/vendors and businesses that support minority issues.

### **Goals:**

- Improve employee engagement
- Improve employee retention
- Increase productivity
- Improve creativity
- Improve cultural insights
- Improve company branding
- Improve and develop a wider range of skills

This is a work in progress, but the health, wellbeing and inclusion of all employees, is critical to an organization's ability to adapt to a fast-changing world. The objective of these programs is to bring about a new outlook on health and a new understanding on the diverse perspectives, experiences, culture, and gender identifications of our colleagues. Companies with a healthy and diverse workforce perform better!

Note our Health and Awareness Calendar below ... 

## HEALTH & AWARENESS CALENDAR

MONTHS	HEALTH RELATED	AWARENESS RELATED
<i>January</i>		POVERTY IN AMERICA
<i>February</i>	AMERICAN HEART RUTH ZIMMER BREAKFAST, BEHAVIORAL HEALTH & WELLNESS FAIR	BLACK HISTORY
<i>March</i>	COLORECTAL CANCER	NATIONAL WOMEN HISTORY & GENDER EQUALITY
<i>April</i>	ALCOHOL AWARENESS	COMMUNITY SERVICE CELEBRATE DIVERSITY—HONORING ALL OTHER CULTURES
<i>May</i>	MENTAL HEALTH OPEN ENROLLMENT FAIR	
<i>June</i>	AIDS/HIV AWARENESS	LGBTQIA PRIDE
<i>August</i>	BREASTFEEDING AWARENESS	
<i>September</i>	PROSTATE CANCER SUICIDE PREVENTION	
<i>October</i>	BREAST CANCER	DOMESTIC VIOLENCE
<i>November</i>	AMERICAN DIABETES GREAT AMERICAN SMOKE-OUT HUNGER AND HOMELESSNESS AWARENESS	

**NOTES:**

- May – 20<sup>th</sup> Employee Health and Fitness Day (Open Enrollment Period)
- May – Mental Health Event (Collaborate with Win Academy to do streaming event)
- October – Breast Cancer Event – Walkathon