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GUEST ARTICLE: BENEFIT CORPORATE WELLNESS



EMPLOYEE WELL-BEING IN THIS NEW NORM



“Being a leader means defining and exhibiting courage and setting an example for everyone in the company.” – Bill McBean, The Facts of Business Life: What Every Successful Business Owner Knows that You Don’t

According to many, a workforce reflects its leaders. If they’re calm, upbeat, approachable, and problem-solvers, employees will follow suit. If they don’t communicate and cut corners, their employees will likely do the same. Recognizing that employers and business owners hold this position of influence, it’s important for them to point the way in the area of health, especially during these unprecedented times.

Make wellness your company signature

Health is paramount. There’s nothing that affects our lives and our businesses more, as we have seen while navigating the pandemic. Businesses can serve as well-being role models when employers take steps to implement healthy programs for their workforce. The result is often happier, healthier workers and a strong business positioned to succeed in the “new norm.” Virtual programs available through BeneFIT Corporate WellnessSM are perfect for helping employers make the shift to a healthier way of life:

Tobacco cessation: Quitting is key. Research has shown that those who smoke or vape have an increased risk of contracting COVID-19. This is beyond the association between tobacco and chronic conditions such as heart disease, diabetes, and cancer.

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Stress Management: Employers can provide their employees with confidential help from board certified/certified health and wellness coaches. They offer expert guidance and motivation toward meeting goals set by the employee.

Weight management: Programs that teach nutrition combined with addressing the cognitive aspects of diet help employees gain a whole new understanding of their relationship with food. This is the basis for effective weight management that lasts.

Challenges and more: Employees can take charge of their own health easier when their employer offers a program of wellness challenges and encourages fitness through discounted products.

The COVID-19 vaccine: Doing your part

It's essential that employers endorse basic guidelines during the pandemic, such as wearing masks, maintaining safe distances, and conducting proper sanitation. But responsibility goes beyond these actions. Getting a large percentage of Americans vaccinated is essential and employers can help by encouraging their employees to participate. Consider surveying employees to understand how they feel about the vaccine. Perhaps create a messaging campaign to relay the goals and benefits. Also, investigate developing a company policy related to time off for vaccinations, or offering childcare.

As employers recognize the impact of health and their own influence on their employee population, promoting a healthy lifestyle becomes natural. For those who want to improve their businesses in this way, BeneFIT offers many programs as well as consultation with health educators who can help you decide the best route to take.

For more information about well-being services for employers, email erin.postel@lvhn.org, call (local) 484-862-3500 or (toll-free) 866-733-6158, or visit <https://www.populytics.com/benefit/>