



How Work Well contributes to the DH Responsibility Deal

The Public Health Responsibility Deal aims to tap into the potential for businesses and other influential organisations to make a significant contribution to improving public health by helping us to create this environment. It embodies the Government's ambition for a more collaborative approach to tackling the challenges caused by our lifestyle choices. In 2011, the Responsibility Deal was awarded a prestigious Civil Service Award for its innovative collaborative work.

Work Well provides a platform to become a Responsibility Deal partner. There are a number of areas that work towards the various pledges that are required of them; these have been outlined in the following pages.

To become a Responsibility Deal partner, an Organisation must sign up to all of the core commitments and supporting pledges, at least one collective pledge and register with the Department of Health. Partners will provide annual updates showing their progress in delivering their pledges.

You can register at: <https://responsibilitydeal.dh.gov.uk/>

Benefits to your Organisation

- Sign up is simple and costs nothing
- Certificate of partnership
- Strap line to use on corporate literature
- Your commitment demonstrates that you are a responsible company, enhancing your reputation amongst your customers, as well as existing and potential employees
- Fits well with Corporate Social Responsibility
- The networks offer partners peer support – sharing learning and encouraging companies to move together to take action collectively

Core Commitments

The core commitments define the scope, purpose and high-level ambitions of the Responsibility Deal. Partners sign up to support all of the core commitments. In doing so, they are confirming their support for the Deal’s ambitions and are committing to take action in support of them where they can.

Signatories to the Public Health Responsibility Deal will work in support of the following core commitments in relation to their customers and staff, where relevant.

How the Work Well Programme Contributes to the Core Commitments

DH Core Commitment	Work Well Programme
1) Recognise that we have a vital role to play in improving people’s health	Implementing the Work Well Health and Wellbeing Programme within your organisation is the first step in recognising that you as an employer / organisation / manager has a responsibility over your employees’ health and wellbeing.
2) Encourage and enable people to adopt a healthier diet	There are two themes within the programme that focus on Healthy Eating and Weight Management. The communications developed for some of the other themes also cover nutrition including: Live Well, Cope Well and Sleep Well. Healthy eating crosses over a number of different themes. Coordinators are also given other ideas (over and above the communications material) on how they can encourage and enable people to adopt a healthier diet, including a step-by-step guide to onsite catering, signposting people to useful websites and smartphone apps.
3) Foster a culture of responsible drinking, which will help people to drink within guidelines	The Stop Well Theme covers alcohol, smoking and substance abuse. Alcohol Awareness Week in November is also promoted as part of the programme, providing coordinators with ideas of activities to run during this week. Workplaces will also be encouraged to implement Alcohol Policies within their workplaces which will be promoted accordingly.
4) Encourage and assist people to become more physically active	Physical Activity forms part of the Move Well month and is combined with weight management. As with healthy eating, physical activity communication materials are also covered in Safe Well, Think Well, Sleep Well and Cope Well. National Health events relating to physical activity are also promoted including: Walk to Work Week, National Commute Smart Week, National Bike Week as well as national activity events.
5) Actively support our workforce to lead healthier lives.	The whole programme is designed to actively support employees to lead healthier lives. The benefit of implementing the Work Well programme is it covers all aspects of leading healthier lives, including physical health, mental health and general happiness and wellbeing.

Collective Pledges

Collective pledges covering alcohol, food, health at work and physical activity set out the specific actions that partners agree to take to support the Responsibility Deal. The alcohol and food pledges have a strong focus on actions that manufacturers, retailers, the out of home dining/catering sector and bars and pubs can deliver. The health at work and physical activity pledges are not sector specific and any organisation can sign up to these.

DEPARTMENT OF HEALTH RESPONSIBILITY DEAL

In order to become a Partner Organisation you have to sign up to at least one collective pledge and commit to delivering it. However it is good practice to work towards signing up to other pledges. Work Well will enable you to contribute to the three pledges outlined below.

How the Work Well Programme contributes to the Collective Pledges

Pledge Name	Collective Pledge Description	Work Well Programme
H3 Health & Wellbeing Report	We will include a section on the health and wellbeing of employees within annual reports and/or on our website. We will record our sickness absence rate and actively manage this as an organisation	The coordinator implementing the organisation's Work Well Programme is encouraged through the Programme's communications material (and supporting content) to engage with senior managers (in the organisation) to support and endorse the Programme at the highest level. It is the responsibility of these people to ensure that health and wellbeing is reported through the annual reports. Work Well provides the Organisation with a structured programme, rather than investing in sporadic health and wellbeing activities. The Programme also encourages the coordinator to measure and evaluate through either a staff survey or Health Risk Assessment. Using this data alongside sickness absence records, outcomes can be reported more easily and accurately.
P2 Physical Activity Guidelines	We will contribute to the communication and promotion of the Chief Medical Officers' revised physical activity guidelines	The Physical Activity Guidelines are promoted through the Move Well Month. The current UK guidelines are promoted within the Employee Factsheet, alongside the guidelines for children, young people and older people too. Other activities and content within this month will help to provide people with ideas of how to become more active and the benefits of activity. Coordinators will be given ideas of how and when to implement activities across the year linking back to increasing physical activity.
P4 Physical Activity in the Workplace	We will increase physical activity in the workplace, for example through modifying the environment, promoting workplace champions and removing barriers to participation during the working day	The Work Well Programme actively encourages organisations to recruit Wellbeing Champions to help implement and roll out activities, as well as encouraging and supporting colleagues across different offices. It will be their job to help promote any of the onsite activities or events organised by the coordinators. Coordinators are provided with a list of ideas and activities to implement through the year relating to physical activity, as well as supporting national health events, such as Walk to Work Week, Bike to Work etc. One of the Programme Extras is Wellbeing Champion Training, aiding those staff to become confident in understanding health promotion.