



# Health Challenge

## BridgendBusiness

January 2011

Hello and welcome to the third edition of our newsletter. As you may already know Health Challenge Bridgend Business (HCBB) offers support and advice to local businesses, in particular small and medium sized enterprises (SMEs). There are currently around 5000 such businesses in the Bridgend County Borough area.

Becoming a member of HCBB demonstrates a commitment to improving the health of your employees; it can also involve maximising the health benefits of your product or service.

## Helping you to develop a healthy work place



Would you like to join other local businesses and become a HCBB, receiving free support and discounts as a result?

Since our last newsletter we have now given 28 businesses SMEs the opportunity to become a Health Challenge Business partner.

### What will you gain?

As a HCBB you will be able to utilise all logos and receive early invites and discounts to associate events. In addition to this we provide you with quarterly newsletters and a HCBB improvement pack for free (this offer is limited to the first 80 businesses who apply).

In order to become a Health Challenge Business partner (and to use our logo for 12 months) an enterprise must:

- Operate within the Bridgend County Borough area;
- Comply with any statutory and regulatory requirements e.g. health and safety and industry codes of practice;
- Be committed to take steps to improve the health of its workforce;
- Pass on information to its workforce;
- Regularly access the Health Challenge Bridgend website: [www.healthchallengebridgend.gov.uk](http://www.healthchallengebridgend.gov.uk)
- Complete the attached questionnaire.

If you are interested, please register via the business page of the Health Challenge Bridgend website:

<http://www.bridgendhealthchallenge.org.uk/Business>

Many businesses are already making small changes to their workplace in an attempt to improve health, these include:



- Encouraging staff to commute by foot or bike to increase physical activity levels;
- Encouraging staff to go out for a walk at lunchtime, and always insisting that staff don't work on through lunch or stay at their workstations;
- Providing a safe and tidy environment to work in.

For further information, Health Challenge Bridgend (which involves partners from the NHS, local government and voluntary sector organisations) has a website full of interesting ideas on promoting healthy lifestyles: [www.healthchallengebridgend.org.uk](http://www.healthchallengebridgend.org.uk)

# Initiatives

## The small workplace health award - has your business thought about applying?

The small workplace health award is the national mark of quality for promoting health and well-being in the workplace, targeted at businesses and organisations employing fewer than 50 people. There are three levels of award (bronze, silver and gold); each level recognises the development stage achieved.

The award provides free support and advice specifically tailored towards small businesses, working with them to develop health and well-being initiatives that can be adopted in the workplace.

In Wales, on average, sickness absence costs employers £659 per employee each year. A focus on health and well-being can improve the engagement and motivation of employees resulting in increased effectiveness, productivity and competitiveness.

Being part of a programme like this can enthuse and motivate staff, as well as demonstrating benefits to the business as a whole. This specific award has been commended for having a

positive impact on team building and participants have commented on the benefits of working and living in a much healthier environment.

The small workplace health award is delivered by Public Health Wales. You can confirm your interest by e-mailing [healthyworkingwales@wales.gsi.gov.uk](mailto:healthyworkingwales@wales.gsi.gov.uk)



# Change4Life

Many of our readers will have recently seen the adverts on television for Change4Life, encouraging people to eat well, move well and therefore live longer. Focusing on diet and exercise this campaign started in England and has now been adopted by the Welsh Assembly Government as part of the Health Challenge Wales campaign.

The main focus of the campaign is to engage families and children. Individuals and organisations can register as partners to demonstrate their support. As part of our commitment we have links to the Change4life web pages on the Health Challenge Bridgend website and we are also in the process of developing a section focusing on healthy physical activity. For more information visit [www.bridgendhealthchallenge.org.uk](http://www.bridgendhealthchallenge.org.uk) or [www.wales.gov.uk/change4life](http://www.wales.gov.uk/change4life)



## Featured company

# Not Just Nuts

Offering more than just nuts, NotJustNuts is a Bridgend-based social enterprise that promotes healthy food and mental well-being; selling organic, fair-trade, locally sourced wholefood and ethical products.

NotJustNuts specialises in products that are linked to good mental well-being – including vitamin-rich dried fruit and nuts, chocolate, relaxing bath products and scented candles and their vision is to become the leading brand supporting health and mental well-being. For more information about NotJustNuts vision and aims, visit: [www.notjustnuts.co.uk](http://www.notjustnuts.co.uk)

## Promoting health:

By promoting mental well-being the company aims to challenge the stigma associated with mental ill-health. In support of this they provide employment opportunities for people who have experienced mental ill-health and all surplus profits go back to Gofal Cymru, one of the leading mental health charities in Wales.

The health benefits of consuming a healthy diet is a common theme in the media, highlighting the advantages that eating 'super foods' such as fruit, vegetables and nuts can have on our physical health. Research is also indicating that eating food groups such as nuts could have a positive impact upon an individual's mental health as it provides the brain with essential chemicals, necessary in keeping the brain healthy.

NotJustNuts employees are encouraged to purchase the locally sourced products, and are offered regular promotions. They are also on occasion treated to taster sessions, demonstrating the delicious dishes that can be made with their products. Their website contains a page entitled 'recipe corner' which offers healthy meal ideas for all the family.

**For further details and to take a look at some of the delicious recipes visit [www.notjustnuts.co.uk](http://www.notjustnuts.co.uk)**



# Workplace wellness



During July 2010 we held our launch event which was attended by 50 different organisations. Guest speaker Liggy Webb gave a practical presentation on the importance of health and wellness in the workplace.

Webb's recent book, 'How to work wonders, your guide to workplace wellness' offers suggestions on how to achieve this effectively, using relevant examples to evidence why a healthy workplace is important.

In today's society, wellness is becoming an increasingly topical issue. With terms like 'stress-related illness' becoming more common, organisations are always looking for ways to keep their workforce happy, healthy and productive.

Many organisations now recognise that this is an essential investment and contend that by 2012 some form of wellness programme will become mandatory in larger organisations.

Workplace wellness is about the responsible actions that organisations take in ensuring that their employees have the best possible chance to live healthy and balanced lifestyles. By cultivating a healthy physical and mental working environment, employers can positively affect staff morale, absenteeism and performance; encouraging a culture of people engagement.

In times of uncertainty, ensuring that people are happy and healthy will pay huge dividends when it comes to maximising productivity. In the past year alone, the government has championed wellness at work. The realisation that health has a direct correlation with happiness and reduced levels of absenteeism is resulting in a record number of organisations offering wellness schemes to employees.

The details of Liggy Webb's book are:

**How to work wonders: Your Guide to Workplace Wellness**

Liggy Webb  
Grosvenor Publishing  
ISBN 978-1-906645-91-5

Worksite wellness programmes are now an integral part of corporate America, so much so that the Wellness Council of America has introduced a system of awards to recognise them. Financial returns for effective sustainable programs have been reported to be up to £5 for every £1 invested.

## Health, social care and well-being



Bridgend County Borough Council and Abertawe Bro Morgannwg University Health Board are working closely with partners to produce the Health, Social Care and Wellbeing Strategy for 2011-14. They are also in consultation with other groups and the public in order to ensure a current and relevant document is available which caters for the people and communities of Bridgend County Borough.

The main purpose of the strategy is to achieve the shared goal of improving people's lives by improving their health, social care and well-being. The draft strategy is now available for comment and any feedback would be greatly valued.

The draft strategy can be viewed online by visiting [www.bridgendhealthchallenge.org.uk/Strategy](http://www.bridgendhealthchallenge.org.uk/Strategy). Instructions for providing feedback are detailed within the webpages.