



Building a
#CultureofCare



Building a #CultureofCare

...beyond the Duty of Care

A communications campaign for
International SOS
Foundation



TEAM INDIA



Iknoor Kaur
Neha Chandra





Need



Globally, **2.7% of deaths** are work-related.

4-6% GDP

Compromised health and safety of employees before 2019 led to an **economic loss of 4-6% of GDP** for most countries.

Health and safety reasons cited for

2/3rd

employee separations in developing countries

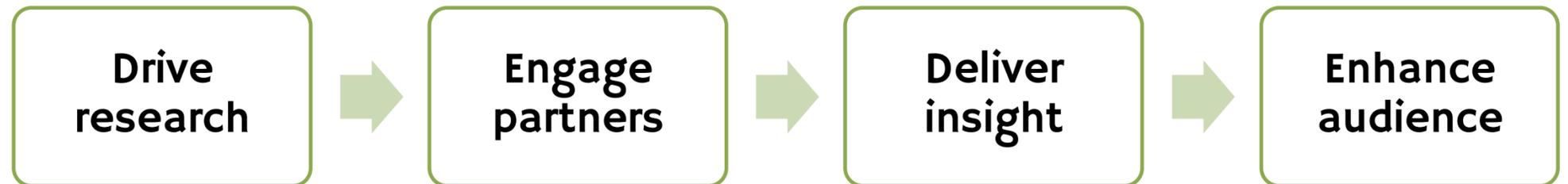


Insight

- Health and safety of workers is **not only** an employee welfare issue.
- It costs the economy dearly, accounts for deaths, attrition and massive loss of productivity.



Objective



Communications construct

EDUCATE

- Establishing value and purpose

ENGAGE

- Event and Training Participation

PARTNER

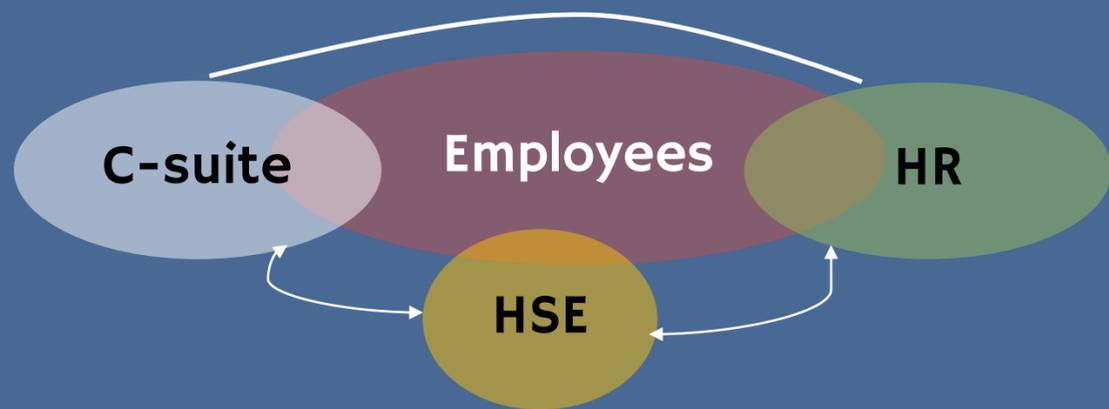
- Engagement to partnership conversion

EMPOWER

- Using research and data effectively to empower our target audience



Target Audience



The interconnected drivers of our target audience establish our campaign

Mid senior and senior level across organizations

Small

Mid-size

Large

Giant

HR

Responsible for looking after the holistic welfare of their people beyond work



DRIVERS

- Employee welfare vis-à-vis work productivity
- Managing attrition rates
- Adhering to the legal obligations of Duty of Care
- Employer branding

HSE

Monitoring risk at work through deeper study and understanding



DRIVERS

- Identifying potential risk
- Evaluating possible measures
- Ensuring there's a mechanism in place to mitigate risk
- Employee health and safety at all times

C-suite

Leaders are the torchbearers of change. It is a trickle-down effect



DRIVERS

- Bringing down attrition rate
- Empowering employees to enhance productivity and deliver company strategies
- Build ownership among employees

Building a #CultureofCare

...so that you can work for them before they work for you



- > It is beyond just being a duty.
- > It is driven by purpose and trust.
- > It is a culture.

COVID-19 highlighted the need for employee health and safety through:

- Increased attrition
- Increased mental health complaints
- Productivity loss
- Economic impact

Why do we need a pandemic to tell us that employee welfare matters?

Culture of Care is not only a concept, but the key to fulfil the Duty of Care

- Identify the nature of the problem
- Work from ground up
- Establish value and purpose
- Demonstrate expertise
- Build trust



Moving past policies and initiatives...

THIS IS BIGGER!

This is about creating a safe space for your workers!

A space where they know **YOU CARE.**

We have an opportunity to review, redefine & restart

The Big Idea

World Health & Safety Symposium
Together let's build a #CultureofCare

Annual Symposium

A day long symposium with global key opinion leaders, changemakers and stakeholders of employee health & safety

Live Campaign

Conversations that involve our target audience and the audience they want to target. On track with every evolving situation.

- 1 Create a structured white paper that lays down practical and realistic policies based on mutual decisions by employee communities across the globe.
- 2 A year long live campaign which will start on World Day for Safety and Health at Work on 28 April 2022 with the Symposium
- 3 Creating a platform to educate and engage

A community building exercise that translates into a culture building model



Online

- Zoom meetings and breakout rooms
- Conversations on LinkedIn, Reddit and Twitter
- Live engagement on Instagram
- Mobile app (to sustain the campaign effectively)



Offline

- Events, seminars and focus groups

Sub-campaign

If it's for them, why not with them?
Check in before they clock in



Employee panel



Data presentations



Government involvement



Proof of concept by early adaptors



Grievance & redressal group discussions



Industry players aka target audience seminars

Disrupting the traditional idea of employee welfare through conversation

The Big Idea



ONE DAY

World Health and Safety Symposium



ONE YEAR

Live Campaign



ONE APP

Keeping the momentum and sustaining the campaign

Campaign will bring all stakeholders together to discuss the issues impacting health and safety of workers.

The first white paper would be rolled out in June 2023 capturing insights from the live campaign and serve as a guide to building a #CultureofCare

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Building a
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Educate & Engage in order to Partner & Empower

NCDs Care is a crucial element of workplace wellness	Mental Health is also Health. Creating a safe space at work	Embracing the hybrid work culture in its entirety	Impact of migraine on productivity: leading cause of absenteeism	Travel for work: employee's safety post pandemic
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STAGES

- 1 Creating/Identifying communities + research phase with the partners
- 2 Announcing the live campaign (partner & B2B outreach + social media amplification)
- 3 Using the symposium to activate conversations on select platforms
- 4 On ground engagement (focus groups, research and events with partners)
- 5 Creating a global advisory with regional segments + creating a policy paper
- 6 Evaluation and release of white paper

Strategy

Conversations through platforms

Social media activation to build surround sound & community

B2B media engagement

Mobile First Approach

Digital | Mobile | Accessible

The entire campaign would focus on providing the target group all the information on their fingertips



HR Toolkit

- Latest risk management strategies
- Research papers
- Feedback-oriented research as opposed to research in silos



Roundtable discussions

- Exchange of ideas between key opinion leaders, stakeholders and employee communities



Mobile application

- Long term investment
- Resources
- Chat bot
- Expert corner
- Discussion forum
- Suggestion corner

Partners

Early adapters: Organizations that have set a benchmark in employee welfare and can provide proof of concept

Research: ILO, McKinsey, SHRM, GPTW, Deloitte, Gartner

Credibility: GPTW and SHRM

Support: Workplace Options, PATHw, ICOH, ICHLC, Global Road Safety Partnership, NCD Alliance

Media engagement

B2B digital magazines like Forbes, Fortune, HBR, Quartz

Press notes / Industry stories / Spokesperson quotes / TV interviews / Podcasts (in house and external: interview employee community)

Social media

A separate SM profile for the foundation to garner visibility, showcase work and present ownership



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The communication idea and strategy will be executed via two models

1 **Value Expertise Trust**

VET Model

A qualitative approach

- Create value and need
- Establish expertise to guide you through it
- Build trust among your employees

Model	HR	HSE	C Suite
Value	<ul style="list-style-type: none"> • Transparency • Quality Care • Access 	Knowledge sharing, collaboration, partnership	<ul style="list-style-type: none"> • Value based inputs • Torchbearers • Collaboration
Expertise	<ul style="list-style-type: none"> • Knowledge • Collaboration • Technology 	<ul style="list-style-type: none"> - Research enabled - Tech enabled 	Therapy leadership
Trust	<ul style="list-style-type: none"> • Tradition • Safety • Confidence • Value • Expertise 	<ul style="list-style-type: none"> • Science, discovery and innovation • Collaboration & Partnership • Shared values to drive meaningful outcomes 	<ul style="list-style-type: none"> • Value based models • Leadership • Clarity in vision and mission

2 **Risk Scale: PISA Model**

A measure meter for PISA model depending on rate of risk



Situation	Probability	Impact	Action
Accidents during travel	Green	Risk to life	Immediate aid to employee and follow up
Panic attack	Red	Low productivity and delay in result delivery	Employee support through counselling
Death in the family	Yellow	Low productivity and delay in result delivery	Leaves and smooth handover of work
NCD	Yellow	Risk to life and mental wellbeing	Checking in and medical support
Harassment	Red	Lack of trust and fear and employee exodus; could impact company reputation	Talk through counselling, immediate action through harassment redressal committee

Impact



Training registrations:
in person & virtual



Webinar registrations
vis-à-vis attendees



Digital way: app
downloads, Marketing:
email, mobile, LinkedIn,
Twitter; Google ads
(depending on budget)



Analyzing social media
metrics + high
amplification through
influencer/KOL activity



Increased funding, high level of involvement in
decision making, high rate of acceptability of the
model, number of partners onboarded/engaged



Word of mouth, organic
media stories, quotes, tv
interviews, op-eds



Webinar
registration



Engagement
(social media)



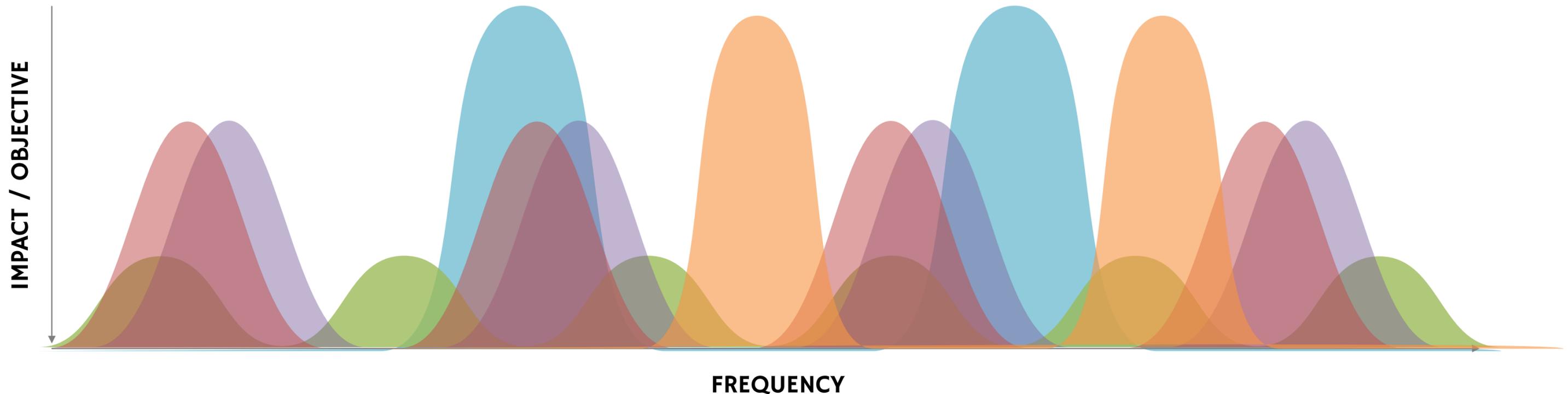
Training
registration



Message reach
(PR)



Increased
partner interest



Timeline

PHASE I



Media surround sound around live campaign and symposium



Activate SM and traditional media



Big IDEA roll out and execution



App development initiation



Hold interviews and discussions



Identify employee communities

PHASE II



App launch



Rollout collaterals



Research and data dissemination



Sustaining the #CultureofCare campaign through content marketing

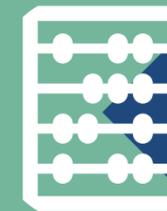


Partner outreach management

PHASE III



Impact measurement



Finalise collaterals



Keeping up the momentum



Evaluating campaign



Reworking strategies basis metric assessment and impact

