

# Supporting Employee Wellbeing & Resilience Through Better Nutrition

LIVE WEBINAR | March 16, 2022

 freshlybusiness



# Your Panelists

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# Today's Panel Discussion

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## Supporting Employee Wellbeing & Resilience Through Better Nutrition

Over the past two years, the pandemic has led to an increase in working hours, multitasking, and stress, as a result, the health and wellbeing of many employees, and their families, have taken a backseat. Everyday necessities like eating well and routine health check ups have been difficult to prioritize - it's estimated that poor health costs US employers \$530B and 1.4B work days of illness-related lost productivity.

Whether your employees are working from home, in a hybrid work environment or returning to onsite work soon, helping them access proper nutrition in a simple and convenient manner is a win-win for employers looking to improve both employee health and business outcomes.

In this webinar, you'll learn:

- Strategies to establish, or revamp, to meet holistic employee wellbeing needs
- How companies are supporting their employees from a nutrition, wellness and work/life balance perspective
- The important role of a health-driven work culture
- Actionable steps employers can make towards promoting better nutritional habits for their employees at work or working remotely.



# The State of Nutrition

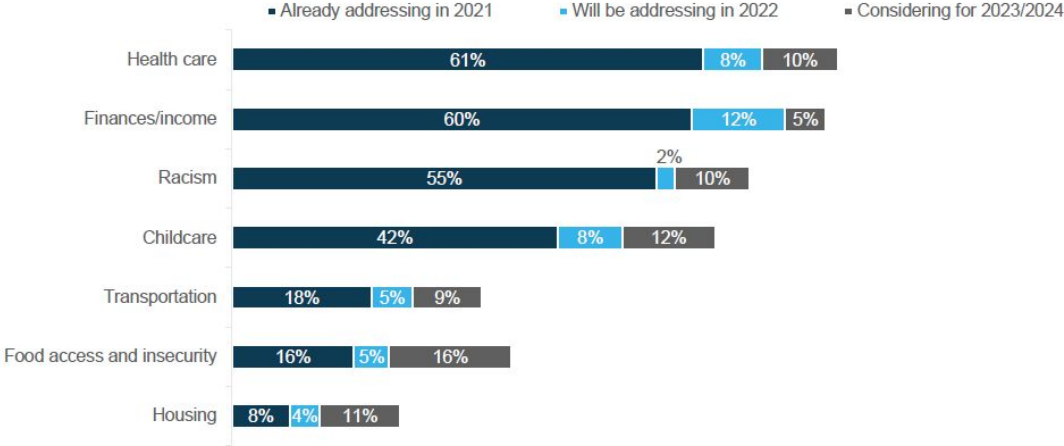
- **Food Access & Insecurity**
  - Social Determinants of Health
  - Health Equity/Equality
  
- **Diet-Related Disease - a major public health concern**
  - Diabetes
  - Obesity
  - Heart Disease

## Social Determinants of Health Focus Areas, 2021



Large employers have implemented a number of programs and benefits to help address social determinants of health.

N=132



Q: Which of the following social determinants of health is your company addressing as part of its overall health and well-being strategy?

Food access is under a watchful eye from many employers; while only **16%** of employers are actively focused on this area, an additional **21%** are planning to direct their attention here in the future, making it the largest area of potential growth of any SDOH.

# Poll Question #1

# The Effects of COVID-19

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- **How COVID Changed How We Eat (and not for the better)**
- **Impact of COVID-Related Behavior Changes on Health**

A study conducted by the Centers for Disease Control and Prevention using a survey of nearly 4,000 U.S. adults conducted in **June 2020** found that many Americans increased their consumption of unhealthy snacks, desserts and sugary drinks during the COVID-19 pandemic.

A review published at the **end of 2021** found a shift towards modified eating behaviors, characterized by an increased snack frequency and a preference for sweets and ultra-processed food rather than fruits, vegetables, and fresh food. Consequently, adherence to healthy diets decreased.

# Nutrition and Workplace Wellbeing

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## How Nutrition Plays a Role In:

**Stress Management**

**Sleep & Energy**

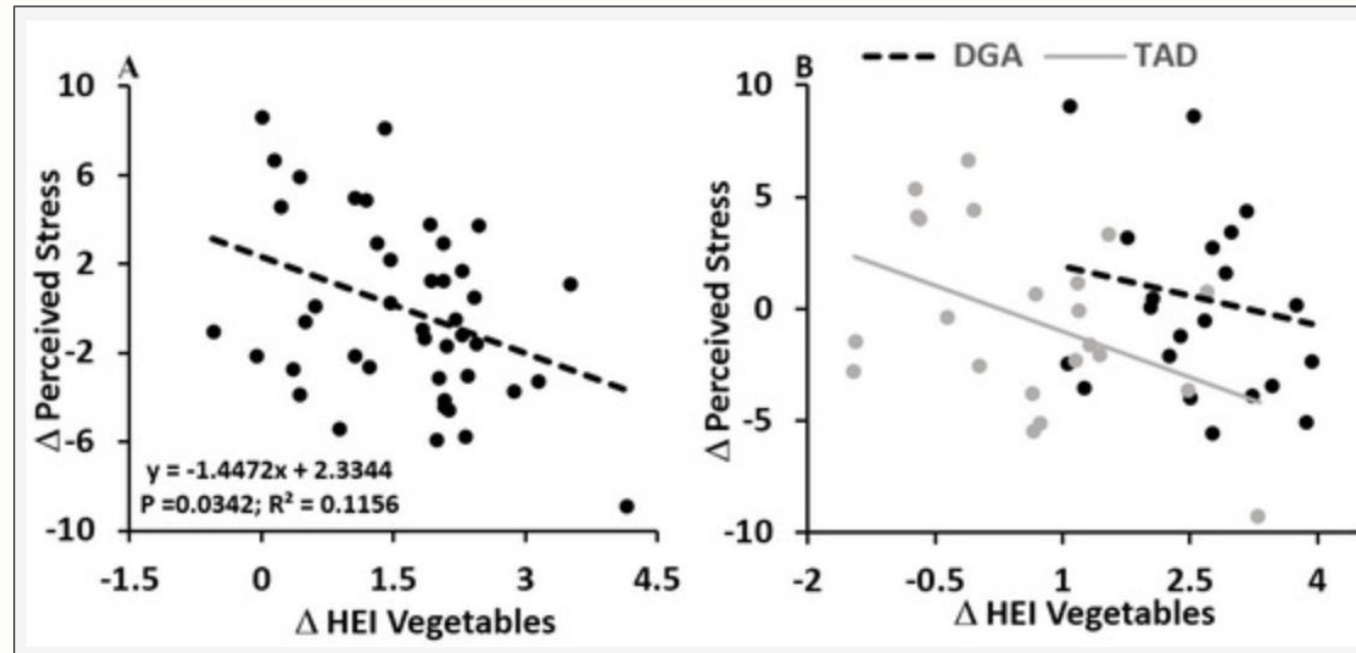
**Immunity**

**Energy/Productivity**

**Nutrition Insecurity/Access**

# Nutrition and Workplace Wellbeing

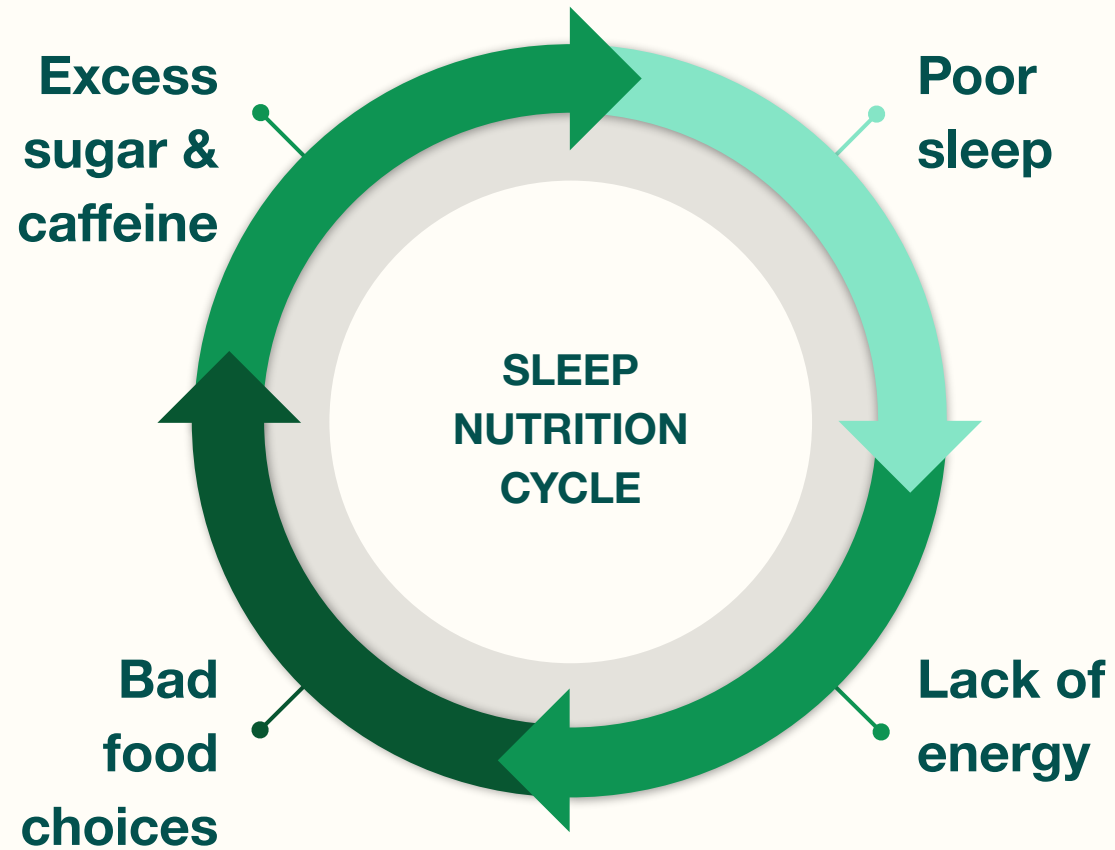
## Stress Management





# Nutrition and Workplace Wellbeing

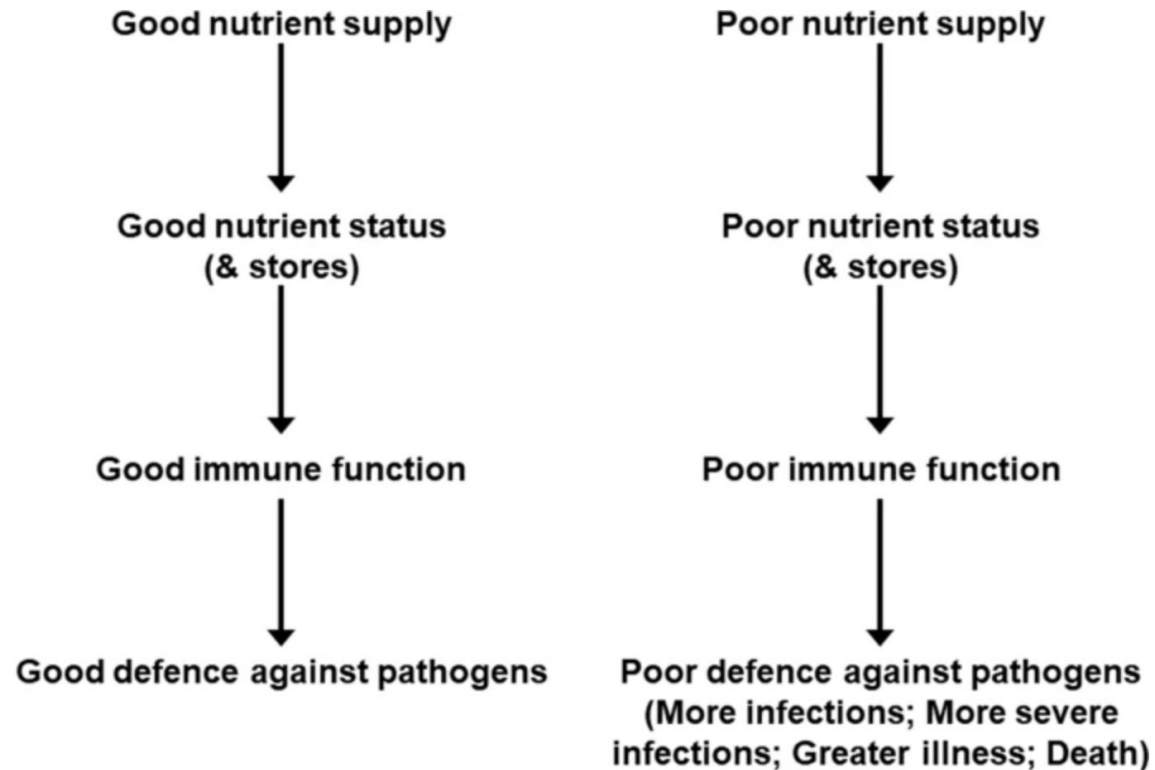
## Sleep



# Nutrition and Workplace Wellbeing

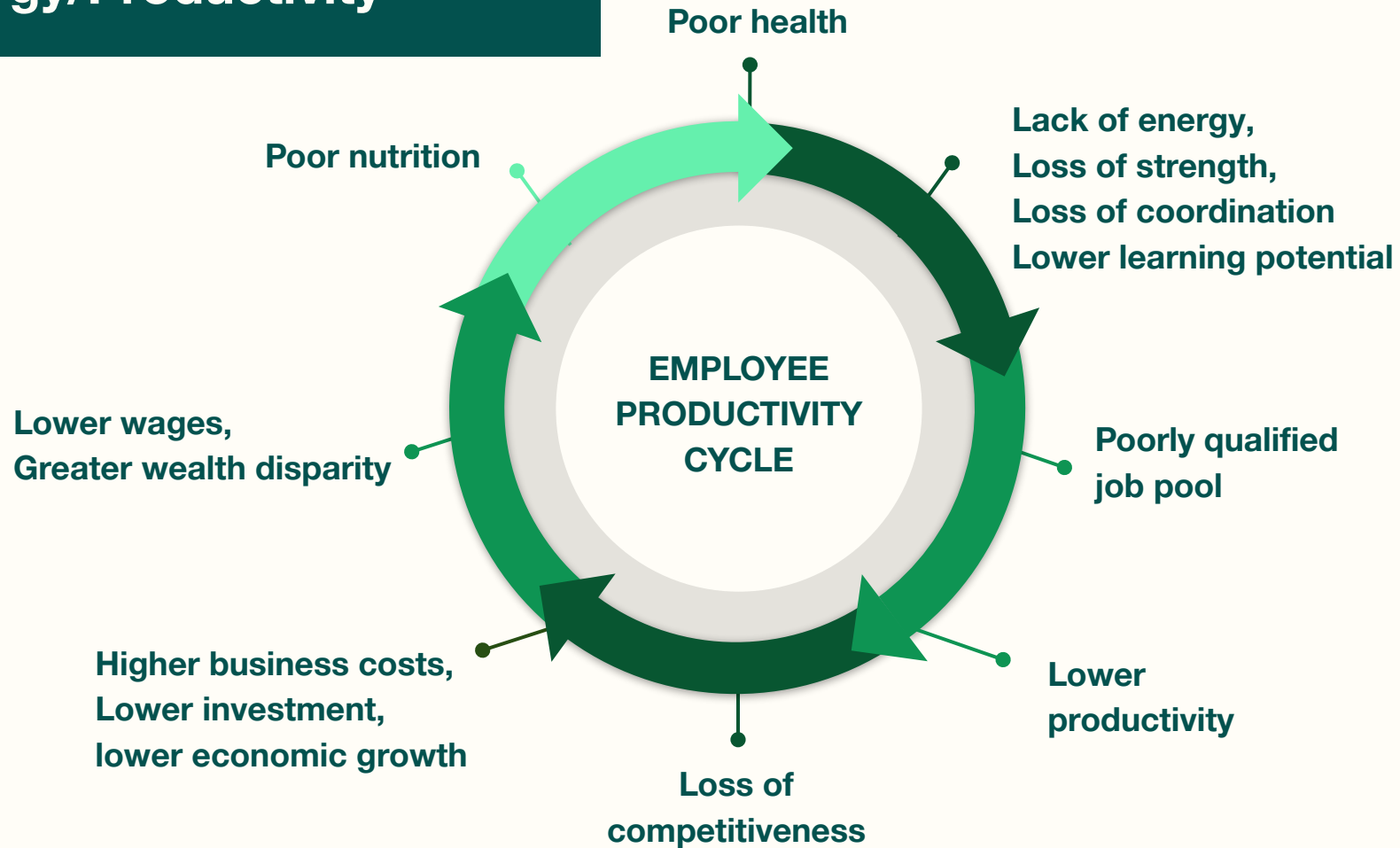
## Immunity

Fig. 4



# Nutrition and Workplace Wellbeing

## Energy/Productivity

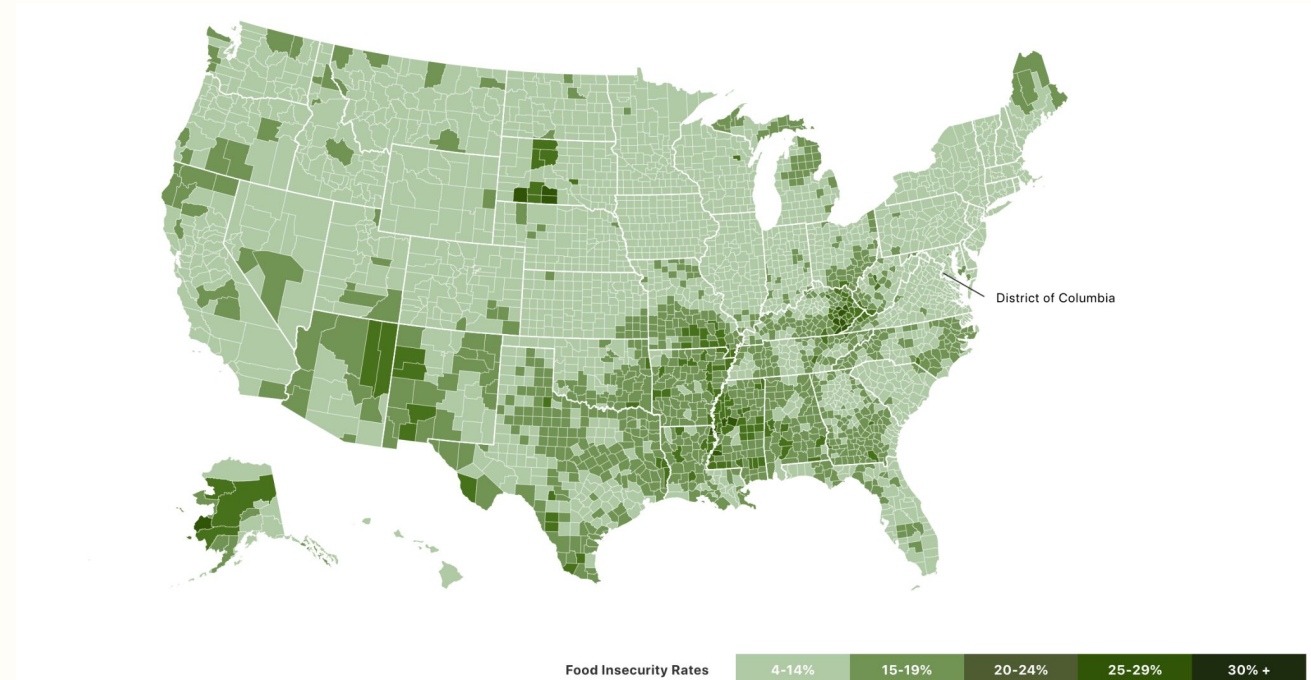


# Nutrition and Workplace Wellbeing

## Nutrition Insecurity/Access

The U.S. Department of Agriculture (USDA) defines food insecurity as a lack of consistent access to enough food for an active, healthy life.

In 2020, an estimated 1 in 8 Americans were food insecure, equating to over 38 million Americans, including almost 12 million children.<sup>[1]</sup>



# Nutrition and Workplace Wellbeing

## Nutrition Insecurity/Access

Food insecurity and poor access to healthy foods limit people's ability to have a balanced diet and places children and adults at higher risk of obesity, diabetes and other diet-related health conditions, anxiety and depression, and reduced academic achievement.

**FOOD INSECURITY** = Inadequate access to food because of financial constraints

### Health impacts of food insecurity



Inadequate intake of nutrients



Increase risk for various chronic diseases



Increased risk for negative pregnancy outcomes



Long-term deficits in children's socio-emotional, cognitive and motor functioning



Increase risk for negative mental health impacts (including depression, suicide, substance misuse, etc)



Total healthcare costs increase steadily with increased severity of household food insecurity

# Nutrition and Workplace Wellbeing

## Nutrition Insecurity/Access

When it comes to food insecurity, there are also challenges and gaps within the workplace. Some work functions have limited access to healthy nutrition during their work shifts. Too often, food at work is seen as an afterthought or a hindrance by employers and is often a "missed opportunity" to increase productivity and morale.



Warehouse



Retail



Manufacturing



Nurses & Doctors



Hospitality



Trucking



# Poll Question #2

# Nutrition and Workplace Wellbeing

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## Real Life Examples of Nutrition at Work

### Onsite

#### Transportation

Providing nutritious meal access to warehouse/dock workers and truck drivers as they typically do not have convenient access to healthy food choices.

#### Hospitality

Providing healthy meals to employees in an ongoing manner due to labor shortages and increased costs of supplying meals at each location.

#### Corporations

Providing grab 'n go healthy meals for employees both during their busy workday and on their way home - helping prevent the need of stopping for fast food.

### At Home

#### Maternity

Providing meals to employees that are pregnant pre & post-delivery to support their nourishment during these exciting and stressful times - an area to support and retain employees.

#### Healthcare

Subsidizing meals for healthcare workers as an added benefit helping them eat more nourished meals while also supporting their family.

#### Education

Subsidized meals sent to Foster Kids to ensure that they are receiving healthy nourishment on a daily basis.

# freshly business

Freshly began with a simple seed: To make eating better effortless, in a world where convenience equaled compromise. Freshly for Business is a continuation of that vision—a dedicated arm of Freshly that's tailored to holistic wellness & nourishment, at scale. Our affordable healthy meal delivery service has flexibility at its foundation, with personalized discount, subsidy, and end-to-end subscription solutions for all your needs—onsite, at home, anytime, anywhere—all powered by the leading fresh-prepared meal delivery service in the US.

## At Home Delivery Solutions

### Meal Subsidy

For organizations that want to develop a meal subsidy program for their employees where meals are shipped to their homes - this can be managed by the employee or by the organization on their behalf.

### Discount Offer

For organizations that want to provide Freshly at a special discount rate to their employees via a unique co-branded landing page.

## Onsite Delivery Solutions

### Freshly Smart Fridge

For organizations that want to offer Freshly meals via grab 'n go onsite from our smart vending machine. This offer can be fully (or) partially subsidized by your organization.

