

Produced by:



Together with:



**Kate Platts,**  
Group Director of  
Research &  
Innovation, **Westfield  
Health Group**



**Susan Gee,** Group  
Occupational  
Health & Wellbeing  
Manager,  
**Yorkshire Water**



**Sabrina Robinson,**  
Wellbeing Lead -  
People &  
Organisation  
Development,  
**Essex County  
Council**



**Adeife Onwuzulike,**  
Global Director:  
Culture, Engagement  
and Inclusion (APAC,  
EMEA & Americas),  
**Euromonitor  
International**

## FREE INTERACTIVE WEBINAR

What do your employees truly want? Designing evidence-based workplace wellbeing programmes



Wednesday 15th October, 10.00am -11.00am

# A strategy for evidence-based wellbeing

Kate Platts, Group Director of Research & Innovation, Westfield Health

Is your investment *accountable*?  
To your people?  
To your organisation?



**Cost centre:**  
Generic programmes.



**Strategic asset:**  
Targeted interventions  
that drive measurable  
**impact and ROI.**

# Being evidence-based in practice

Four critical checkpoints to clear:

1. Internal data (your specific needs)
2. External evidence (what works)
3. Supplier expertise (professional standards)
4. Programme evaluation (impact)



Key message: A generic fit is an expensive gamble.



# Internal evidence

Use your existing data:

- absence rates (by team/reason)
- turnover (by tenure/department)
- EAP utilisation (by underlying cause)
- OH referral data

**Employee Needs Analysis:** use quantitative and qualitative approaches to data collection, e.g., focus groups, interviews and surveys, to find out what matters most for employee experience and wellbeing.



Key message: Data reveals the root cause of problems, e.g., poor management, not low resilience.



# Evidence-based programming – to build or to buy?

You may choose to...

**Develop** a wellbeing intervention, programme or policy in-house

OR

Identify and **purchase** an existing wellbeing programme from a marketplace supplier

In both cases the supporting **evidence** is key.



If you are developing a wellbeing programme in-house:

1. Try it on a small scale
2. See how people respond (gather data)
3. Make improvements before scaling

# Show me the research! Scientific evidence

- **Due diligence:** look for independent, peer-reviewed studies about what works and for who.
- **Credibility of sources:** proprietary white papers are marketing, not science.
- **Context matters:** does the evidence apply to my industry, my demographics, and my culture?



Credible sources, e.g.:

[CIPD](#)

[WWCW](#)

[Wellbeing Research Centre](#)

[ACAS](#)

[RAND](#)

# Evidence of professional service



## Effectiveness:

Can the supplier provide evidence that their products and services are effective? Is the evidence credible?



## Validation:

Do practitioners hold appropriate accreditations? Are they held to professional codes of conduct?



## Standards:

E.g., Does the programme align with Health and Safety Executive (HSE) or ISO standards?



Be an intelligent consumer

Demand data, methodology, and evidence of impact

Ask for credentials if buying specialist services

# Impact : evidence of positive change

**Ask:** What difference did the programme make?

- Measure outcomes (e.g. stress, engagement, retention)
- Gather feedback and stories
- Understand how and why the programme works, and if people like it (if not, they won't engage in future)

## Outcomes over gut feelings

Did the intervention deliver a change in:

- absenteeism? retention? productivity? stress levels?
- If the needle doesn't move, the solution fails the evidence test...



**Key message:** employee experience matters, so measure what matters to employees



## The formula for measurable impact and ROI:



Own the strategy and become an evidence-based champion

As a wellbeing lead, you are a **Strategic Contributor**, not a cost centre

Commit to basing your decisions on verifiable data, and delivering evidence-based programmes with IMPACT