



Wellbeing and self-care

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Living our purpose means providing for the wellbeing of our employees. We want people to thrive, at work and at home.

Introduction

The definition of health has evolved in recent years into the more holistic definition of wellbeing. It's no longer understood as just the absence of illness, but instead about living fitter and more fulfilled lives, to be able to do what you love doing for longer. These aspirations are written into our purpose – to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world – and are the foundations of our business. Our products make a real contribution, from the germkill benefits of Dettol and Lysol, to Enfamil infant nutrition and Durex sexual wellbeing.

Inside RB, we want our employees to thrive at work and at home. We've been developing our global wellbeing approach, liveyourbest; expanding our suite of wellbeing policies; and enhancing our office facilities with multi-faith prayer rooms and subsidised canteens offering healthy meals.

Outside RB, our global R&D group partners with suppliers, academia and research organisations to develop technologies to better enable self-care. We also work with policymakers and regulators to frame self-care as an important pillar of our sustainable healthcare systems. Self-care is about people taking an active role in managing their own health in partnership with healthcare professionals. Promoting the importance of self-care requires all stakeholders to work together to make it a reality – healthcare professionals, governments, NGOs, caregivers, paramedics, the wide-ranging private health sector and others.

Through our brands we can enable better access to health, hygiene and nutrition products and services, and encourage people to take steps to sustain and improve their own health and wellbeing.

WELLBEING AND SELF-CARE IS AT THE HEART OF OUR PURPOSE – THROUGH OUR PRODUCTS AND OUR CONNECTIONS WITH CONSUMERS WE CAN PROTECT, HEAL AND NURTURE FOR A CLEANER AND HEALTHIER WORLD.

Promoting consumers' wellbeing and self-care

We aim to improve people's wellbeing around the world through our products, from medicines and supplements to encouraging hand washing and other hygiene practices. The acquisition of Mead Johnson Nutrition in 2017 brought infant formula into our portfolio and increased our impact on wellbeing through nutrition from the earliest age.

As we enter the 2020s, the world's population is growing and ageing, and our healthcare systems are under pressure like never before. On the one hand, health literacy is poor in many places and yet, in other places, people are more educated than ever and want an active role in managing their health. In emerging economies, from Brazil to China, governments still struggle to provide universal healthcare – hospitals and other healthcare facilities are overstretched.

In Organisation for Economic Co-operation and Development (OECD) countries, health spending already accounts for 15% of all government expenditure. Doctors can spend a large amount of their time consulting on minor ailments, taking time and resources away from more serious cases. At RB, we see ourselves playing a vital role in the private-sector arm of the world's public health systems, offering accessible products that can help alleviate, eradicate or avoid ailments completely – whether that's through pain relief, supplements or antibacterial products. It's also through information to improve consumer awareness or partnerships with important social initiatives that contribute to preventing common and widespread health problems.

We have many examples of this across our brands: our Harpic brand partnership to establish better access to toilets and promote hygiene; Durex's work to build awareness of and reduce sexually transmitted diseases and promote sexual wellbeing; and Dettol and Lysol's work to promote hygiene to prevent illnesses caused by harmful bacteria and viruses. Working with partners around the world, we develop programmes that deliver real social impact for people and their communities. For more information see our [Partnering for social impact insight](#).



CASE STUDY

BETTER BRAINS FOR BABIES

Our scientists are devoted to studying the nutritional composition of human milk. Our comprehensive studies and those of others helped us to understand the importance of docosahexaenoic acid (DHA), one of the nutrients present in human milk. Although DHA is not an essential nutrient – our bodies can manufacture it from a fatty acid – the conversion rate for infants is much lower than in children and adults. We also know that the most rapid period of brain growth and development is during the first years of life. Extensive clinical trials have shown that increased dietary DHA during this developmental period can result in improvements in brain and eye development and function. We now supplement the majority of our infant formula products with DHA.

Investing in R&D and education

We have been investing in new facilities to develop solutions that will address tomorrow's challenges. This year we opened our new £105 million Science and Innovation Centre in Hull, UK combining a state-of-the-art R&D centre with the talent to deliver the latest innovations in consumer health. In addition, we are investing in research and development to identify and apply new scientific insights that serve consumer healthcare needs spanning health, nutrition and hygiene. Our approach keeps the focus on the long term, advancing science in therapeutic areas, building a body of knowledge to provide solutions for today as well as critical new insights towards the solutions of tomorrow.



RB's new Science and Innovation Centre in Hull, UK

Facilities and innovation are key drivers at one end of the consumer health spectrum; at the other, improving access and uptake of self-care on the ground is fundamental to helping health services. We live in an age of democratisation of information. We have access to more knowledge than ever but as individuals we lack the expertise to make well-informed decisions based on that data. Without education to raise the bar, democratisation of information can be a hindrance to healthcare. Beyond our products, we have a responsibility to help our consumers, through behaviour change programmes to combat issues such as malnutrition and the spread of disease. For example, our hand washing campaign is now part of the school curriculum in nine Indian states – soon to be 14 – and is central to our new mother and baby outreach programme. In Pakistan, we have a programme aimed at preventing infant deaths from diarrhoea. This has reached 2.4 million children a year and more than 600,000 rural households since it launched in 2017.

Over the past five years, our health and hygiene messaging has reached more than 956 million people. The goal is to reach one billion by 2025.

CASE STUDY

AN END TO MOSQUITO-BORNE DISEASE IN BRAZIL

Last autumn, we became a Business Avenger in support of the United Nations Sustainable Development Goals (SDGs), joining a business coalition to highlight the role of corporates in achieving the SDGs by 2030. Under SDG 3 'Good Health and Wellbeing' we challenged ourselves to free Brazil from mosquito-borne diseases through our insect-prevention system brand SBP. We have a three-tiered strategy for achieving our challenge. First, we partnered with the London School of Hygiene & Tropical Medicine and The British Red Cross, enlisting volunteers to clear breeding grounds and dispensing SBP products. Next, we focused on education. One of our most successful projects – a play for children – was made into a cartoon and is still being broadcast on TV. And third, we focused on solutions: one example is SBP Alertas, a website that tracks Brazilian rain forecasts and highlights local mosquito infestations.

Influencing policy

Studies show that when people are taught how to lead healthier lives, prevent or treat common ailments, or manage chronic conditions, their confidence improves. Studies also show they're more likely to stick to their treatment. Health outcomes improve and the burden on health services falls. That's why we believe self-care should be a key pillar of sustainable healthcare systems and why health and hygiene companies like RB should be seen as natural partners for initiatives to promote healthier lives. After all, we know how to reach millions of people to raise awareness and influence behavioural change.

Wellbeing and self-care continued



Three years ago, we commissioned our first report on consumer health written by The Economist Intelligence Unit. It focused on how non-prescription, or over-the-counter (OTC), medicines could play a more significant role in helping patients manage their wellbeing. It also discussed the challenges political and cultural differences make in attempts to create consistent regulation, something we think is essential for accessibility.

For example, in different parts of Europe, the same medicine will be classified as either prescription-only or OTC, depending on local norms. One major barrier to regulatory consistency that was identified was the lack of harmonised regulations for over-the-counter medicines compared with those for prescription medicines. This makes widespread accessibility of OTC medicines much more difficult to achieve.

In October 2019, we sponsored a second report focusing on policy approaches to self-care. It became clear to us after the first report that until public health policy acknowledges self-care as a critical pillar of sustainable healthcare systems, it will be difficult to achieve harmonised and proportionate regulatory controls. The report evaluates the social and economic role of self-care and how this can complement existing public and private sector programmes. We hope the report will help policymakers move towards formally including self-care as a critical element of healthcare frameworks at national and international levels. We'll support this policy-level discussion alongside our ongoing work with consumers.

Looking ahead – focus for 2020 and beyond

We will continue our efforts to help drive evidence-based solutions to realise our purpose of protecting, healing and nurturing people in their daily lives. Our approach will enable greater accessibility to our products and information on good health, hygiene and nutrition.

In terms of innovation, we will look to build scale across our regions so we can confront problems on a global basis and create access to education and products. We will do this by investing in our research and development, identifying new opportunities through science, partnering with others to innovate, and by exploring different commercial channels and regulatory pathways. On the surface, it's easy to think that we face different wellbeing challenges in various parts of the world but, in reality, we have many of the same issues such as allergies, access to nutrition, ageing, hygiene and sexual health. Through our research and development, we will bring new scientific advances to tackle global challenges and enable self-care.



Wellbeing and self-care continued



Promoting our employees' wellbeing

We want our employees to have the freedom to succeed by enabling them to be at their best more of the time. We want our people to be proud to work for RB, to feel inspired, valued and nurtured so that they feel able to reach their potential.

liveyourbest

A focus on good mental health and wellness is important for everybody. It's an increasing issue in everyday life, at home and at work. Since 2016 we have used our liveyourbest employee wellbeing programme to champion these issues and support our teams around the world. The programme began as a campaign in 2016 and was so successful at raising awareness of holistic wellbeing and encouraging self-care that, this year, we developed it into a comprehensive strategy based around four categories: physical, emotional, financial and community.

Within this global framework, we run a number of activities across the business. For example on physical wellbeing, we partner with world-leading health and wellbeing experts to run a series of liveyourbest seminars focused on managing your energy, nutrition, sleep and exercise. At a local level, offices have the freedom to run initiatives that are most relevant for their people and working environment.

This year in the UK, we trained over 60 mental health first aiders to support people struggling with mental health issues. We've also been looking at how improving our facilities can promote wellbeing, providing subsidised canteens with healthy food options across all of our sites. Our UK-based health division ran a wellbeing day designed to build awareness of healthy living practices amongst our teams through balanced diet, regular exercise and mental health support. As part of this, we launched our first multifaith and meditation room.

Our policies support our people and their wellbeing, with flexible working hours, flexible working locations including working from home, support for childcare and newly strengthened maternity and paternity provisions. More details can be found in the [Our people insight](#).

We still have more to do to make wellbeing a priority for all our people. We've collected feedback from our participants across all our regions. We have found that topics such as resilience, mindfulness, sleep, nutrition and stress management are most popular. While we have introduced support for these in the liveyourbest activity around mental wellbeing, we know that this is something we need to continue to address and are committed to do so. See more on behaviour in our [Business conduct insight](#).

Finally, to make a meaningful difference to employees' health and wellbeing, we need to be able to measure it. It's not easy, but it's one of our goals this year; to identify and track new impact metrics.

Listening to our stakeholders

Reporting effectively across our many issues and providing regular dates on our programmes and activities is always a work in progress. So we appreciate your feedback – what should we keep doing, and where can we do better?

Email us at sustainability@rb.com.

Or write to:

The Sustainability team

Reckitt Benckiser Group plc (RB)
103–105 Bath Road
Slough, Berkshire, SL1 3UH
UK

liveyourbest

Our four pillars

LiveyouRBest

Inspiring a happier and healthier life



Physical

- Brain and energy
- Nutrition and the psychology of food
- Sleep
- Environment, movement and exercise



Emotional

- Mental health
- Headspace and resilience
- Work/life balance
- Mindset and leadership



Financial

- Financial education
- Financial planning
- Minimum wage and benefits



Community

- Give Time initiative
- Connecting people with issues that matter
- Building internal and external social and professional networks