

WINNER FOR COMMUNICATIONS

ENGAGING EMPLOYEES IN WELLNESS

How a Communications Campaign Can Help Mental and Physical Health

TechnipFMC, Malaysia, winner of the 2021 Duty of Care Award for Communications, created a holistic wellness campaign to keep its employees both physically and mentally healthy.

TechnipFMC is a leading technology provider to the traditional and new energy industries, delivering fully integrated projects, products, and services.

As part of its plans to mitigate the health risk of the TechnipFMC workforce, the company conducted biometric health screening for approximately 400 employees in Kuala Lumpur. The screening identified several health risk factors, including raised cholesterol and blood glucose levels, and baselines were established for physical activity, obesity, absenteeism, presenteeism, and perceived stress. A tailor-made wellness campaign called FocusOnYou was then launched. The 12-month campaign aimed to improve both physical and mental health.

Goh Gek Ngo, Subsea Asia HSES Manager at TechnipFMC Malaysia explains:

'Launching the FocusOnYou campaign was just the first step. The ultimate challenge was to keep our employees engaged and active throughout the 12 month campaign. We put several promotional plans in place to keep them engaged and informed. That was a great start, but when COVID-19 struck we had to motivate our employees virtually. It was challenging, but our efforts were rewarded.'

The FocusOnYou Campaign

FocusOnYou was designed closely with TechnipFMC's external wellness partner. It contained three elements:

- A Mental Health Campaign
- A Change for Life Challenge
- A Healthy Eating Campaign.

At all times, using communications to encourage and involve employees was at its core.

Here are some key features:

Leaders in Action

Executive leaders and management teams recognised the importance of the campaign and were committed to making it work. They were the campaign advocates and sponsors of their respective topics. They actively participated in all parts of the programme. As well as gaining healthy knowledge and skills themselves, they promoted a mindset of eagerness and proactivity within their departments.



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Employee Ambassadors

Twenty employees who demonstrated a passion for the campaign were appointed as Wellness Champions. In addition to organising, promoting and actively participating in wellness events, the ambassadors served as role models by offering encouragement and mentoring.

Webinars

These virtual events provided an arena for dialogues on lifestyle, mental health, and healthy eating. More than five webinars were delivered to 500+ participants in the 12-month period.

Monthly Challenges

Each month, participants were encouraged to take on fitness, dietary, or lifestyle quests for 30 days. The aim was for them to experience the benefits of a change in routine and develop new, healthier habits. To add a sense of fun and competition, some challenges published progress on leaderboards and rewarded the best performing participants with incentives.

During COVID-19, for employees working from home, the monthly challenges were changed to virtual events. Participants uploaded a picture of themselves completing their challenge onto a Wellness App.

The Lifestyle Change Challenge

A three-month Lifestyle Change Challenge was created for a group of 30 employees. They engaged in 1-1 dietician consults, weekly physical training sessions, and network motivation. Their positive testimonies encouraged others to take part.

Other Communications Support

Different communication tools were used to engage employees and provide feedback to further improve the programme:

- Campaign sponsors used videos to launch each campaign element.
- Employees were encouraged to download an online Wellness App on their mobile phones. The user-friendly App acts as a one-stop platform for employees to receive notifications and participate in activities.
- Health-related tips and benefits for smarter lifestyle choices were delivered through emails, the company intranet and on-site noticeboards.
- Post-event surveys were carried out after each challenge or webinar.
- Employees were invited to offer further feedback by scanning the QR Code displayed on all health notice boards and filling in the simple form provided

The FocusOnYou campaign has successfully transformed employees' mindsets and their outlook on wellness. They have adopted healthier eating and lifestyle habits. This campaign was especially beneficial during the pandemic. These useful practices have now been incorporated into TechnipFMC's long-term Work from Home policies to promote a better work-life balance in the post-pandemic era.

Goh Gek Ngo concludes:

'With a new six-month plan already in place, our journey to wellness continues. As well as monthly wellbeing talks, we now have quarterly recognitions for our wellness champions. Our FocusOnYou campaign will continue to utilise and experiment with new ways of engagement on top of the varied, adaptive and engaging communication methods which have been a key factor in the campaign's success so far.'

Key Elements

- Senior managers and ambassadors act as role models and encourage engagement.
- Regular activities and challenges organised to stimulate participation.
- Ongoing communications through a variety of channels used to raise awareness and build support.