

Tameside

Overview

vielife strategy

Online, on-site and paper strategies:

- vielife Online
- Healthy eating days
- Hydration campaign
- Co-ordination with existing employee magazine
- Step out programme
- Poster campaign

Challenges

- Geographically diverse population
- Varied levels of health & well-being awareness in some communities

Results

- 10.3% improvement in health & well-being scores of engaged population
- Absence reduced from 13.2 to 8.8 days per employee annually.
- Savings of almost £1.5 million

“vielife’s personal health management service enabled us to not only determine where our health risk priorities were but also what to do about them and how.”

– Mirriam Lawton
Assistant Chief Executive
People and Performance

Tameside Metropolitan Borough Council (MBC) provides council services to the East Manchester area of Tameside.

Strategy

vielife launched to a pilot group in 2004. Due to an overwhelming response to the service, vielife rolled out to the entire Tameside MBC population (4,600 employees) in January 2005.

Annual health & well-being assessment drives have been conducted since launch in 2004. Employees were encouraged to register with vielife Online, complete the health & well-being assessment and review relevant articles on the website to help address their individual concerns throughout the year. Health status data was collected, de-personalised and collated into a report with recommendations for Tameside MBC management.

Initiatives

A combination of online, on-site and paper solutions were delivered by vielife and internal resources, including:

- vielife Hydration campaign – emails, water bottles, pee charts and hydration posters
- vielife Step Out programme – encouraging participants to increase activity
- Poster campaigns
- Gym discounts at local providers
- Healthier choices made available in staff vending machines
- Regular exercise classes - Pilates, circuit training and Tai Chi
- Monthly articles in the employee magazine, 'The Wire', updating employees on the progress of the wellbeing@work programme and supplementing health information provided in the vielife emails
- OH led one-on-one health clinics

Challenges

Rolling out to this larger and geographically diverse population was a greater challenge than the original pilot scheme, so a network of 17 well-being champions (Tameside MBC employees trained by vielife) was set up to promote vielife

across the council's wide range of locations. Champions have proven to be a vital contributor to the success of the programme.

Results

vielife has contributed to an overall reduction in absence of 28% over six years.

For the engaged population (those who took part in the programme since launch) the Council achieved:

- 10.3% improvement in health & well-being scores
- 17.2% improvement in physical activity scores
- 13.1% improvement in nutrition scores
- 10.8% improvement in sleep scores
- 10.6% improvement in stress management scores
- Dramatic improvements in body weight (10.5%) and general health (7.5%)
- Self-reported productivity improved by 7.5%

Given that 70% of Tameside MBC employees are residents of Tameside, the improvement of health & well-being at work also contributes towards the Council's wider target of a healthy population within the borough.

The 2007 staff turnover of Tameside MBC was 5.5%, a 1.8% improvement from 2005. Over six years of continued improvement, Tameside MBC has reduced absence from 13.2 to 8.8 days per employee per year – equivalent to employing an additional 141 full time employees. As a result, over a three-year period, the total non-cashable savings of managing attendance amounted to almost £1.5 million. This has led to the council achieving the best attendance figures within the Association of Greater Manchester Authorities and is the second best performing Metropolitan council.

vielife


Tameside
Metropolitan Borough
"An excellent council"