



Design methodology as a tool to engage the business sector: Developing the “Healthy Business Practices” Framework

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Agenda

Why engage the business sector?

Healthy business practices framework

Design methodology

Pilot Projects

Innovation labs

Why Engage the Business Sector?

- The business sector has a major impact on the social and environmental determinants of health
- Most adults spend the majority of their waking hours in the workplace
 - Majority of workers are employed in the private sector

Investing in Wellbeing

INCREASES



Employee engagement and productivity

Customer Satisfaction

Corporate profits and shareholder returns

DECREASES



Health care costs

Absenteeism and presenteeism

Employee turnover

Beyond Band-Aid Solutions

- Current CSR and workplace wellbeing programs are not enough
- We need a systems solution so that businesses can adopt policies, practices and environments that address the social and environmental determinants of health



Healthy Business Practices Framework



PERSONAL GROWTH
AND DEVELOPMENT



LEARNING AND WORKING
ENVIRONMENTS



SOCIAL CONNECTION AND
COMMUNITY ENGAGEMENT



PHYSICAL
SPACES



POLICIES
AND PROCESSES

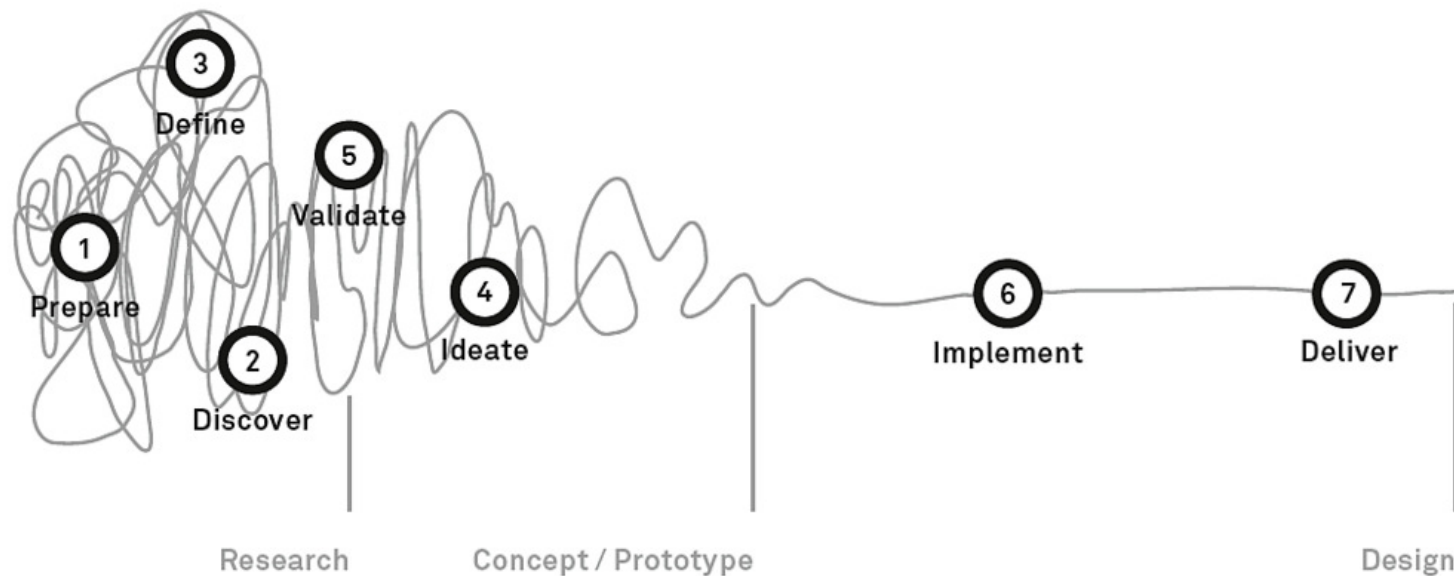


SERVICES
AND SUPPORTS

Adapted with permission from Simon Fraser University

Design Methodology

- Rapidly develop, implement and test prototypes, learning from each iteration
- Excels at creating context-specific solutions and addressing wicked problems



from *Intersection* by Milan Guenther, www.intersectionbook.com
based on a model by Damien Newman

Development Process

- Inspired by health promotion work done at SFU
- Engaged over 60 employees, managers and owners in two rounds of testing
 - Small, medium and large businesses in multiple sectors
- Validated that the framework could be a useful as a strategy development or change management tool

Pilot Project: Using the Framework for Strategic Planning



Strengths:



PHYSICAL
SPACES



SOCIAL CONNECTION AND
COMMUNITY ENGAGEMENT

Opportunity for improvement:



POLICIES
AND PROCESSES

Innovation Labs

- Combine design methodology, CBPR and integrated KT
 - We bring expertise in the social and environmental determinants of health
 - Participants bring expertise in their unique business situation
- During the labs, participants:
 - Explore how their business policies, practices and environments promote or hinder health and wellbeing of people and communities
 - Identify organizational barriers to health promotion
 - Co-design strategies for creating a workplace that is good for health, sustainability and the bottom line
- Findings used to refine the HBP Framework



For more information or to get involved:

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