Hewlett-Packard Company (HP) creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. One of the world’s largest technology companies, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems.

ABOUT THE WINNING PROGRAM

Winning with Wellness is a workplace program that aims to enhance the physical health, emotional well-being, and financial skills of Hewlett-Packard Company’s (HP) global workforce. Started in the United States in 2010, Winning with Wellness has since expanded to 35 countries, reaching 290,000 employees—over 90% of HP’s global workforce.

HP has tailored the program’s 200+ initiatives to local cultures, infrastructures and demographics. Each country determines the activities that are appropriate and meaningful to their employees, enabling Winning with Wellness to achieve an ambitious geographical reach without sacrificing local relevance. Activities range from on-site cancer screenings in the UK to a smoking cessation campaign in Argentina to a breast cancer awareness campaign that engaged 109,000 employees in six countries.

When designing these targeted health initiatives, HP partnered with data collection consultants to help identify population segments by gender, age, and location. These groups were then further segmented by communication styles and preferences to improve the impact of health programming.

CRITICAL SUCCESS FACTORS

PROMOTING WELLNESS ONLINE

• HP Wellness Central is an employee health website that offers tools and resources for smoking cessation, increased physical activity, improved nutrition and stress reduction. It features community forums, a personal “score card” to track progress, a section just for kids and teens, and mechanisms to submit feedback and success stories.

• The site was designed to be easily replicated on a country-to-country basis.

• The companion website, HP Finance Central, helps employees in 17 countries make more informed financial decisions.

COMMUNITY-BUILDING

• Winning with Wellness encourages community support and group activities to enhance engagement. Such activities include: 25 teams of employees representing HP at the Vienna Business Run in Austria, 800 staff members participating in a soccer tournament in Argentina and staff in Brazil running a 26-mile marathon together.