



A PRACTICAL APPROACH TO BUILDING A SUCCESSFUL WORKPLACE CANCER INITIATIVE

UICC and Bupa have produced a series of [‘Healthy Workplace’ resources](#) which provide you with guidance for implementing proven interventions for cancer prevention, early detection and supporting people to get back to work, as part of a broader workplace health and wellbeing programme.

Here, we provide some practical information for building a workplace cancer initiative that will create a lasting positive impact on the health of your workforce and your business bottom line.

Eleven factors for success

Our healthy workplace resources are designed to assist your business to create a culture of health where people are supported to make changes to prevent cancer, detect it early and improve their quality of life. These resources provide practical guidance on how to place the following success factors for health behaviour change at the core of any cancer workplace initiative:

- Engage your workforce in creating healthy workplace solutions that meet their needs
 - Empower people to take control of their own health
 - Use incentives to motivate and remove barriers to change
 - Make the healthy choice the easy choice
 - Create an environment that helps sustain healthy behaviours over time
 - Promote initiatives that connect people and increase social support
 - Use digital channels to personalise and scale interventions
 - Take an approach that covers both physical and emotional wellbeing
 - Engage families, carers and communities
 - Be role models for healthy behaviours
 - Measure outcomes and show impact
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A best practice workplace health and wellbeing model

For all cancer workplace initiatives, the impact will be greatest if they are integrated within a structured workplace health and wellbeing model that leverages best practice and encourages consistency, while providing the flexibility for local needs and culture.

The Bupa Workplace Health and Wellbeing Model is designed around four phases – assess, design, implement, evaluate. These four phases fit together like pieces of a puzzle – they are interlinked and part of a cycle that should be reviewed and improved on a regular basis to best meet the needs of your workforce over time.

To guide your businesses on how to implement these four phases, each of the [Healthy Workplaces resources](#) includes information around practical steps to take for each phase supported by evidence, case studies, tools and resources, to help direct your selection of a solution that is tailored to your organisation.



“With almost half the world’s population in work, workplaces are a key way to help millions more people adopt healthier lifestyles and reduce their risk of developing chronic diseases, including cancer, heart disease and diabetes. Workplace health and wellbeing makes business sense - happy, healthy, engaged people deliver business growth and strong returns. At Bupa, we are committed to supporting people to be healthier and happier at work across the world. One way we are doing this is through our excellent partnership with UICC and our toolkits to help employers improve cancer programmes in the workplace.”

Stuart Fletcher,
CEO, Bupa