



ADAPTING YOUR WELLBEING STRATEGY TO SUPPORT THE SANDWICH GENERATION

Dr. Peter Mills

European Medical Director | Global Health
Benefits | International Markets, Cigna Global
Health Benefits®





WHO ARE THE “SANDWICH GENERATION” AND WHY SHOULD I CARE?



WHAT ISSUES ARE THE SANDWICH GENERATION EXPERIENCING?

Data from the 2019 Cigna 360 Survey.



SO WHAT CAN YOU DO, AND HOW SHOULD YOU DO IT?



WHO ARE THE “SANDWICH GENERATION” AND WHY SHOULD I CARE?



WHAT ISSUES ARE THE SANDWICH GENERATION EXPERIENCING?

Data from the 2019 Cigna 360 Survey.



SO WHAT CAN YOU DO, AND HOW SHOULD YOU DO IT?

WHO ARE THE “SANDWICH GENERATION”



sand · wick · gen · er · a · tion

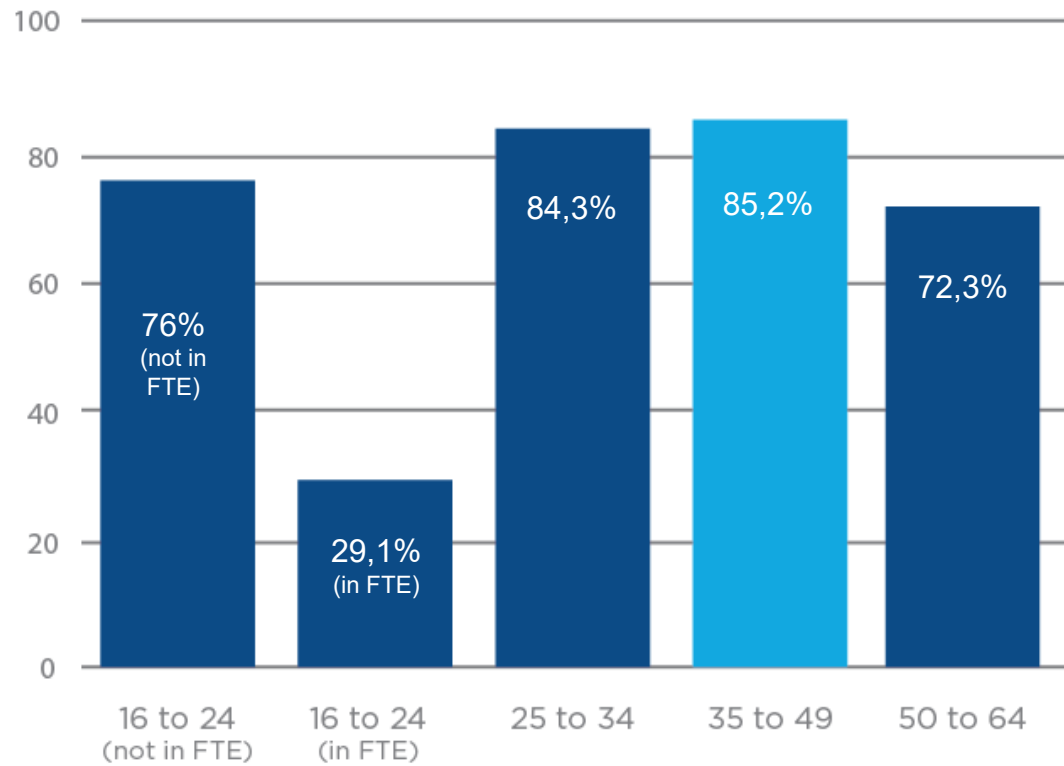
noun

a generation of people, typically in their late 30s to early 50s, responsible for bringing up their own children and for the care of their aging parents.



WHO ARE THE “SANDWICH GENERATION”

UK employment by age band, seasonally adjusted, January to March 2019



26%
of the UK
population

Source: Office for National Statistics – Labour Force Survey





WHO ARE THE “SANDWICH GENERATION” AND WHY SHOULD I CARE?



WHAT ISSUES ARE THE SANDWICH GENERATION EXPERIENCING?

Data from the 2019 Cigna 360 Survey.



SO WHAT CAN YOU DO, AND HOW SHOULD YOU DO IT?

SANDWICH GENERATION ISSUES

CIGNA 360 SURVEY 2019



Stress &
Mental Health



Finances



Personal &
Family Health



Relationships

Uncertainty



Job Security



Economic & Political Uncertainty



Personal & Family Safety



STRESS & MENTAL HEALTH

Cigna 360 Survey 2019



58% STRESSED

13% SAY THEY FIND IT
UNMANAGEABLE



63% NOTICE
COLLEAGUES ARE
STRESSED IN THE
WORKPLACE



STRESS IS CAUSING
OVERALL DECLINE IN
WORKPLACE WELLNESS



64%

WORK IN AN 'ALWAYS
ON' CORPORATE
CULTURE





WHO ARE THE “SANDWICH GENERATION” AND WHY SHOULD I CARE?



WHAT ISSUES ARE THE SANDWICH GENERATION EXPERIENCING?

Data from the 2019 Cigna 360 Survey.



SO WHAT CAN YOU DO, AND HOW SHOULD YOU DO IT?

HOW TO IMPLEMENT A WELLBEING PROGRAMME



STRATEGY



MANAGEMENT BUY IN



**COMMUNICATIONS
& TRACKING**



**INCENTIVES &
PERSONALIZATION**

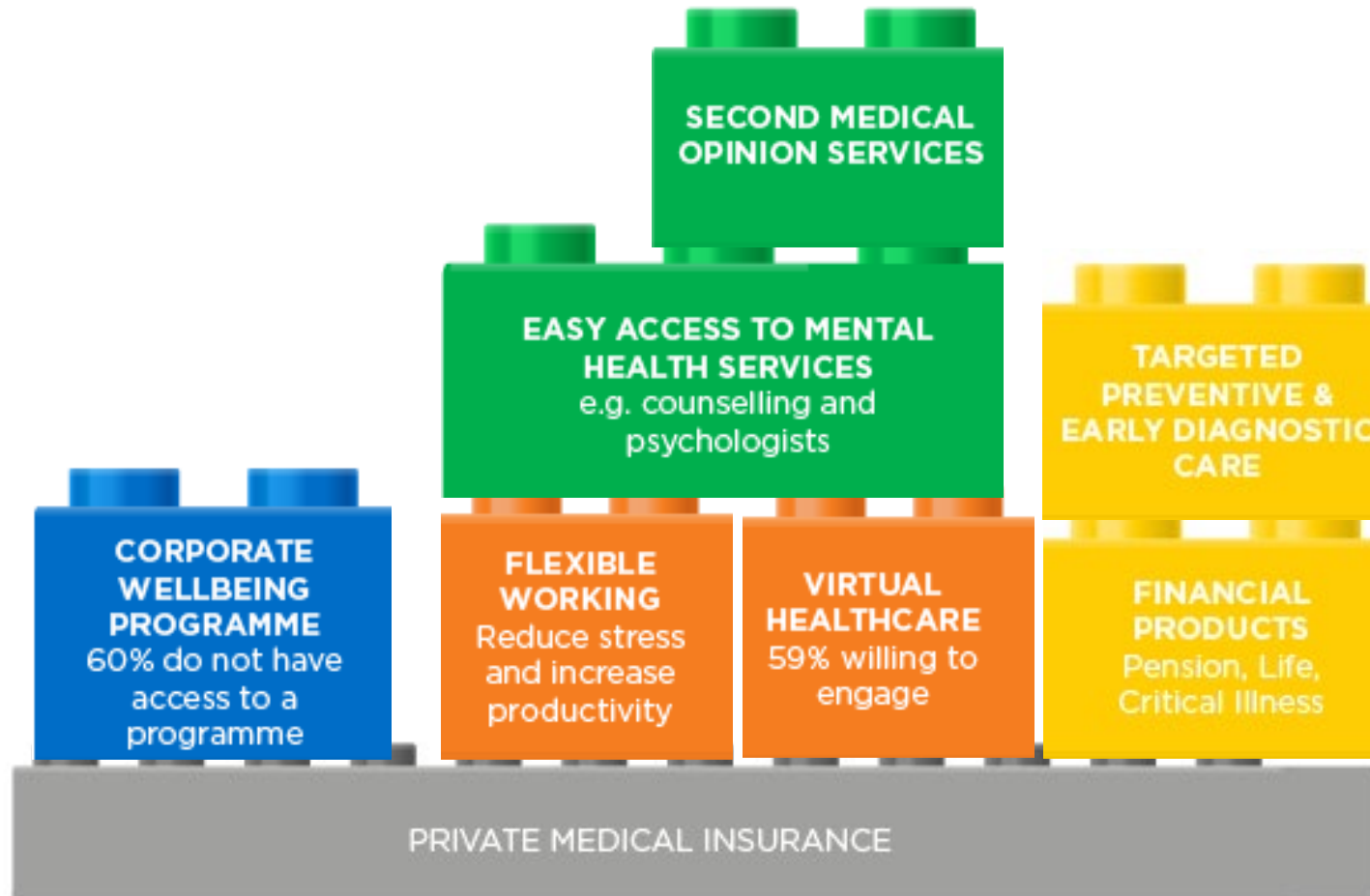


**STAFF INVOLVEMENT
& CHAMPIONS**



**MEASURE OUTCOMES
& FEEDBACK**

THE BUILDING BLOCKS OF A HEALTH & WELLBEING PROGRAMME FOR THE SANDWICH GENERATION





WHO ARE THE “SANDWICH GENERATION” AND WHY SHOULD I CARE?



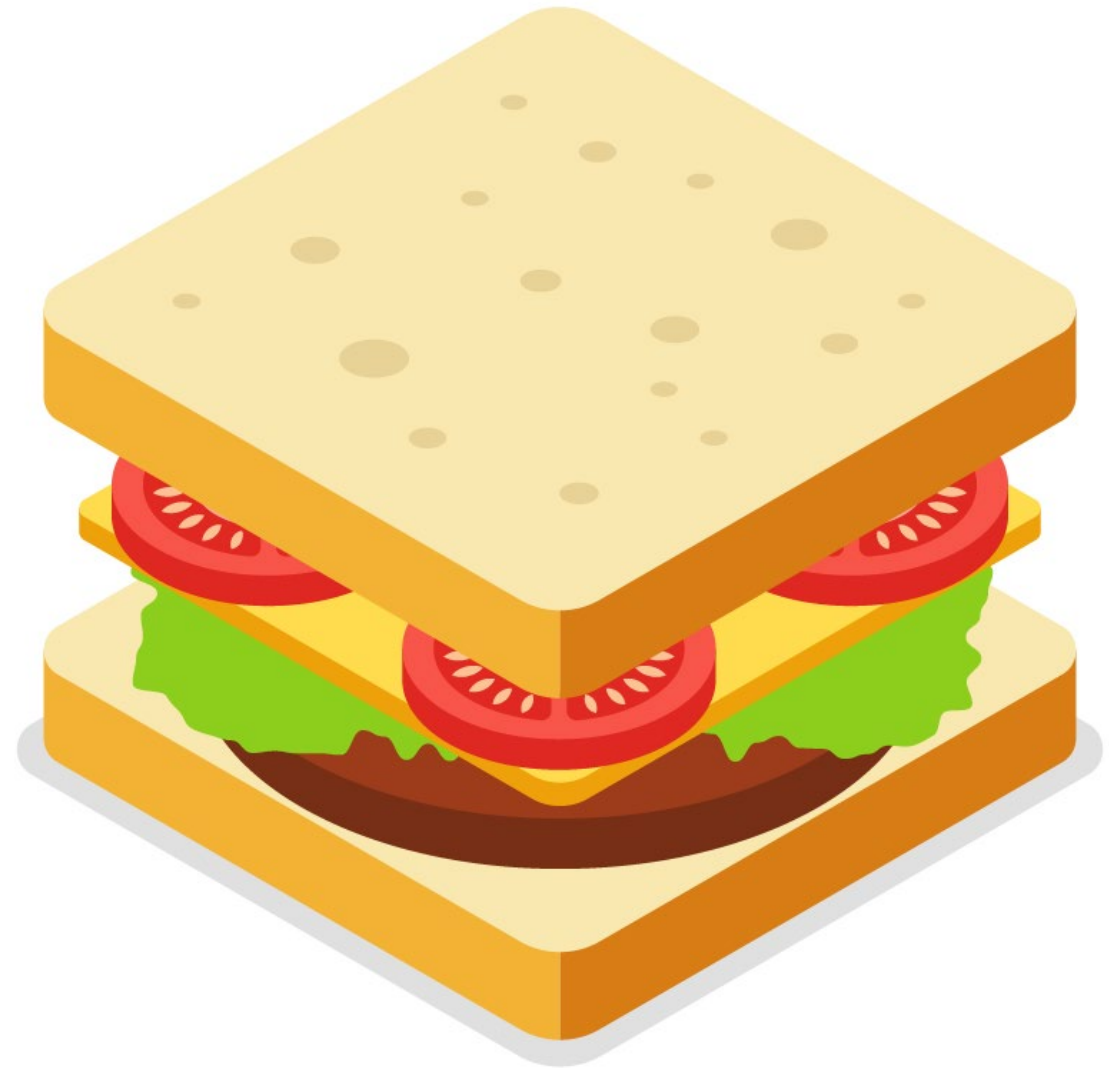
WHAT ISSUES ARE THE SANDWICH GENERATION EXPERIENCING?

Data from the 2019 Cigna 360 Survey.



SO WHAT CAN YOU DO, AND HOW SHOULD YOU DO IT?

TALKIN' 'BOUT MY GENERATION





Peter Mills



Peter.Mills2@Cigna.com



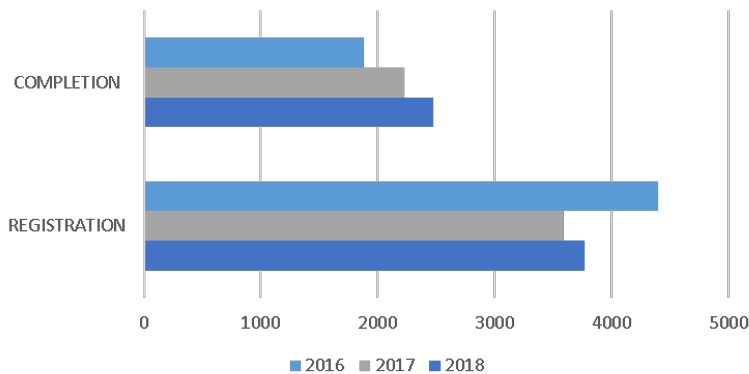


Strategy & Operations

- › Strategy & planning with client leadership teams
- › Develop goals & assess needs
- › Identify risks & themes
- › Advisory committees
- › Bring strategy alive with management & employees
- › Coordinate external award submissions



YEAR-OVER-YEAR COMPLETION & REGISTRATION



- › Make wellbeing part of your vision and mission statement
- › Focus on local needs and barriers
- › Local wellbeing champions with understanding of local needs
- › Allow as much personalization as possible with choices and options
- › Find what is motivating to each person towards healthcare
- › Know your population (home workers, mobile employees office based)
- › No one fits all approach
- › Make wellbeing an easy choice for employees





**FOCUS OF
THE ROLE**

Leveraging the breadth of our onsite options & solutions



Strategy & Operations



Collaboration



Communications & Tracking



Activities & Education



Culture of Wellbeing & Engagement



How it works – Big Picture



Engagement

Well-being Champion networks encourage peer-level support for well-being and ensure the “voice of the employee” is reflected in decision making.¹



Effectiveness

The success of Well-being Champions heavily depends on leadership setting clear goals, direction, training, assistance, and tools that support the work.¹



Leadership Support

A multi-level leadership approach also needs to be multi-directional to ensure that bottom-up efforts are recognized and nurtured.²



1. Hero Health: <https://hero-health.org/blog/strategies-for-well-being-champion-networks-vary-by-employer-size/>
2. ACSM's Health and Fitness Journal (American College of Sports Medicine) - *well-being Champions Networks: A Best Practice Resource for Workplace well-being Programs* https://journals.lww.com/acsm-healthfitness/fulltext/2016/05000/well-being_Champions_Networks_A_Best_Practice.13.aspx