



GUIDANCE ON WORKPLACE NUTRITION

HEALTHY EMPLOYEES MEANS A HEALTHY BUSINESS

Malnutrition is the leading cause of compromised adult health in India. When the health status of an individual is inconsistent, their productivity is low. The latest Government of India data indicates that undernourishment is currently responsible for an **annual loss of 22% in adult incomes and around 11% annual GDP loss.**

According to the Copenhagen Consensus, investing in nutrition is the best public health investment one can make: for every US\$1 of investment there is a return of US\$16, as better health leads to better employee retention, a dip in absenteeism and increased productivity. In India, **every Re 1 invested in nutrition gives a return of Rs 35.**

Taking these facts into consideration, IMPAct4Nutrition (I4N) – a public-private engagement platform convened by a diverse network of partners, including UNICEF, Sight and Life, Tata Trusts and the Confederation of Indian Industries (CII) – focuses on workplace nutrition in India.

Why Workplace Nutrition?

Workplaces provide repeated interaction with a captive audience in a contained environment that can easily be modified. We spend one-third of our adult life at the workplace and have at least one meal of the day at work– whether in urban or rural settings, high- or low-income contexts, corporate or supply chain businesses – the workplace offers unique opportunities to address malnutrition. Employers can play a fundamental role in their employees’ lives by contributing to the improvement of their diets, ideally as part of a broader approach to employee wellbeing and the promotion of a healthy lifestyle. So, the bottom line is, healthy employees mean healthy business.

To help corporates achieve this, I4N has developed a set of nutrition initiatives that companies can easily build within the existing structures of the workplace. These interventions address fundamental aspects of nutrition among employees or supply chain workers. These programmes aim to create improved access to, and demand for, safe and nutritious food, with the aim of changing employee behaviour around food consumption, and of improving employee health and wellbeing.

In the POSHAN Abhiyaan Jan Andolan guidelines, the Government of India recognizes the private sector as a major driver and enabler for impactful change within its ecosystem. The resources developed by I4N will help companies achieve the POSHAN Abhiyaan goals in a simple, smart and engaging way for workplace nutrition.

WHAT’S IN IT FOR YOU?

The COVID-19 pandemic has challenged existing paradigms on many fronts, including the way we live, work, travel and perform our basic routine functions. It has also curtailed economic activity, disrupted several industries, created both demand and supply issues and is, silently, but significantly, leading to poorer diets and therefore, poor nutrition.

BETTER NUTRITION STATUS OF EMPLOYEES	HAPPIER AND HEALTHIER EMPLOYEES	DIP IN ABSENTEEISM
BETTER PERFORMING EMPLOYEES	GREATER TALENT ATTRACTION	GREATER EMPLOYEE RETENTION

USING IMPAct4NUTRITION CONTENT

TO MAXIMUM EFFECT AT YOUR WORKPLACE

A simple guideline for using the Impact4Nutrition (IAN) resources – treat these ideas as the springboard for your creativity and imagination

1. Ten Commandments of Nutrition

The 10 Commandments of Nutrition is an easy to understand booklet designed to disseminate factually verified nutrition advice at the workplace. It should be circulated among all the employees so that they can read and understand what they need to eat – and why. While the Commandments are fairly self-explanatory, here are some ideas to make the resource even more effective:

1. Translate the Commandments into Hindi and other regional languages according to the regional break-up of different offices.
2. For employees who can't read or write, organise a workshop where the Commandments can be read out and explained – the simple text of the material does not require an expert; any able senior staff member can do this task easily.
3. To reduce the chance of employees not paying attention to the material, organise a monthly Nutrition Quiz around each of the 10 Commandments where the winner gets a nutritious food hamper. The questions can be direct such as “name two symptoms of anemia” or “name a food that helps increase iron in the body”.

Tip: You can pick a March 8, Women's Day to flag off the monthly quiz or during the entire Poshan Pakhwada month from 08th to 22nd March. The POSHAN Abhiyaan lists the calendar of important days (Annexure – II, page 35) for health and nutrition that companies can follow for quiz days. The POSHAN Abhiyaan guidelines in English and Hindi can be accessed at <https://drive.google.com/drive/folders/1XwY2VGETeKaffhJn-lzOOWBI3chXtIIE>

Resources

Ten Commandments of Nutrition:

https://drive.google.com/drive/folders/1mj8WE8JZDz2tM9JG29HjnO9_zYiyq8f8?usp=sharing

10 commandment quiz:

<https://drive.google.com/drive/folders/13YmnVW8sET9YN9OdIV063rE0vO3XynEp?usp=sharing>

2. Recipes Booklets

Healthy Recipes Booklet: MasterChef Sadaf Hussain has designed the recipes of this book keeping in mind the average employee's palate and easy to find ingredients in every region. Since most employees either carry food from home or eat at the office canteen, the best way to incorporate these nutritious recipes into their daily meal plans is by targeting these two areas.

Iron-rich Recipes Booklet: This booklet contains a host of iron-rich recipes and is developed by NCEARD and UNICEF: <https://drive.google.com/drive/folders/1TheecYAWgDyhRMuNQ0icb9Uvod7e6JSA>

Recipes from across Indian States: Developed by Indian Academic Institutions and compiled by NCEARD, this booklet contains a compilation of recipes and healthy snacks from across India states: <http://www.nceardladyirwin.in/ToolkitFrame.aspx?flag=10>

Here's what you can do:

1. Train the cafeteria chef into making dishes from these books. If your café is managed by an outside agency, begin by convincing them to put out a “new dish of the week” for one meal in the week. Everyone wants something exciting to eat and these recipes are sure to do well – once the café management sees a spike in their sales, they will be encouraged to include more and more of these recipes.
2. Don't declare that these are “nutritious” recipes and just introduce them as new dishes on the menu so that employees can unlearn the stereotype that “healthy” food is not tasty.
3. You could organise a cooking competition, improvise and make it your own recipe using recipes from these booklets with alternate healthy ingredients during happy hours, team building gatherings and TGIF events.
4. Encourage employees to take home these books and try out the dishes within by declaring a ‘Share Your Food Day’ in the office every month. Each month, choose 20 employees who will make two dishes from the book for 4 people each and pass the results around the office at lunch time so everyone can get the sample of how good the recipes taste. This kind of exchange will lead to team bonding as well as some fun times as each person is sure to cook the same recipe in their own unique way!

Tip: During Poshan Pakhwada days 8th to 22nd March; National Nutrition Week, from September 1 to 7, make this a daily event for a fun, more energetic challenge. The number of people cooking each dish can be more or less according to your staff strength

3. Nutrition Counselling Module

These modules come with activities that inform the workforce about nutrition. The idea is for them to understand our nutritional needs through different phases of life in a fun, engaging way.

Here's a few ways you can make the Nutrition Counselling Module more effective:

1. Give your employees a surprise half hour off to participate in the session. This will attach a joy value to these modules as they get a break from routine work. Different sections can get the break at different times so the overall work flow is not affected significantly.
2. Do an offsite with an immersive Nutritional Counselling Module – a day away from the office on a regular week day where employees spend time learning and having fun together.
3. Divide groups in your office according to the Nutrition Counselling Module sessions such as male of reproductive age, women of reproductive age, pregnant women or new mothers, parents of adolescents and so on for a more focussed counselling session.
4. Keep parts of the module – like a single game or an activity – at break-out zones so employees have the opportunity to engage with the material during their tea breaks.

Tip: The different modules can be used on specific health-oriented dates set by the government's Poshan Abhiyaan (Annexure – II, page 35). The module for children can be conducted on November 14, Children's Day, and the module of women of reproductive health can be activated on May 14, Mother's Day. The POSHAN Abhiyaan guidelines in English and Hindi can be accessed at <https://drive.google.com/drive/folders/1XwY2VGETeKaffhJn-lzOOWBI3chXtIIE>

Resources

Nutrition Counselling Modules:

https://drive.google.com/drive/folders/1mj8WE8JZDz2tM9JG29HjnO9_zYiyq8f8?usp=sharing

4. Nourish Nuggets

Designed to offer a more detailed understanding of each vitamin and mineral important for our well-being, I4N's Nourish Nuggets are the latest content offering that can have a high impact on how and what people eat.

Here's how to make them even more impactful:

1. Divide the office into teams of 3 to 5 people. Give each team one vitamin to understand and explain to the rest of the office every second Friday (or Saturday). This will mean their work day finishes a half hour early at the end of the work week so employees are likely to attend it eagerly.
2. Translate the Nourish Nuggets into regional languages so that employees and their families are able to understand more readily. The Nutrition Quiz can continue after 10 months with material from the Nourish Nuggets.
3. Have a Recipe Challenge contest every month where 5 employees have to make a recipe containing a particular vitamin – a judge will taste the recipes and declare the winner who can win a small hamper.
4. Celebrate Vitamin of the Week at the cafeteria, where the main dish of the day will include a particular mineral or vitamin – dishes can be made from the foods listed with each vitamin or mineral in the Nourish Nuggets text.

Tip: Celebrate the benefits of that all-important food – milk – on World Milk Day, June 1, by having the café make dishes and sweets made from milk and milk products. You can also hold a small talk about the vitamins and minerals we get from drinking a glass of milk every day

Resources

Nourish Nuggets A-Z of Vitamins:

<https://drive.google.com/open?id=1CZpnZ6ISOIASXuI6JXFC4EkQ6XxTsQm4>

Nourish Nuggets quiz:

<https://drive.google.com/drive/folders/13YmnVW8sET9YN9OdIV063rE0vO3XynEp?usp=sharing>

General nutrition quiz:

<https://drive.google.com/drive/folders/13YmnVW8sET9YN9OdIV063rE0vO3XynEp?usp=sharing>

5. Nutrition Kiosk

The Nutrition Kiosk is visualised as the gateway to health at the workplace. A completely customisable concept, this will be a one-stop dissemination point for all nutrition and health-related information, advice and products at the office.

Use the Nutrition Kiosk to your advantage in the following ways:

1. Provide all of the above resources through the Nutrition Kiosk so that people identify it with the place to go to when they need information on nutrition and health.
2. Put the cart or shelf in the area that gets the highest footfall so that it can cater to the maximum number of employees.
3. Provide free sampling of nutritious foods from the Kiosk to get employees into the habit of eating nutritious food.

4. Use the area of the Nutrition Kiosk as the assembly point for all nutrition-related quizzes, challenges, activities that you organise so that people keep getting repeated access to the Kiosk and the products and services it offers.
5. In the initial phase, organise multiple demos for employees so they have a better understanding of how to use the Nutrition Kiosk.

Tip: Conduct nutrition counselling at the Nutrition Kiosk every month on key Poshan Andolan days (such as National Youth Day in January, National Deworming Day in February, World Water Day in March, World Health Day in April and so on - (Annexure – II, page 35). On these days, you can bring in a nutrition expert to talk about the topic of the day as well as inform the employees about the products and services on offer at the Nutrition Kiosk

Remember: Repeated and robust messaging will eventually lead to building of good habits! Let's make a difference together.

Resources

Nutrition Kiosk:

https://drive.google.com/drive/folders/1jVvmt0DPNP-xqsAf_AGRAu4oAn8PAD3d

MONITORING MECHANISMS AND REPORTING

CREATING THE DESIRED IMPACT ON EMPLOYEES

In less than a year, 40 big companies such as Bosch, Tata Powers, Arvind Mills to name a few, have pledged to actively spread the message of good nutrition and health at the workplace. The I4N platform is already reaching a combined workforce of nearly 100,000 employees and their families. Here are a few ways in which you can monitor the uptake and impact of the I4N nutrition messaging tools at your workplace.

Attendance: Monitor the attendance to the nutrition programmes and activities to ensure employees do not just dismiss emailers after opening them. Target small employee groups one at a time and keeps the quizzes short, so that work is largely unaffected and absorption of the message is easier.

Health Check-ups: Set up weekly or monthly doctor and nutritionist visits to the workplace and check for increase in participation of employees as they absorb the nutrition messaging over the months.

Reuse the Quizzes: The quizzes developed by I4N are just indicative of the several simple quizzes one can develop around our nutrition content package. The existing quizzes can be rejigged and used to see how employees have progressed over the months.

Nutrition Kiosk: Once you set-up I4N's Nutrition Kiosk at the workplace – a good way to gauge the impact of nutritional messaging is increased access by employees. Once they understand the importance of nutritional balance and diet, readily available healthy products should see more uptake than before.

Monitor dip in absenteeism: Use small giveaways and rewards for employees who show a dip in absenteeism, improved health, regular attendance or any noticeable sign of having absorbed the messaging gainfully.

Resources

Company monitoring and reporting template:

<https://docs.google.com/spreadsheets/d/16yTeCkLMqqwBCbQRowR5xKN8BsiY7MDv2XsQeMuMHiU/edit?usp=sharing>

EMPLOYEE ENGAGEMENT ACTIVITIES/CONCEPT NOTES

FROM SAY TO DO – TO MAXIMIZE EMPLOYEE ACTION AT YOUR WORKPLACE

A set of employee engagement concept notes and activities is available with the following:

1. Clear roll out guidance
2. Interventions strategies
3. Reporting templates
4. Links to I4N resources
5. Links to other partner resources around the broad pillars of POSHAN Abhiyaan applicable in the companies' ecosystem.

These actionable employee initiatives aim to create demand for, safe and nutritious food, with the larger goal of changing employee behaviour around food consumption, and of improving employee literacy, health and wellbeing. The employee engagement activities are a set of interventions that can operate through the existing structures, assets and spaces of the workplace and they target key nutrition behaviours that have universal applicability across business sectors, employees, customers and suppliers.

Here are a few concept notes to engage your workforce while making them nutrition literate. Some of these concepts can be executed virtually or on onsite.

	Employee Engagement Concept notes https://drive.google.com/drive/folders/1qAS0TbUj72VcS0NIPLisEKj7G23kQM7R
3.1	Nutrition Awareness Sessions for Employees
3.2	Nutritious Food Stall
3.3	Employee Fitness Campaign
3.4	Health Assessment Camps
3.5	Corporate Wellness – The Whole Package
3.6	Nutrition Awareness Sessions for parents-to-be and new parents
3.7	Help your help! Advocate for good nutrition
3.8	Mental Wellbeing
3.9	Physical Fitness for overall health
3.10	Team Building Activities to Encourage Good Health
3.11	Motivate, Challenge and Reward Activities
3.12	Creating a Buzz on Nutrition on Social Media Handles