PRESS RELEASE

Business for Health and CBI launch Business Framework for Health to help business in their growing role to level up the health of the nation

London. Monday 18 October 2021: Business for Health (B4H) and the Confederation of British Industry (CBI) are launching Business Framework for Health: Supporting businesses and employers in their role to enhance and level up health of the nation. View the B4H report here.

The pandemic has shown that health is wealth. According to the CBI’s ‘Seize the Moment’ report, 63% of years lost to poor health are in the working-age population, and this costs the UK around £300bn in lost economic output annually, excluding direct healthcare costs.

B4H and CBI call on Government, the new Office for Health Improvement and Disparities, and all sectors to work together to level up the health of the nation.

The Framework is adopting a three-pillar approach to measure and incentivise greater business contribution to health through its influence on 1) workforce health, 2) products and services and 3) community and societal resilience. The Framework aims to bring ‘Health’ into Environmental, Social, and Governance (ESG) mandates, and guide investment to promote healthy life expectancy while minimising health inequalities.

John Godfrey, Chair of B4H, says: “It’s in businesses’ self-interest that they have healthier, more productive employees, and that they are attuned to consumers’ health. Crucially, they need to be prepared for health-related changes to regulation or taxation which may have financial impacts and are aware of the reputational benefits of making a better contribution across the three areas we have identified.”

Matthew Fell, CBI’s Chief Policy Director, says: ”Creating a healthier nation is one of the six business-led opportunities our ‘Seize the Moment’ report identified. Business can enable millions of employees to gain greater resilience, wellbeing and opportunities at work, and lead broader transformation that will not only benefit them, but also local communities and our nation as a whole.”

Professor Chris Whitty, CMO, who contributed the report’s foreword, concludes: “COVID-19 has highlighted that population health is a critical issue for business. There are opportunities to make our nation healthier and more resilient and business has an important role in this. So, I warmly welcome this new initiative by the CBI and Business for Health.”
Media Contacts

Business for Health Co-Founder/Chair, John Godfrey, and/or CEO/Co-Founder, Tina Woods, are available for interviews.

Business for Health Press Office can be contacted at community.manager@businessforhealth.org with any interview requests.

Follow Business for Health on Twitter (@Business4health) and LinkedIn (@business-for-health-cic)

CBI Press Office is available 24 hours a day on 0207 395 8239, or email: press.office@cbi.org.uk.

Follow the CBI (@CBItweets) and CBI Economics (@CBI_Economics) on Twitter.

NOTES TO EDITORS

“You can’t level up the economy without levelling up health’, said Rt Hon Sajid Javid, Secretary of State for Health and Social Care on 16 September 2021.

The report was authored by Tina Woods, B4H Founder & CEO and John Godfrey, Legal and General’s Corporate Affairs Director & B4H Chair.

About the research

The approach proposed in Business Framework for Health: Supporting businesses and employers in their role to enhance and level up health of the nation is based on key insights and findings from a survey completed in two waves:

- One in May/June 2021 (101 contributors); and
- A second in September/October 2021 (44 contributors to date).

Both involved a mix of private sector organisations (from large corporates to SMEs) public sector, academia and third sector (see the boxed section below).

Four round tables were held in June 2021, informed by the first wave survey, and were attended by 133 people.
Best practice case studies

In addition to case studies below, there is a list of business respondent quotes arising from Framework research here [INSERT LINK TO ALL SURVEY/ROUNDTABLE PARTICIPANT QUOTES]

Centre for Ageing Better

*Age diversity: Workplaces and environments that support workers of all ages*

Through partnerships Ageing Better supports employers to create age-friendly workplaces and help over 50s to return to employment. More people are working later in life. But employment rates drop after the age of 55 – and around half of people have stopped working before state pension age. Supporting people to be in good quality, fulfilling work, for as long as possible, is important for their financial security in later life. Ageing Better calls on employers to become more age-friendly. This means offering flexible working, fair recruitment, training and progression at every age and actively recognising the positive contribution older workers make. Ageing Better also works with partners to find ways of helping more people approaching later life to get back into work. Andy Briggs, Group CEO of Phoenix, is the Government’s Business Champion for the Ageing Society, he works with government, employer organisations and third sector, including Ageing Better, to drive awareness and action on the age agenda. Business For Health aims to distil key learnings from Ageing Better’s age diversity work and benefit from Andy’s championing of the Age agenda to inform the Business Framework for Health.

Lifeworks

*Total wellbeing of individuals through employers*

In 2020, Lifeworks launched The Mental Health Index (MHI)™ which is an essential measure of the mental wellbeing of the representative working population. The MHI™ provides insights into the economic, financial and cultural factors impacting a working populations’ mental health. With an emphasis on employer contribution to health and prevention, having quality measures in understanding employees allows organisations to make strategic decisions in their wellbeing programmes. In the UK, 59% report that the culture of their organisation supports their personal wellbeing, and this group has among the highest mental health scores.

RetailTRUST

*Creating hope, health and happiness for everyone in retail*

From 1832 onwards, the Retail Trust has been caring for and protecting the lives of people working in retail. The charity believes the health of our colleagues is the foundation they need to flourish in both work and life, creating a more sustainable and successful future for retail. The Trust is leading the way and setting the standards for the
industry in mental health and wellbeing; benchmarking what good looks like and developing a wellbeing charter

Retail Trust and B4H are looking to collaborate on how the Business Framework for Health can be applied across the retail sector of four million employees, exploring for example, what data points matter and what a minimum standard might look like; key data on pay, employment protections and working hours, and related points on supply chain issues (and identifying the best proxies that can be easily captured and measured).

**Open Life Data**

*Open innovation and cross-sector data sharing*

Business for Health will be guided on open innovation by the recommendations of the Open Life Data Framework, to be published in November 2021, that is drawing from other models like the Open Banking system and standards to harness health-relevant data and data-intensive technologies to extend - and make more equal - the healthy longevity of British citizens across their life course.

The Framework will help researchers, policymakers and entrepreneurs work out what ‘health-relevant data’ (like mobility, consumer, financial, environmental) and health data (like medical records) can be shared and connected to provide the most insight into helping individuals keep healthy while enhancing overall health resilience at a population health level.

**About Business for Health CIC**

Business for Health (B4H) is a business-led coalition of socially responsible employers, purchasers, investors and innovators, set up in response to the recommendation in the All-Party Parliamentary Group for Longevity’s report, Health of the Nation, published in February 2020.

Business for Health’s first priority is to design a ‘Business Framework for Health’ as a prelude to a wider piece of work to integrate ‘Health’ with Environmental, Social and Governance (ESG) mandates – that is ‘ESHG’. ESG is widely used by socially responsible investors to benchmark business investment decisions based on environmental impact, sustainability, and corporate governance but its impact on health is only implicit.

B4H is supported with funding from Legal & General, Phoenix Group, AXA Health, UK Research & Innovation and Centre for Ageing Better. The Health Foundation is also providing funding for the development of the Business Index.

The work of B4H is cited in the APPG for Longevity’s report *Levelling Up Health*, launched on 9 April with Rt Hon Matt Hancock MP, (former) Secretary of State for Health and Care,
Professor Chris Whitty, CMO, and Henry Dimbleby, National Food Strategy endorsing its key recommendations. For further details on B4H’s Board, Members and Working Group please visit https://www.businessforhealth.org/

About CBI

Across the UK, the CBI speaks on behalf of 190,000 businesses of all sizes and sectors. The CBI’s corporate members together employ nearly 7 million people, about one third of private sector-employees. With offices in the UK as well as representation in Brussels, Washington, Beijing and Delhi, the CBI communicates the British business voice around the world.

Seize the Moment is the CBI’s economic strategy for the UK economy\(^1\). It is the result of months of economic analysis and consultation with hundreds of CBI members. The report identifies six business-led opportunities – prizes – that the UK could capture by 2030, which are worth around £700bn for the UK:

1. A decarbonised economy, winning the global race to net-zero.
2. An innovation economy, breakthrough ideas and technologies, adopted by all.
3. A globalised economy, making the UK a trading powerhouse.
4. A regionally thriving economy, ensuring every region and nation has distinctive, global strengths.
5. An inclusive economy, where work enables all talent to progress.
6. A healthier nation, with health the foundation of wellbeing and economic growth.

The report sets out how business can achieve these prizes, including how every firm can accelerate their path to net-zero, adopt new technologies, and export more successfully. The report details tangible benefits for all business, specific firms and sectors operating across these areas, and for society.