

# The Better Tomorrow Plan Case study

March 2012

## We Do

**OUR COMMITMENT:** We will develop and promote health and wellness solutions for our clients, consumers and employees in all the countries we operate by 2015.



### Vivir Bien in Brazil

- ➔ 18 nutritionists
- ➔ 749 informative workshops
- ➔ For 51,837 beneficiaries
- ➔ And 332 clients



## CHILE, BRAZIL, MEXICO – Motivation Solutions

### "Vivir Bien" program

Launched in 2005 in Chile, then developed in Brazil and Mexico, *Vivir Bien* is an integrated program designed for companies. It encourages their employees to lead a healthier life based on a balanced diet.

### Creating value

#### For our clients:

- **Promote health** and increase wellness at work
- **Reduce absenteeism** from medical reasons
- **Increase employees' loyalty**, motivation and engagement
- **Reinforce reputation** and the company's internal image

#### For our consumers:

- **Increase awareness** on the importance of being in good health
- **Get some advice on food and balanced nutrition**
- **Benefit from a personalized nutrition follow-up** by dieticians
- **Reinforce the feeling of well-being**
- **Reinforce the sense of belonging** to the company

### Focus on the program in Brazil

#### General context

**In Brazil, obesity is a major health issue.** 48.1% of adults are overweight and 15% are in an obesity situation. Only 14.7% of them practice sports. Food habits include an excessive consumption of sugar (61%), fats (82%) and salt (8.2g per day).

### The Vivir Bien program

It helps companies promote balanced food and a healthy way of life to their employees, who benefit from the Meal Pass and Food Pass. Three modules, based on nutritionists' expertise, are aimed at **training, informing and assessing**, as well as ensure a permanent support to employees. A dedicated website also offers services and advices.

Since 2009, information is sent on a regular basis to clients by e-mail with advices on the best nutritional habits. In 2011, the program focused on reducing sugar, salt and fats. Workshops were organized e.g. sports incentives, thematic weeks, anniversaries, Summer Friday, etc.

**18 nutritionists** organized workshops on balance food, risks prevention on diabetes, obesity, hypertension, etc.

[www.sodexoviverbem.com.br](http://www.sodexoviverbem.com.br)



## Program details



- Assessment:** based on physical, medical and behavioural criteria, through measurements and personal surveys. The aim is to assess a number of indicators to demonstrate the progress achieved thanks to Vivir Bien.
- Training and information:** the objective is to educate and motivate employees to adopt healthy habits through workshops and interactive presentations. Each intervention is followed by the distribution of information materials to participants.
- Support and follow up:** Sodexo proposes conferences and workshops in the workplace on different subjects, chosen by the company. Nutritionists are available for individual interviews and employees have access to online advices. The support to employees is effective all along the program.



Each program is defined together with the company, starting from a personalized diagnosis of its needs. In addition, Sodexo has developed special web pages with tools to build up a balanced menu or calculate our BMI (Body Mass Index).

## Deployment in other countries

The program has been launched first in **Chile** then developed in Brazil and **Mexico**, where many employees have been assessed and participated to conferences and informative workshops.

**In Chile**, results showed that 33% of employees decreased their cholesterol rate, 38% lost weight and 97% had the feeling that their employer was taking care of them (based on a sample of 300 employees).

Awareness campaigns, in partnership with the Fundacion Bengoa Institute, have also been implemented in **Venezuela**.

## Testimonial

*"I am very proud to develop this program, based on Healthy Ministry orientation, mainly because we contribute with our clients, on their employees' motivation, incentivizing them to adopt healthy eating habits, physical activities and consequently the prevention of non-transmissible chronic diseases."*

**Kimie Ueta Sakotani,**  
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## More information

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