

# Community Well-Being Fact Sheet



This document is part of a set of fact sheets that employers can use to begin, restart, or enhance initiatives to promote a culture of well-being at the workplace. Each fact sheet focuses on one of the six areas of workplace well-being: physical, emotional, social, community, financial, and career.

## What is community well-being?

Health is partly determined by the community conditions in which people live, work, and play. Housing, food, income/jobs, education, and other conditions, known as the social drivers (or determinants of health), account for nearly 50% of health outcomes.<sup>1</sup> Individuals with high levels of community well-being like where they live; they feel safe and have pride in their community.<sup>2</sup>

## Why is community well-being important to an employer?

- **Community leadership.** By building opportunities for collaboration and strategic partnerships, an employer can increase its presence in the market and be a leader in its community.
- **Branding & loyalty.** Employers can increase their brand awareness and reputation through community investments. This, in turn, improves recruitment, retention, and customer loyalty.
- **Employee Engagement.** One of the greatest benefits of a community involvement or corporate social responsibility program is that it allows companies to engage their employees on a variety of different levels, which ultimately drives overall engagement in your company.<sup>3</sup>

## Why is community well-being important to an employee?

- **Employee satisfaction.** Being involved in efforts to improve the community may allow employees to interact with one another, have a sense of fulfillment, and feel that they are in a safe and appealing place for themselves and their families.
- **Stronger connection to colleagues.** Volunteering at work gives you a chance to collaborate with colleagues. Teaming up to give back is a powerful way to strengthen relationships.<sup>5</sup>
- **Stronger connection to the employer.** Employees believe that companies who sponsor volunteer activities offer a better overall working environment than those who do not.<sup>4</sup>

## What can employers do to help promote community well-being at the workplace?

Three key questions will help employers identify opportunities to address community well-being:

1. What are the passions and values of leadership within the organization?
2. What is the organization good at? What are the core competencies, capabilities, resources, etc.?
3. What areas of the local community need investment? How can the employer find out this information?



Though many employers address community well-being through their corporate social responsibility (CSR), sustainability, or Environmental, Social, and Corporate Governance (ESG) initiatives, there are a variety of ways to promote community well-being. To identify and implement a community well-being strategy, employers should:

- **Assess:** Identify the **most important priorities or issues** for their consumers, employees, and communities. Examples include obesity, violence/injury prevention, food, housing, social connection, transportation access, oral health, and education.
- **Plan:** Create social impact goals that align with their business strategy and reflect on the high-impact opportunities unique to their business.<sup>6</sup> Include representatives from various company departments (e.g., Human Resources, Public or Government Relations, Sustainability, Philanthropy/ Development, etc.) when working to identify an opportunity. Engage community members in the planning process to ensure that what is implemented reflects community need.
- **Engage:** Launch strategies and programs with robust communication plans and champions.
- **Measure:** impact and report the outcomes.

The table below can help employers engage more deeply and/or start new initiatives in the areas of 1) Volunteerism and Service, 2) Corporate Social Responsibility, and 3) Philanthropy and Community Partnerships.

### Community Well-being Initiatives by Level of Effort

Topic Area	Description	Low	Medium	High
<b>Volunteerism/ Service</b>	Donate labor and/or material goods for community services	<ul style="list-style-type: none"> <li>Organize one-time or ongoing service projects</li> <li>Organize collection drives</li> </ul>	<ul style="list-style-type: none"> <li>Provide free services (donating time, supplies, funding, and other support) to <b>small businesses</b></li> </ul>	<ul style="list-style-type: none"> <li>Allow protected staff time for ongoing service activities</li> </ul>
<b>Corporate Social Responsibility</b>	Manage the negative and/or extend the positive impact that the employer's organization has on the social, cultural, and economic environment	<ul style="list-style-type: none"> <li>Employee volunteer clean-up projects in local areas</li> <li>Participate in local recruitment events, job training, and student internship programs</li> </ul>	<ul style="list-style-type: none"> <li>Establish an ambitious <b>environmental sustainability</b> program</li> <li>Launch an <b>initiative</b> alone or through a partnership</li> </ul>	<ul style="list-style-type: none"> <li>Adopt <b>locally targeted and inclusive hiring practices</b> or <b>supply chain responsibility</b> practices</li> <li>Advocate for policies</li> </ul>
<b>Philanthropy &amp; Community Partnerships</b>	Establish local grantmaking or partnership building to improve community well-being	<ul style="list-style-type: none"> <li>Join community boards</li> <li>Participate in community events or local city initiatives</li> <li>Establish charitable match giving programs</li> </ul>	<ul style="list-style-type: none"> <li>Engage community members &amp; agencies to better understand community needs</li> <li>Provide small grants, technical assistance, or other support as needed</li> </ul>	<ul style="list-style-type: none"> <li>Provide large scale community investment to improve health including: housing, economic opportunity, food security, and other social drivers of health</li> </ul>



Additional ideas and information are available at the **Business for Social Responsibility's Healthy Business Coalition** homepage.

More information about Kaiser Permanente's community health investments is available at [kp.org](https://kp.org)

#### Sources

- <sup>1</sup> "County Health Rankings & Roadmaps," Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute, 2021, [countyhealthrankings.org/explore-health-rankings/measures-data-sources/county-health-rankings-model](https://www.healthrankings.org/explore-health-rankings/measures-data-sources/county-health-rankings-model)
- <sup>2</sup> Clifton, J, Harter, J. Well-being at Work. Gallup Press; 2021.
- <sup>3</sup> Cavalluzzi, A. A Million Dollars in CHANGE – How to engage your employees, attract top talent, and make the world a better place, SHRM, July 2018, <https://www.shrm.org/hr-today/news/hr-magazine/book-blog/Pages/how-community-involvement-can-boost-employee-engagement.aspx>
- <sup>4</sup> Deloitte Volunteerism Survey, 2017.
- <sup>5</sup> Schultz, Mike. Help your business by giving back to the community, Digital Spark Media, January 2018, <https://digitalsparkmarketing.com/giving-back-to-the-community/>
- <sup>6</sup> Heitmann, K, Roza, L, Boiardi, P, Serneels, S. The Rise of the Corporate Social Investor, 2020, [The Four Ways Corporate Foundations Can Align With Their Related Companies for Social Impact \(ssir.org\)](https://www.ssiir.org)  
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