



**WHAT IS THE VALUE THAT PUBLIC
HEALTH CAN BRING TO THE
BUSINESS SECTOR - TRANSLATION!**

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Cara McNulty, DPA

Target - Senior Director of Population Health
& Wellness

Fluoridation of Drinking Water



Smoking as a Health Hazard



Immunizations



Safer & Healthier Foods



Public health goal

Protect and improve the health of people and the communities where they live, learn, work & play through promotion of healthy lifestyles, research for disease & injury, prevention, and detection and control of infectious disease.

- Social Ecological Model
- Health Belief Model
- Social Cognitive Theory
- Transtheoretical Model



Our mission is to make Target your preferred shopping destination in all channels by delivering outstanding value, continuous innovation and exceptional guest experiences by consistently to fulfill our Expect More. Pay Less.® brand promise.

We fulfill the needs and fuel the potential of our guests.

Retailer goal

Sell consumer goods and services to customers through multiple channels of distribution to earn a profit by ensuring employee performance, pleasing customers, and aiming to add to each sale.



Two worlds meet

The art of public health translation



Morbidity

Intervention

Epidemic

**Common public health
terms that business does
not know**

Determinants of Health

Health Disparities

Prevalence

Behavioral Risk Factors

Vectors

Surveillance



Margin

Enterprise-wide

EBIT

KPI

Common business terms
that public health does
not know

Brand Equity

B2C, B2B

Channel Conflicts

Differentiate

Lift in Revenue



Health Care Costs

- Obese individuals spend about 36% more than average-sized people on health services and 77% more on medications

Absenteeism

- Smokers have about 7 more sick days per year than non-smokers

Productivity

- Unhealthy workers have a much greater risk of experiencing more reduced productivity days on the job

Use of Health Care

- Healthy lifestyle can prevent 40% cancers-smoking, unhealthy eating, alcohol, and obesity

Worker's Comp

- Obese employees file twice the number of workers' compensation claims

Morale/Loyalty

- Low employee morale is linked to stress, low engagement, and lack of physical exercise and health issues

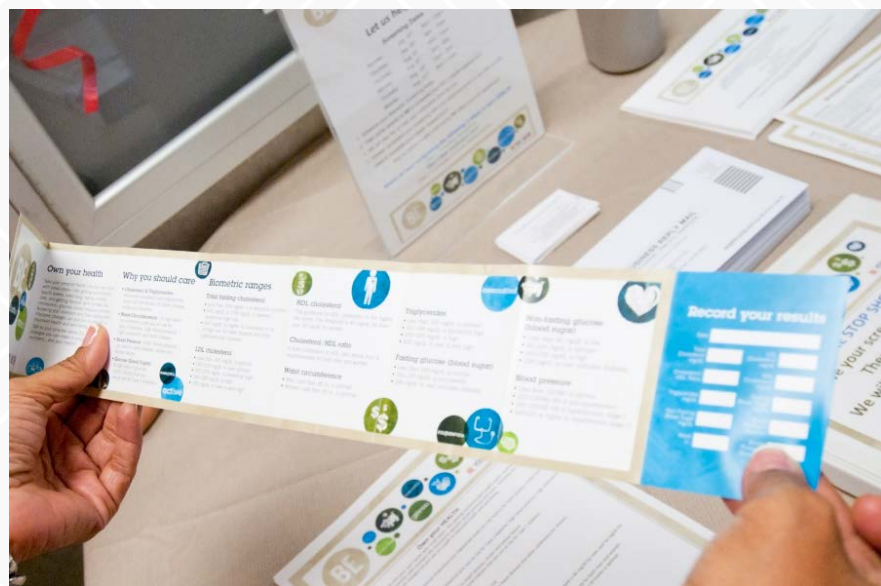
Employers need help

- Rising health care costs
- Absent employees
- Reduced productivity
- Worker's compensation claims increase
- Evolving landscape of health care



Target's approach to Health & Wellness

Bringing public health into an employer



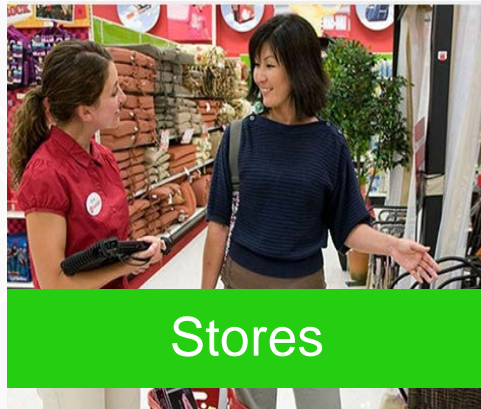


Who is Target?

- 2nd largest General Merchandiser
- 1,793 stores in the United States
- 38 distribution centers in the United States
- \$70+ billion in annual sales
- 5% Give Back program = 4 million a week
- Online business at [target.com](https://www.target.com)
- Cartwheel



Distribution Centers



Stores



Headquarters



Who Makes the Target team?

- 341k+ team members across stores, distribution centers and headquarters (US & India)
- Target team members live or work in all **50** states

For starters, wellness is unique because it connects business value and social value

Our aspiration

**Improve the health of the
nation by making
wellness the way of life**



Business impact

+



Social impact



**To achieve our aspiration, we're going to operate differently;
across Team Members, Guests & the Community...**

The people we reach



How

1. Make wellness the default
2. Inspire progress over perfection
3. Leverage our breadth
4. Build momentum through team members
5. Use collective scale for good



© BE YOU. BE



Commitment to building strong, healthy & safe communities starts with our team

Long-term goals:

- Improve the health of all team members
- Invest in our greatest asset to leverage our team members as wellness advocates

To achieve success, we're committed to:

- Creating **a culture of wellness** that supports all Target team members along their health journey
- Making **healthy choices the default choice** for all Target team members by influencing policy, improving the environment in which they live & work, and impacting system improvements
- Becoming **an employer of choice** by improving brand reputation as a company of wellness



Culture of Wellness

- Onsite Biometrics
- Onsite Flu Shots
- Preventive Care
- Health Well-being Rewards
- Rally Wellness Platform
- Mental Well-being
- Weight Management
- Tobacco Cessation Program
- Health Well-being Centers
- Executive Health

Make Healthy Choice the Default Choice

- Healthy Eating
- Wellness Discount
- Active Living
- Tobacco Free Policies

Employer of Choice

- Tuition Reimbursement
- Perks & Discounts



Target's approach: comprehensive solutions

We can influence and improve *ALL* team member wellness by focusing on solutions for prevention, intervention, healthy behaviors and access to high quality care



What determines health?

Solutions

Impact

Examples

10%

Genetics / Biology

Education

Smallest

Prevention Information

10%

Health care

Clinical interventions

Diabetes Prevention Program

30%

Behaviors

Support, tools, resources, programs

Tobacco Cessation

10%

Physical Environment

Create opportunities & remove barriers

Healthy Eating Policy

40%

Social / Economic Factors

Policy & system change

Largest

Commuter Benefits, Daycare, Tuition Reimbursement

Target's approach: determinants of health

When choosing solutions we look to systematically address each factor that can affect health and focus on solutions that will have the most impact



People who are active and who exercise regularly tend to be much more productive at work. Once you start working out, you'll experience less stress in every part of your life.



Save an additional
20%
(on top of our 10% team member discount)
on fresh and frozen fruits
and veggies. Simply
Balanced and C9 at Target
Stores and Target.com

For runners who look for stimulus from their environment, music can boost running performance by up to 15%! Pump the tunes to get over the finish line more quickly!

Females account for 10.7 million finishers nationwide in 2014, according to Running USA.





Using a smaller plate helps you eat less!
Eating on a white plate makes foods
look more colorful and appetizing.



Save an additional
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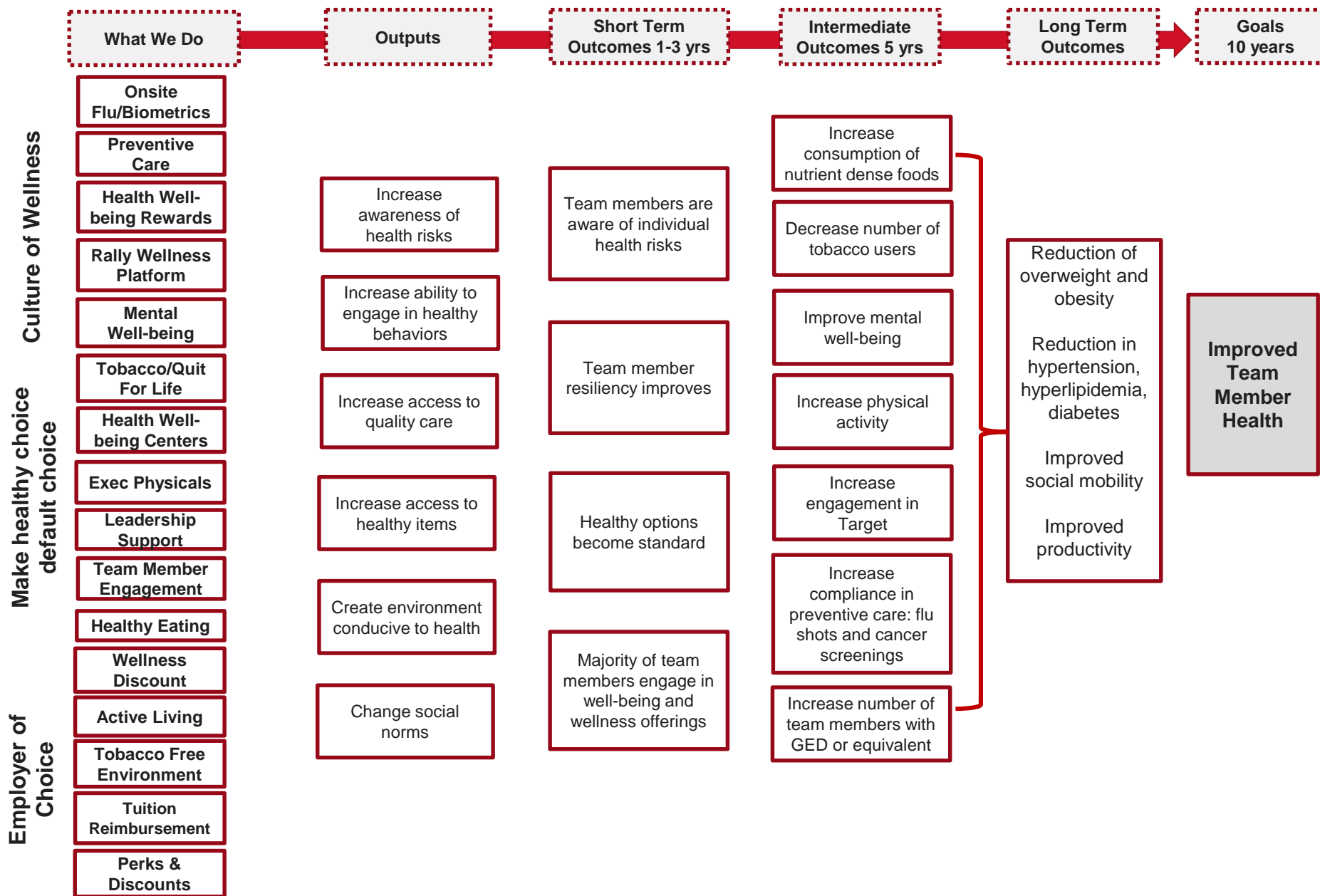
Those cute little bagged carrots in the grocery store aren't baby veggies. They're cut from full-grown varieties that are sweeter and thinner than traditional carrots. Aside from being convenient, they're vitamin-rich like the full-sized varieties.

Potassium helps strengthen our muscles and control our blood pressure. Bananas are high in it, but potatoes have more potassium than bananas, they don't have any fat, and are a good source of vitamins and iron, too.





Our solutions focus on all team members and drive outcomes that align with the health continuum





Target's approach: measurement & evaluation

By leveraging enterprise and national data, we evaluate solutions and track our efforts to improve team member population health



Culture of Wellness

- Team members are healthier
- Health care costs decrease
- Productivity and performance improves worker performance
- Organizational support increases

Making Healthy Choice the Default Choice

- Barriers are reduced to healthy behaviors - team members make healthy decisions

Employer of Choice

- Team members choose Target
- Team member satisfaction with solutions

What does success look like

To shape how we develop a culture of health, make the healthy choice the default choice and attract the best talent



Public health partnerships: creating a healthy workplace

- Assist to develop comprehensive worksite wellness
- Healthy food environment (vending, cafeteria, catering)
- Active living environment (walking, biking, onsite facilities, flexible spending)
- Tobacco-free policies (cessation programs)
- Convene stakeholder groups and invite employers to the table early on
- Make CSR connection (community well-being)
- Collaborate on linking local resources to health plan/employer sponsored programs
- Assist with assessments for employers



Be translators

- Understand the issues
- Learn the corporate language
- Partner before you have an ask for favor, money or support
- Bring your expertise & skills to the employer population



Thank you