

**Well Workplace Award
Executive Summary**

Syngenta Crop Protection, Inc.

Gold Recertification Award

Information in this publication is carefully reviewed for accuracy. Questions, comments, or ideas are welcome. Please direct to Dr. David Hunnicutt, Executive Editor, at the address below.

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WELL WORKPLACE
Gold Re-certification Application

Basic Information

Name of Organization: Syngenta Crop Protection, Inc.

Address of Organization:

Work Telephone:

Fax Number:

Contact Person: Vee Bracken

Title: Registered Nurse

Alternate Contact: Judy Garrett, Health Services Manager

Parent Organization: None

Number of Sites Covered by this Application: Six plus Field Sales

Number of Employees Covered by this Application: Approximately 2200

Nature of Business or Industry: Agricultural

Name of CEO: Michael Mack

Date of Application: December 2003

Preface

Organizational and Program Background

Background of Organization:

Syngenta Crop Protection, the result of the merger of Novartis Agribusiness and Zeneca Agrochemicals in November 2000, is a global agribusiness corporation with its North American (NAFTA) headquarters located in Greensboro, North Carolina. Syngenta, headed by President Michael Mack, is the world leader in agribusiness, specializing in crop protection and helping growers produce safe, high quality products for worldwide consumption. Syngenta's US facilities employ approximately 2200 employees combined at its five production plants, research and development sites, biotechnology site, and corporate headquarters/field sales. Prior to the merger, Novartis Crop Protection achieved the Bronze (1998), Silver (1999), and Gold (2000) Well Workplace awards.

Background of Wellness Initiative:

In 1997, Novartis Crop Protection leadership deemed that employee wellness – improving and maintaining the health of employees – should be an integral part of the Health Services Department. As a result, the *Reaping Rewards Wellness Program* was developed and implemented in 1998. The focus of the new program involved a holistic approach that included all aspects of a person's well being, ranging from exercise to life balance. Novartis leadership agreed to change their policy of only reimbursing partial cost of fitness facility membership or the purchase of home exercise equipment to a broad incentive program rewarding participants for numerous "good health behaviors" (i.e. periodic physical examinations, educational programs, weight loss, exercise, etc.):

Vision and Mission Statements of Syngenta and the Wellness Program:

Syngenta Corporate Vision:

We believe in delivering better food for a better world through outstanding crop solutions and we take pride in meeting our commitments to our stakeholders.

Syngenta Corporate Mission:

To aid in the production of a safe and sustainable food supply for the world's population.

Reaping Rewards Wellness Program Mission:

Health Services through the Reaping Rewards Wellness Program will strive to assist each Syngenta employee to reach their optimum personal health and well being.

Reaping Rewards Wellness Program Vision:

We desire to foster within each employee the vision of "healthier lifestyles for a lifetime".

The 7'C's Overview:

Senior Level Support:

Senior management support is demonstrated through financial support and staff for the wellness program. Participation in the Reaping Rewards Program and communication by the Regional Leadership Team (RLT) has demonstrated continued strong support. This support was bolstered in 2003 by the newly hired NAFTA president as he composed a letter to employees introducing the objectives of the 2003 wellness program

Wellness Team:

Referred to as "Wellness Champions", wellness team members are located in both the site facility and remote locations throughout the US. These liaisons to the employees are instrumental in the development and implementation of the wellness program by providing feedback to Health Services as well as encouragement to employees. Members are diverse in culture, socio-economic, educational, and health status, which enables the wellness program to successfully reach the Syngenta population.

Data Collection:

Systematic collection of data from employees using various assessment tools has been the driving force in establishing programs of value. Collected data is entered into an anonymous database of information based on assessment results. Metrics obtained from all collected data are used for the development and evaluation of the "return on investment" (ROI) of programs offered by the wellness program.

Operating Plan:

The annual operating plan is developed by utilizing information collected from varied sources, including surveys, health clinic metrics, and insurance utilization reports. This plan, using current business marketing techniques and strategies,

identifies the needs and interests of Syngenta employees and facilitates more efficient and effective wellness programming.

Choosing Appropriate Interventions:

Topics for Wellness programs and interventions are selected from metrics derived from the Health Services' database, website, program evaluations, health interest surveys, and customer satisfaction surveys. Available resources from the community that are proven to be beneficial and timely are solicited when data indicates the interest and needs are apparent.

Creating a Supportive Environment:

Operating under the leadership of Human Resources and having a close association with Health, Safety and Environmental, the wellness program promotes an environment supportive to Syngenta employees. Written policies and procedures are in place to clarify employee benefits (i.e., early return to work, STD, and health care plans). Cooperation between Syngenta and its vendors has led to healthier food choices and working conditions for the employees. Educational program formats include lunch and learn presentations, lunch booths, and videotape and CD of presentations to accommodate the needs of all employees regardless of location.

Evaluation:

The Health Services Department has developed an extensive database for retention of vital information. External vendors are contracted to provide analysis obtained from health risk assessments and data collected from focus groups (after all identifiers have been removed). Executive summaries and reports are used for cost analysis and evaluating the effectiveness and ROI of the program.

An individual who made the wellness initiative what it is today:

Health Services Manager Judy Garrett is the driving force behind the wellness program. When hired in 1997, one of her main objectives was to initiate a holistic wellness program. Mrs. Garrett's ability to "think outside the box", retain management support, and be involved in Syngenta's corporate vision has made Reaping Rewards become an award winning wellness program. Quotes from Mrs. Garrett in a local newspaper article echo her commitment and belief in the wellness program: *"The company wants their employees to feel their best, look their best and be more productive," Garrett said. "The wellness program helps them do that."*

Three Unique Strengths:

Approaching **wellness with a holistic strategy** has been the greatest strength of the program. Recognizing that individuals usually equate only physical fitness and nutrition as the components of wellness, the Reaping Rewards Wellness Program identifies and addresses the many facets of wellness. This has resulted in various opportunities for fun and creativity within the program. It has also allowed the Health Services staff to focus on disease management as well as prevention. Initially, the program concentrated on awareness and education and was driven by the Health Services staff. Currently, the program uses data analysis to establish ROI and value to the company as a part of the program criteria. In future years, the program will become more self-driven with employees taking more responsibility for their health and wellness by establishing personal wellness goals. In 2003, Syngenta employees were asked to establish personal wellness goals as a part of this initiative.

The second strength is the on-site **Health Services Department**. Staffed with registered nurses, a registered dietitian/exercise physiologist, and an administrative assistant, the unit provides the flexibility of performing medical screenings (i.e. osteoporosis, skin cancer, and glaucoma) along with periodic physical examinations performed by contract physicians. The Health Services staff also supervises the medical units at the production plants and coordinates the physical examinations of off-site employees.

The **incentive based program** is the wellness program's third strength. This comprehensive program, combined with incentives, has proven to be effective in promoting participation, as evidenced by the consistent program growth with 82% employee participation in 2003. To encourage participation, employees are awarded points based on their observance of various "good health behaviors", such as having a periodic physical examination, participation in educational programs and medical screenings, and following a regular exercise program. Earned points can then be

exchanged for cash up to \$150 annually, with those employees earning over 150 points becoming eligible for an end of year prize drawing. The Reaping Rewards Wellness Program is listed as one of Syngenta's benefits; this perception of the program as a benefit has made the employees more eager to participate and reap the rewards of wellness, resulting in a positive impact on morale, productivity, absenteeism, and health care costs. This result truly embodies the spirit of our program motto "Healthier Lifestyles For A Lifetime".

Most Popular Programs:

One of the most popular components of the Reaping Rewards Program is the monthly wellness magazine. Produced monthly by the Wellness Councils of America, the magazine features the latest information on health-related topics and life issues, including two articles submitted by the Health Services staff. Through these articles, the program educates employees on timely wellness issues and rewards them for their participation by allowing the employee to complete and submit the magazine's quiz for 10 Reaping Rewards points. Another benefit of the magazine is that it is often shared with family members.