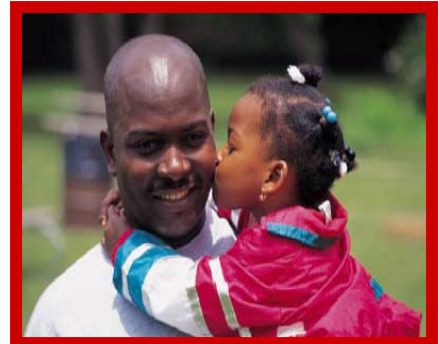


Integrating Health and Wellness into Hannaford's Company Culture



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Outline

- Introduction to Hannaford
- Integrating health and wellness into the culture and behaviors



About Hannaford

- Grocery Retailer
- 26,000+ associates
- 5 states in Northeast
- 180 locations
- 9000+ on Hannaford health plan
- Delhaize America
- NGBH award winner 4 years
(3 years at platinum level)



Company Strategy

- Our overall company strategy is titled: *Inspiring Healthy Choices for Life*.
- One of the elements of the strategy is:
Healthy for Life Made Simple.
“Deliver easy, convenient and affordable access to traditional and non-traditional ways to improve or maintain personal and family well-being”.
- Health and wellness is part of the greater Delhaize America corporate responsibility strategy



Health and Wellness Strategy

- Integration of health and wellness into our culture and behaviors
- Informed, knowledgeable consumers that are accountable for their health and use their resources appropriately



Integration of health and wellness into our culture and behaviors

- Leaders that are knowledgeable and engaged through conversation starters
- On-site resources
- Reward healthy behavior
- Provide action oriented and interactive education



On-site resources

- Health educator - trusted resource
- Regular interactive education
- Current/timely information
- Action oriented challenges and skill building initiatives
- Supports health plan tools and resources
- environmental support



Reward health behavior

- Healthy Behavior Credit
 - health risk assessment
 - disease management
 - smoking cessation
 - preventive care



Provide action oriented and interactive education

- Learn the Skill
 - Pay Yourself to Think Positively!



Results

- Healthy behavior credit compliance,
 - 80% participate annually
- Enrollment in skill building initiatives,
 - between 10-30%
- Reduction in health risks
- Increase in preventive exams and screenings
- Medical spend savings

