

Integrating Health, Safety, Sustainability and Stewardship The HS³™ Initiative

Sustainability is rapidly becoming a **core strategy for business**. The HS³™ model leverages initiatives that focus on health & safety promotion with those that focus on sustainability and stewardship to improve profitability and positively impact employee and customer perceptions of the organization. At the operational level, managing sustainability and stewardship works best with an integrated, defined focus and plan. The same is true for health and safety promotion. HS³™ strategies connect employees and customers to the corporate reputation (brand) through coordinated communications and integrated activities.

Purpose: Demonstrate how an integrated approach to Health, Safety, Sustainability and Stewardship relates to employee attachment and the triple bottom line (People, Planet, Profits). Provide case study for New North sustainability committee work.

Companies Involved for 2009: Affinity Health System, Community First Credit Union, Carew Concrete & Supply, Faith Technologies, Goodwill, MBM, Miron Construction Company, McClone Insurance Group, Touchmark, Werner Electric Supply Co.

Activities:

- Monthly Best Practice Sharing sessions with innovative companies willing to share best practices to improve performance/ROI for Health & Wellness, Safety, and Sustainability & Stewardship.
- Employee attachment and self-efficacy assessment pre and post.
- Facilitated HS³™ planning sessions.
- Investigating new communication strategies, such as viral/social marketing tools
- Ongoing data collection leading to post-year research report
- Report to New North Sustainability Committee & Ongoing Project PR with selected media`

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