

# Global Well-being Strategy and Initiatives

This infographic provides a snapshot of global initiatives from the *15th Annual Employer-Sponsored Health and Well-being Survey*. The survey found that global employers' well-being strategies are multidimensional, and mental health is a significant focus alongside physical health. Alongside the survey findings are examples of how employers have effectively deployed global well-being around the world.



of global employers either have a global consistency approach for well-being or are actively developing one.

## Top Challenges to Implementing a Global Well-being Strategy



Employees' needs differ from country to country



Difficulties in finding an effective way to deploy the program globally

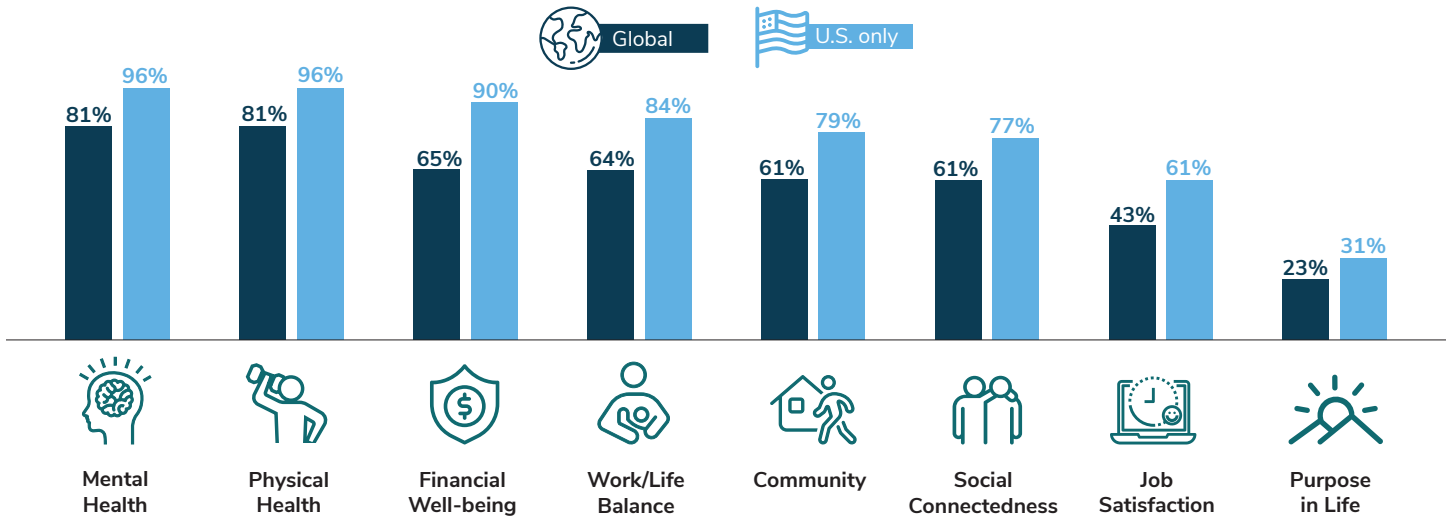


Lack of local support or restriction on budgets



Many companies struggle with the challenge of having a global strategy with programs similar enough to be consistent, yet different enough to be relevant locally. To overcome this, some organizations offer varied ways to engage employees, to appeal to different regions. For example, some may design programs for global employees by working with global and smaller suppliers, to ensure services offered are multilingual and address challenges specific to certain parts of the world. Others might use specialty solutions to help draw threads between global programs and local needs. An organization might have an online hub for global employees to explore vendor services, while also providing links to direct employees towards offerings pertaining to their own region or country.

## Well-being Dimensions Addressed by Employers, 2024

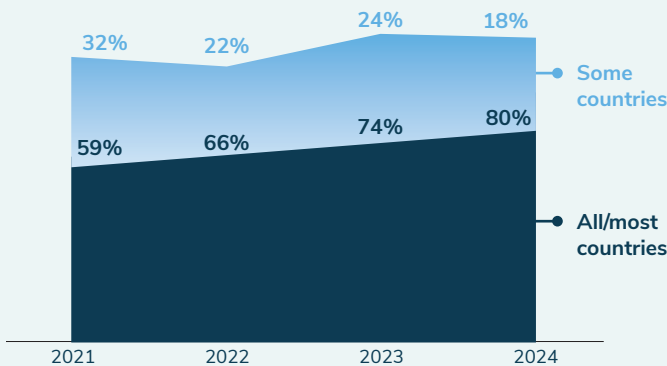


One way that employers can establish elements of community and social connectedness is through a well-being champion network that is designed to provide peer support on issues ranging from mental health to organizational equity. A network such as this can help employees connect to well-being opportunities, as well as raise awareness and offer support for a variety of different issues.

## Focus on Mental Health

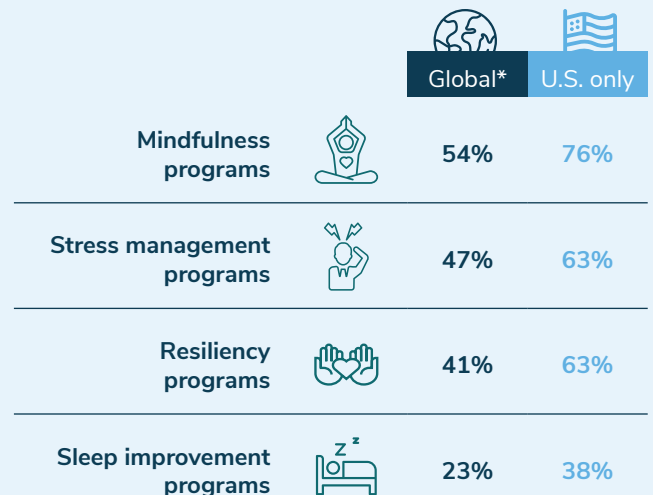
Mental health is one of the most common well-being dimensions that global employers address. In addition to offering a multitude of benefits and services, newer EAPs (which are more comprehensive than traditional EAPs) are being deployed.

### Employers Offering EAPs Globally, 2021 - 2024



In addition, **49%** of global employers will utilize newer EAP models in 2024 – compared to 37% in the U.S.

### Common Mental Health Initiatives, 2024



\*Offered in all/most countries

**Focus on Mental Health** *Continued*

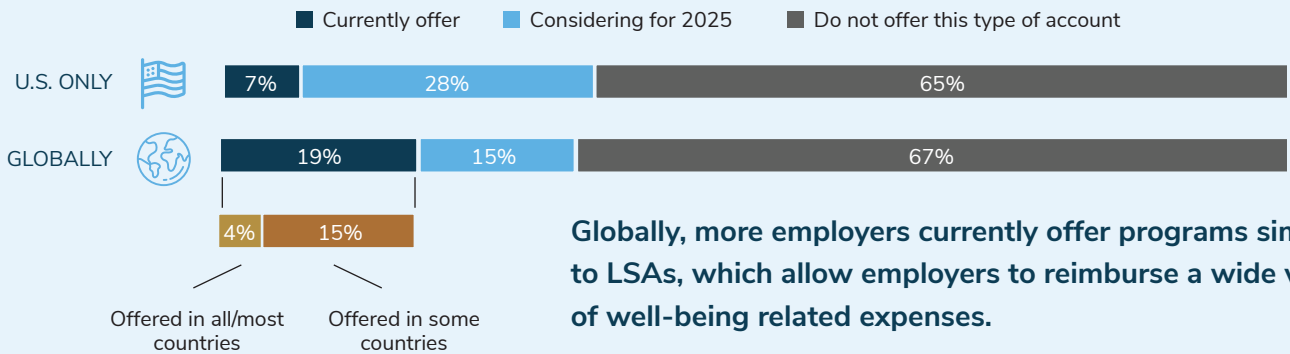
Some global employers are training their managers to recognize mental health issues and direct employees to appropriate services. This has been a successful approach in addressing mental health stigma and improving culture within an organization. Manager trainings are offered in diverse formats, from e-learning modules and webinars to on-the-ground trainings delivered in the local language.

## Incentives and Lifestyle Spending Accounts (LSAs)

Incentives and LSA-like accounts are prevalent strategies for global employers.

**22%** of employers use incentives to encourage participation in well-being initiatives globally (up from 16% in 2023).

### Employers offering LSAs, U.S. vs Global, 2024



Globally, more employers currently offer programs similar to LSAs, which allow employers to reimburse a wide variety of well-being related expenses.



**Related Resources:**

- 15th Annual Employer-Sponsored Health and Well-being Survey
- Redesigning the EAP: Employer FAQs for Getting Started
- Creating a Globally Consistent Benefits Strategy
- Growing Mental Health Needs Drive Costs Globally, Requiring Employers to Push for Value