



Kimberly-Clark

Kimberly-Clark Chooses to Live Well

Kimberly-Clark is a \$20 billion global personal care company founded in 1872. Their products are used by one-fourth of the world's population and are sold in over 175 countries. Many of their brands are universal household names—including Kleenex, Cottonelle, Scott and Huggies.

ABOUT KIMBERLY-CLARK

HEADQUARTERS: IRVING, TX

NUMBER OF EMPLOYEES: 43,000

LOCATIONS: 216+ LOCATIONS IN 63 COUNTRIES

THE STORY

Kimberly-Clark doesn't just value corporate wellness—they helped pioneer it. In 1975, the company's CEO announced plans to found a health management program, and in 1977, they opened a health services clinic to lead its comprehensive wellness program. Today, Kimberly-Clark has won multiple workplace wellness awards, including the 2015 Gold Level Best Employers for Healthy Lifestyles and the WELCOA Gold Well Workplace Award.

THE START

Although Kimberly-Clark's Health Services program has been around for decades, they recently rebranded their initiative with the intention to fully develop and sustain a culture of health, energy and vitality, under the tagline "Live Well." In 2014, they launched their first Live Well Challenge and began collaborating with Fitbit Group Health to track employee fitness activity and ongoing engagement.

THE ROADBLOCK

Kimberly-Clark is a massive organization with hundreds of locations worldwide. Not every facility had the existing infrastructure to handle the expansion of the wellness program. Although some of the larger offices were able to house exercise facilities like swimming pools and walking tracks, other offices simply didn't have the space.

THE RESULT

With Fitbit Group Health, employees didn't need onsite gyms or swimming pools. They just needed to get moving. After completing a health screening, Kimberly-Clark employees were given a Fitbit Flex, added to the program dashboard and directed to resources on the Live Well Challenge website. They were challenged to up their steps to 10,000 per day, and the results were incredible: About 50% of them decreased their waistlines while increasing their strength, flexibility and cardiovascular fitness.

“I’ve had a Fitbit since our walking pilot program started a few years ago. I especially like the challenge feature in the Fitbit app—it’s a fun way to keep us all moving and working to have more steps. Now I’m even challenging my building mates to get on the treadmills and keep up their steps, too!”

JENNY MISEK, SENIOR RESEARCH SCIENTIST AT KIMBERLY-CLARK

TIPS & TAKEAWAYS



Be Inclusive: Offer wellness programs that any employee can participate in, no matter their location or fitness level.



Get Creative: Provide standing or walking workstations, nutritious food options paired with MyFitnessPal tracking, daily stretching programs, or host a healthy picnic!



Get Leaders on Board: Managers can set an example by regularly attending wellness events, completing their health screening and competing in challenges.



Make it Fun: Post signage showing step counts or distance in office parking lots to encourage employees to park farther away to gain more steps throughout the day.

47%

of participants increased their cardiovascular fitness

50%

of participants lost weight, and increased their strength and flexibility