

Best Employers Award: Excellence in Health and Well-being

SAMPLE RESPONSES

Business Group on Health has created a set of sample questions and responses for the Best Employers Award: Excellence in Health and Well-being to provide a framework for applicants as they craft an award-winning application. These samples are meant to serve as guides, not verbatim templates for applicants to copy. The intention is to illustrate the level of detail that can take a response from good to great.

Note: The question provided is a sample only; the question is not featured in the 2026 Application Guide.

Business Group
on Health

**Best
Employers**
Excellence in
Health & Well-being



SAMPLE QUESTION:

Describe a health and well-being initiative to promote healthy eating amongst employees that you are most proud of in 2025.

Exceptional responses will indicate: (250 words or less)

- Why this initiative was a priority for your organization in 2025
- What your organization did in 2025 to make this benefit or initiative successful
- How the benefit or initiative was designed either with all employees in mind or tailored to a specific region or country, if you are applying based on your global/O.U.S. population
- Innovation and/or creativity in how it was implemented

JUMP TO SAMPLE
ANSWER:

Lower Tier

Mid Tier

Top Tier

Lower Tier: Response Could Use Improvement

To promote healthy eating habits in 2025, we gave all employees at our corporate headquarters a company-branded water bottle to encourage them to drink filtered water instead of sugary drinks. We've also placed fruit infused water in the lobby of our headquarters to promote hydration. Based on anecdotal feedback, employees enjoy access to fresh, flavored water. We're also working with our canteen/vending machine vendor to replace plastic water bottles with aluminum by the end of 2027.

What's missing from this answer:

- While this answer shows a baseline understanding of one facet of healthy eating, the strategy is not comprehensive enough to support employees as they make meaningful changes in their diet and nutrition. The applicant could have reviewed available resources on the Business Group's website, including one that details Nutrition Interventions for a Healthier Workforce, to understand what programs constitute a comprehensive employer approach to nutrition.
- The answer is focused on one subset of the population (employees located at corporate headquarters) and doesn't indicate if employees in other locations are extended a similar benefit or program.
- The answer doesn't detail how the company promoted the benefit. For example, the applicant could have described a communication campaign in which they created clever posters and displayed them on the vending machines, reminding people that free infused water is available and how that's healthier than a sugary drink.
- The answer doesn't include impact data. The applicant could have been more specific about how employee feedback was collected, and how many employees chose to replace their daily soda habit with a glass of infused water instead.
- The answer does not take advantage of the space provided. It's only 76 words, but the applicant has the opportunity to write up to 250 words.

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Mid Tier:

Good Answer with Room to Grow

We collaborate closely with our facilities team to foster a healthier onsite environment, guided by tried-and-true strategies. Employees based at our headquarters (about 50% of our 6,000 employees) have access to an onsite cafeteria, which serves as a hub for promoting nutritious choices. We've implemented choice architecture to place fruit and wholesome snacks in highly visible areas, while relocating less nutritious items like cookies and chips to less visible areas to cut down on impulse snack decisions. Our hot and salad bars feature color-coded labels (green, yellow and red) to help employees quickly identify which choices are healthier and which should be met with moderation.

To make healthy eating more accessible, we offer a discounted "featured healthy meal" on the first Monday of every month, which is priced 50% less than other options. Starting in 2025, we've engaged a dietician through our well-being vendor to create healthy, seasonally inspired recipes each month. The dietician incorporates foods that are local to our headquarters location, and shares tips on how to prepare the foods in different ways. Employees can scan QR codes in the dining area to access recipes and cooking videos, and we also post the information to our well-being platform. So far, we've seen about 150 employees accessing the videos and recipes each month.

Why this answer is good, but has room to go from good to great:

- The answer demonstrates a more comprehensive understanding of the types of evidence-based strategies that make a difference in employee nutrition. It's more comprehensive than the strategy outlined in the previous answer, with a structured plan in place to address how healthy food is presented and priced onsite.
- The answer more clearly defines how many employees benefit from this solution, indicating that half of employees work at the location where this solution is offered.
- The answer alludes to some promotion of the dietician benefit available (e.g., through the QR code), although the monthly click rate is a small percentage of the 3,000 employees onsite. The applicant could demonstrate a more concerted effort to promote the healthy recipes developed by the dietician.
- The answer is longer (214 words compared to the previous 76), which paints a more robust picture of the efforts the applicant is taking to create a healthy food environment.

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Top Tier: Great Answer

Our company conducted a zip code analysis in 2024 to identify where our population might need additional support for food security. Based on the results, we determined that improving affordable food access would be a top priority for 2025. In January, we launched our 'Fresh Start' initiative, a multi-pronged approach to providing healthy options. Employees at our headquarters (50% of 6,000 employees) have daily access to \$5 healthy meals in the cafeteria, which meet specific nutrient and ingredient requirements. There is also a to-go section, where employees can buy \$5 meals to take home to their families, providing a convenient and affordable option for them to keep up with their health off-the-clock. We've also created an incentive program where employees who choose healthy meals at least 60% of their in-office days each month earn extra meal bucks to spend on healthy snacks onsite. Additionally, once a month our kitchen staff hosts an onsite cooking demonstration to show employees how they can recreate some of the meals at home. We sell an average of 1,500 healthy meals a month, and YTD, 45% of eligible employees have earned extra incentive bucks.

To give our remote employees an equitable benefit, we've partnered with Vendor XYZ to provide a monthly grocery stipend that can be used on a grocery delivery service or in-store at dozens of grocery brands. Every month, we email remote employees reminding them that the funds are available, along with tips and seasonal recipes from our in-house registered dietician.

Why this answer is great:

- The applicant demonstrates a comprehensive, data-driven approach to evaluate the needs of employees. The applicant analyzed available data to identify food insecurity as an issue facing their employees, and developed a multi-pronged approach that provides a significant financial benefit to support healthy eating for both in-person and remote employees. The approach also extends a benefit to the families of employees through the take-home meal and grocery delivery options.
- The applicant indicates how the solution is equitable across their entire population and has thought through how to extend a similar benefit to employees who don't work at the corporate headquarters.
- The applicant indicates a clear promotional campaign, including monthly emails to remote employees about the benefit and monthly onsite opportunities to engage employees in hands-on learning.
- The answer includes clear impact data, indicating how many meals have been sold and how many employees have earned the additional incentive.
- The answer maximizes the space available, including as much detail as possible within the 250-word cap.

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