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Diversity, equity and inclusion conversations should be intimately tied to conversations about wellbeing.”

– Dr. Jessica Isom

Cultivating a Community of Diversity, Equity and Inclusion

Life as we know it has changed with the ongoing pandemic and civil unrest. The recent events exposed the depth of racial inequities, the complexity of societal norms and attitudes and the uncertainty in economic and job opportunities. The importance of mental health and wellbeing has never been as crucial as today, drawing urgent need now in our society, our healthcare and our workplace for a change. Organisations are searching for innovative ways to engage and support their employees through their DEI initiatives during such tumultuous times.



While it can be difficult to know where to start when it comes to addressing diversity, equity and inclusion issues, it is beneficial to support and understand the holistic wellbeing needs of your members.



Virgin Pulse has led the evolution of health and wellbeing beyond simple “ diet, exercise and medication”, to a suite of more than 37 health and wellbeing channels. With nearly two decades of experience, we understand the plethora of challenges faced by various organizations and our clients.

We've expanded our content and topics to include staying safe, contributing to the community, acting sustainably, embracing diversity, learning new things and many more. We acknowledge that our tools, content and experiences must evolve continually to ensure they are meaningful to all members. We have launched new content to facilitate successful interactions in health care, the workplace, and other settings across social, physical and environmental communities.

As a wellbeing organization, we know we have a responsibility to help our clients embed diversity, equity and inclusion into their culture.

Our Science Advisory Board has expanded to include leaders like Dr. Jessica Isom, M.D.-M.P.H; Dr. Isom is a thought leader on the connection between diversity, equity, inclusion, and physical, mental and social health. We share her passion for eradicating racial and ethnic mental health disparities, mitigating the impact of implicit racial bias on clinical care and using a community-focused population health approach. Our people teams are also innovating to attract talented employees from diverse communities worldwide.

Virgin Pulse's Approach to Diversity, Equity and Inclusion

Our approach to DEI is foundational, intentional and actionable in our product. We are mindful that your members span an organization, from the hourly employee on the loading dock to the salaried C-Suite Leader. We are their advocates.

We approach DEI as we approach our health and medical content: evidence-based, people-centric and globally appropriate.

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A true culture of health about wellbeing cannot be achieved without a focus on equity.

– Dr. Aletha Maybank



Virgin Pulse solutions help organizations build an inclusive community.

Following are some ways we support diversity, equity and inclusion in our products and content.

Embracing Diversity

More than 37 wellbeing topics are available on the Virgin Pulse platform, including diversity and inclusion. Clients can also create custom content and healthy habits extending their diversity and inclusion efforts.

Examples of Virgin Pulse DEI Content:

- **Bias Awareness Healthy Habit**

“Did you take note of your unconscious bias today?”

Support successful behavior change by triggering members to make small but daily changes in their lifestyle.

- **Daily Micro-Learning**

“Did you take time to learn about a new culture today?”

Personalized daily card based on members’ selected interests, including embracing diversity. The cards take a micro-learning and small steps approach to cue healthy actions.

- **New Foods Healthy Habit Challenge**

“Did you try new foods from a culture that’s different than your own?”

Peer to Peer challenges to drive improved habits across all aspects of wellbeing.

- **Digital Coaching Journey**

“Stretch Yourself

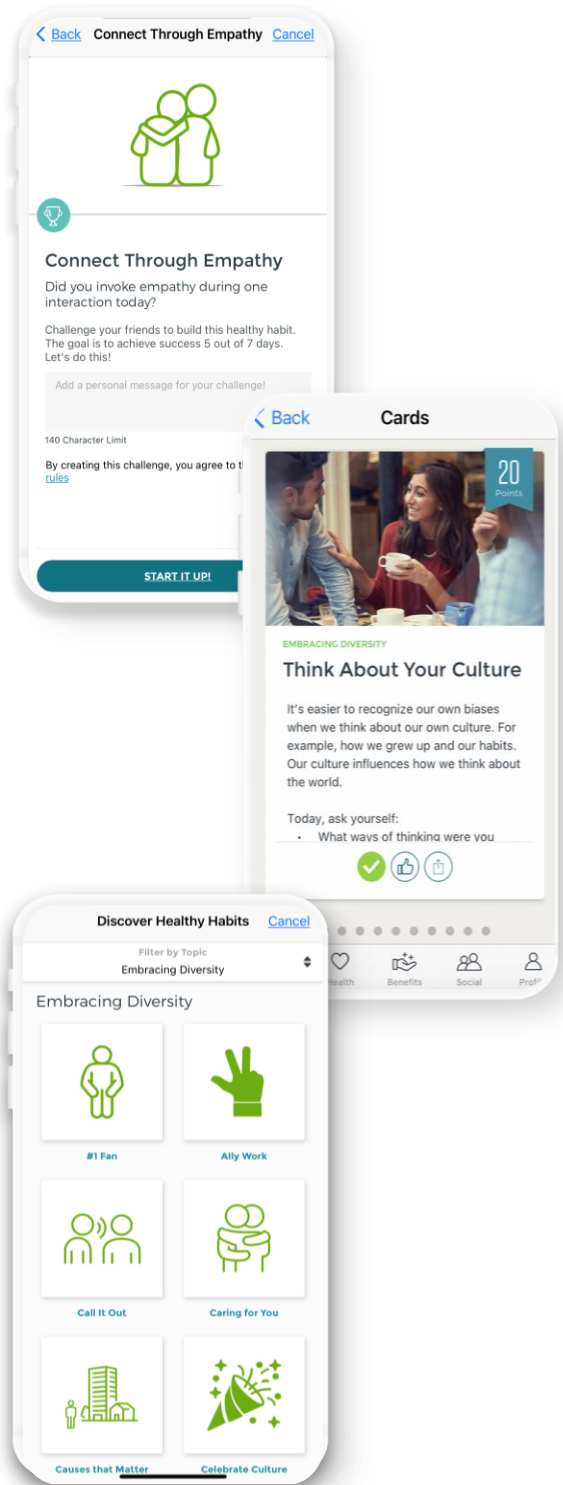
Healthy Habit Goal: Did you learn something today that will help you be an antiracist?

Time to Build the Habit: 10 days”

Each Journey breaks a key behavior or a larger goal into smaller achievable steps, helping members improve their health literacy and form new habits as they go.

Health Situation Topics

We are continuously expanding new content topics to enhance our ability to address the impacts of diabetes, hypertension and tobacco use. Consulting with our scientific board and solution designers, we ensure our content is evidence-based and relevant.



Reflecting Diverse Memberships

To reflect diverse members and your client's needs, the Virgin Pulse team focuses on increasing knowledge about social stratification, stereotype threats and on building empathy. We ensure that our products, service and solutions reflect the communities we serve.

Meaningful Alternatives

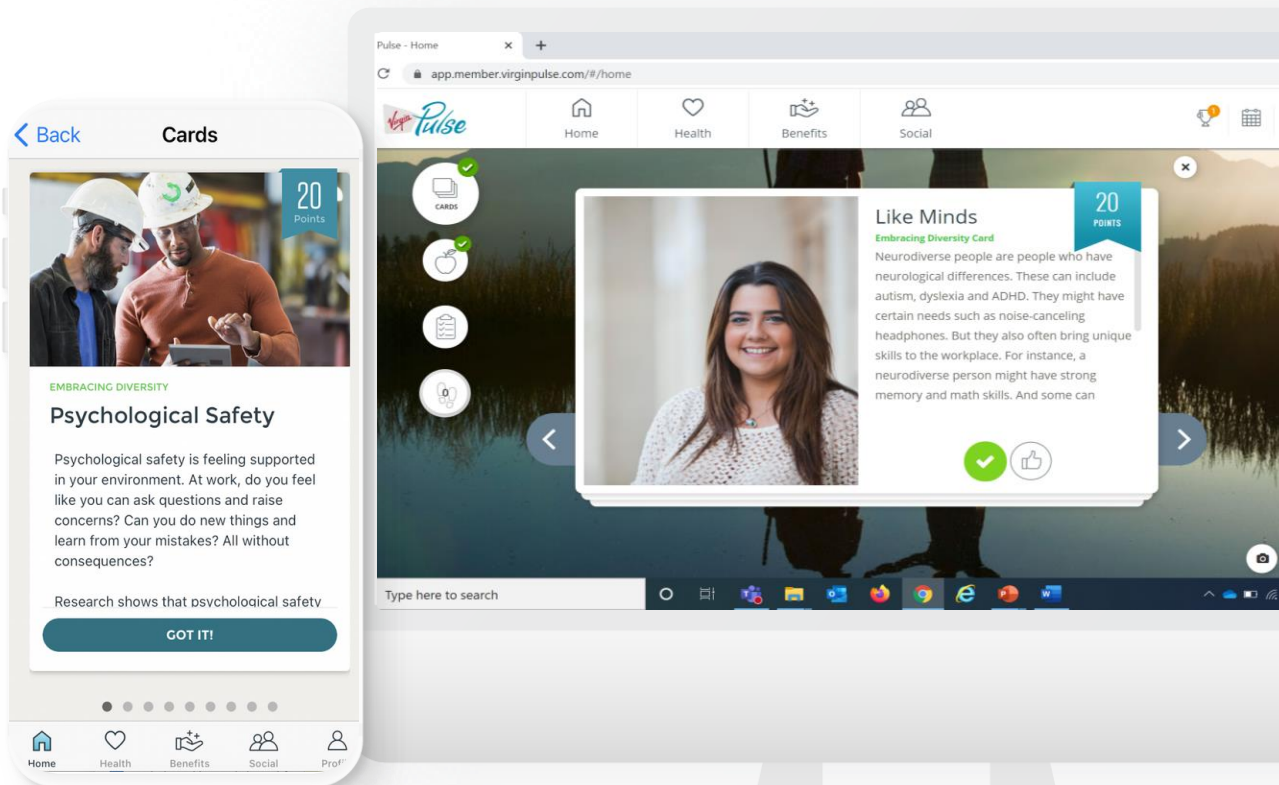
We recognize member capabilities may limit participation in step-specific challenges and activities. Virgin Pulse offers meaningful, reasonable alternatives and opportunities to engage. Our designs also align with universal readability and accessibility best practices.

The Images We Choose Reflect the Communities You Serve

We believe members must see themselves reflected in their health and wellbeing solutions. We always strive to show the diversity of age, gender, body type, race and ability represented by our members; an example is non-binary gender options with inclusive language.

Accessibility Regardless of Language

Through our 21 localized languages to destination challenges designed to inspire curiosity and learn about different cultures and places around the country, region and world.



We understand that making a change is hard. By designing our platform with focus on positive daily engagement and holistic wellbeing, we can partner to improve your members' mental health and wellbeing and strengthen your company culture.



Support successful behavior change by making meaningful changes in your members' lifestyle. Virgin Pulse can integrate and promote your DEI initiatives and help drive awareness.

CHANGING LIVES *And* BUSINESSES FOR GOOD

Ready to take to take your diversity, equity and inclusion initiatives to the next level?
Talk to an expert at Virgin Pulse to get started.

Learn more at virginpulse.com Find us on [facebook](#) | [twitter](#) | [linkedin](#)