



SELF-CARE

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The connection between self-care and wellbeing is at the heart of our purpose. Through our products and partnerships we can protect, heal and nurture for a cleaner and healthier world.

Improving people's wellbeing through self-care

As the concept of health evolves beyond the absence of illness into the desire to live fitter, healthier lives, our potential contribution to improving people's wellbeing grows in importance. Protecting and enhancing health through self-care is a powerful thread that runs throughout our three business units – Health, Nutrition and Hygiene.

For example, we can help consumers protect their households and wider community from viruses through our disinfectant products, Dettol and Lysol. We promote sexual wellbeing through Durex; and supplement childcare nutrition through Enfamil. Indeed, how we enable consumers to live healthier lives through self-care in all its different forms is fundamentally connected to our growth as a business as well as our contribution to society.

Global megatrends

Developing global trends increase both the impacts to public health and the importance of self-care as a preventative measure. Urbanisation is leading to denser populations. When coupled with global warming there are greater risks to public health from the spread of illnesses, which is increasing the demand for good hygiene as the foundation for health. Simultaneously, an ageing population leads to demand for more nutrition solutions, with more personalised approaches enabled by data and technology. The pandemic has seen increased concerns over mental health and wellbeing. In a specific sector for Reckitt, sexual health faces challenges from rises in sexually transmitted disease amongst the growing numbers of the younger generation reaching adulthood. Collectively these trends create a need for greater preventative care and self-care while public health systems come under increasing pressure.

Working in partnership

Promoting the importance of self-care requires many different stakeholders to work together to make it a reality – from governments and healthcare professionals, to NGOs and the wide-ranging private healthcare sector. We work with policymakers and regulators to encourage change in the healthcare system to improve access to self-care products and information. With disinfection products a baseline defence in the fight against COVID-19, partnerships are vital for distribution to vulnerable communities.

Our global research and development group partners with suppliers, academia and research organisations to develop technologies to better enable self-care, prevent illness in a range of ways and to enhance

nutrition and nourishment for better lives. For example, we're working with a team of paediatric gastroenterologists and dieticians in India to assess children's allergies to cow's milk. This will establish the first ever Indian 'milk ladder' to help parents gradually reintroduce milk, step by step, to children with a dairy allergy.

This year, we formed educational partnerships with The Royal Children's Hospital, Melbourne and The Sick Kids Hospital, Toronto to develop courses for healthcare professionals. Similarly, we partnered with a number of healthcare organisations in China such as the China Children and Teenager's Fund (CCTF) to support infant nutrition during COVID-19.



Self-care in the time of COVID-19

COVID-19 brought into sharp focus our fight to make access to the highest quality hygiene, wellness and nourishment a right and not a privilege. We believe that information and products promoting good health and hygiene are daily necessities for us all.

The conversation around self-care changed during the pandemic. People no longer regard self-care as a 'nice to have' but a fundamental pillar that can relieve the strain from overburdened healthcare systems like doctors' surgeries.

This year saw a huge leap in terms of people's increased understanding of health issues, from knowing the difference between viruses and bacteria, to how illness and disease are spread, and how testing and treatment can work. Similarly, emergency measures to help fight the pandemic accelerated regulatory changes, in weeks rather than years, to create better access to hand sanitiser, medicines and other biocides like disinfectants.

During lockdown, people were forced to take greater responsibility for their own health, such as treating minor ailments themselves at home and relying on pharmacies for advice and medication. This is a trend that will continue to grow, making our philosophy of empowering people to make the right choices to improve their own hygiene, wellbeing and nutrition, more important than ever.

The pandemic has highlighted inequities that prevent some people, or even some countries, gaining access to much-needed basic, preventative or remedial health, hygiene and nutrition. While the world has accelerated solutions for the pandemic, we still need to reach more people with self-care and other solutions. Our Fight for Access Fund mobilised more than £52 million in 2020 to reach vulnerable communities in 66 countries, often those in the most need of assistance. We're committed to maintaining that support by investing the equivalent of 1% of our annual operating profit each year. There are more details in our [Partnering for social impact insight](#).

But to win our fight, we also want to reach and engage more people. Our ambition is to reach half the world with products that contribute to a cleaner, healthier world by 2030. This is both about reaching different consumers, and about innovating with our existing consumers to provide them all with access to the hygiene, wellness and nourishment to enhance their lives. In doing so, we want to engage two billion people with purpose-led partnerships, programmes and campaigns that promote awareness for that cleaner, healthier world, and measure the impact we create for them and society.

Investing in information

Our role as a healthcare provider is also to educate our consumers. If we want to empower them to become better at self-care, we must give them the right tools. Beyond our products, it means providing truthful, accurate information. This is something that's increasingly important with the proliferation of fake news on social media and one of the reasons behind our launch of Covid-19facts.com (see below).

We also have a responsibility to encourage important changes in behaviour, such as frequent handwashing to combat the spread of disease. Our handwashing campaign increased in global urgency in 2020 with the spread of COVID-19 – and our TikTok Dettol #HandWashChallenge was watched over 125 billion times. Over the past six years, our health and hygiene behavioural change messaging has reached 1.41 billion individuals, already meeting our goal to inform one billion by 2025.

Similarly, our sexual education work in Thailand, encouraging people to use Durex condoms, saved the Thai government £12.5 million in avoided STI/STD wellbeing and healthcare costs, £95.8 million in avoided death from diseases like HIV, and £13.4 million from avoided unplanned pregnancies and abortions.

When it comes to our global self-care initiatives, some of the 2020 highlights include:

- **Covid-19facts.com** – our public health campaign to provide accurate, credible information on COVID-19 was launched to counter the misinformation that gained traction on social media. The website reached 2.5 million users across 20+ countries and 38 million through social media. It also evaluated over 80 different claims.
- **Lysol HERE for Healthy Schools** – in partnership with the National Educational Association, we expanded our Lysol disinfectant educational programme in the US to 58,000 schools. With a 'Welcome Back Pack' including interactive and downloadable lesson plans to help kids learn healthy habits, this programme aims to minimise the spread of germs in the classroom.
- **Harpic Together Live** – raising awareness of the importance of good sanitation, we're producing a series of livestreamed events on YouTube in partnership with the global movement, #TogetherBand to achieve the [UN's Global Goals](#). The first event took place in December in Brazil featuring [Seu Jorge](#), a Brazilian musician and Latin Grammy winner, and Brazilian footballer [Willian da Borges](#).
- **GRIP (global respiratory infection partnership) meeting in Mexico City** – As a member of GRIP, we supported a global conference for healthcare professionals on the inappropriate use of antibiotics to treat upper respiratory infections. GRIP brings together healthcare

professionals who advocate an evidence-based approach and intervention for antimicrobial stewardship, with good hygiene practices and infection prevention being one of the pillars of the global WHO strategy. A second event developed a roadmap for the pharmacy community to tackle antimicrobial resistance.

- **TikTok Dettol #HandWashChallenge** – was viewed 125 billion times. The dance teaches people how to wash their hands correctly to help stop the spread of COVID-19. Following the TikTok dance's runaway success in India, Dettol rolled out the campaign to Singapore, Hong Kong, Saudi Arabia, United Arab Emirates, Indonesia, Thailand, Malaysia, Japan and Egypt.



CASE STUDY



HEALTHILY – THE WORLD’S FIRST MEDICALLY APPROVED SELF-CARE APP

Reckitt’s 2020 investment in Your.MD, the medical tech start-up, is bringing digital self-care to the masses through our ‘Healthily’ app in the UK, India and the US. The app enables people to decide whether they need to see a doctor by using artificial intelligence to diagnose symptoms and make recommendations for medical issues that can be treated at home. It also gives free information on healthcare, including sleep and general wellbeing and a vetted directory of healthcare services and products. In September 2020, ‘Healthily’ launched its first co-branded app with Dettol in India. The app’s COVID-19 symptom mapper helps people compare their symptoms against a global tracker. With over four million visits to date, it’s collecting valuable data to help public health organisations such as Imperial College, London better understand the virus.

Promoting employee wellbeing

These initiatives also apply to our own teams. Supporting our people’s emotional wellbeing and mental health grew in importance during lockdown. Our company-wide wellbeing strategy is based around four categories: physical, emotional, financial and community. We partnered with two global wellbeing specialists to work alongside us to support and share wellbeing resources. These included global education initiatives, with external speakers providing tips on nutrition, exercise and sleep. Over 60 UK employees are now trained mental health first aiders; while, within lockdown, we moved many activities online, enabling yoga, meditation and fitness classes to continue where our teams were based. These wellbeing programmes will continue to develop in 2021 through our wellbeing hub and its associated resources and podcasts on mental health, which have already been downloaded more than 3,000 times. It also offers advice from headspace, the mindfulness app, and practical advice such as tips on coping with quarantine.

Our self-care policy

Reckitt has been working to highlight the importance of self-care for many years, calling on governments and healthcare providers to build self-care into national health policy. The self-care industry plays a fundamental role in maintaining a healthy population, while alleviating the burden of primary healthcare services like doctors’ surgeries and hospitals’ accident and emergency departments.

We believe that encouraging responsible self-care during critical times, like the global pandemic, frees governments to focus their attention and resources on the vulnerable who need the most care. For this to happen, citizens must have regular access to self-care products such as non-prescription medicines through their local pharmacies, health stores and supermarkets. And they must also be able to understand and access truthful, accurate healthcare information to help them make the right choices. Some of the progress we’ve made to encourage change in the healthcare industry includes:

- Partnering with industry stakeholders to bring down regulatory barriers to accessing critical self-care products such as hand sanitisers and OTC medicines.
- Working with industry and governments to expand healthcare supply channels. We showcased the important role that e-pharmacies and other online channels could play in providing access to supplies as well as safeguarding public health during the pandemic.

- Launching the Covid-19facts.com information website.
- With antimicrobial resistance regarded as one of the greatest public health threats by the WHO, our Strepisil brand tackled the misuse of antibiotics in treating sore throats. Working in partnership with the Reckitt-sponsored GRIP network, we carried out multiple campaigns and events alongside healthcare professionals, governments, academics and other key stakeholders to create policies that promote the responsible use of antibiotics.

Listening to our stakeholders

Reporting effectively across our many sustainability issues and providing regular updates on our programmes and activities is always a work in progress. So we appreciate your feedback – what should we keep doing, and where can we do better?

Email us at sustainability@reckitt.com

Or write to:

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