

# Distell International launches wellbeing campaign to boost morale



Consisting of volunteers from each department and location, the “DistWell” initiative encourages networking across the company and employees not only voice their ideas on health and wellness, but also take part in monthly activities and challenges to generate awareness

Distell International, wines & spirits producer, launched a new wellbeing campaign for its global employees that aims to lift spirits and boost morale through an array of fun activities.

The “DistWell” initiative includes a DistWell Champions Group consisting of volunteers from each department and location who have an interest in shaping wellbeing initiatives. The group encourages networking across the company and enables “Champions” to voice their ideas and opinions on wellbeing policies and campaigns at monthly meetings.

The group focuses on at least one key topic per month from the NHS National Campaign Calendar, with additional topics covering the four key pillars of its health and wellbeing strategy throughout the year: Emotional, Financial, Inclusivity and Physical. DistWell follows the Health Working Lives framework to work toward achieving a Bronze Award recognition.

The first wellbeing initiative, #DistellDanceChallenge, was created by Rachel Hawes, Head of GTR Marketing, for Stress Awareness Month. The challenge required employees and families to film themselves doing their best “flossing” – the viral dance move in which a person repeatedly swings their arms, with clenched fists, from the back of their body to the front, on each side.

The December challenge, created for Alcohol Awareness Month, tasked employees with getting their creative juices flowing in a mocktail making competition. Featuring delish creations such as the “Quarantini Fizz,” “Fanta Claus” and “The Coro’No’ Virus,” the challenge took happy hour to a whole new level.

“On the back of a year that has brought so much uncertainty to people across the globe, we’re happy to be working on a project that can positively impact our employees’ wellbeing.

DistWell was formed with the goal of creating a sense of community and togetherness during these tough times and besides being a solid support initiative, DistWell also injects some much-needed fun into staff’s lives through the challenges,” says Louisa Benaouicha, Human Resources Partner, Distill International.