

# Ethics in Workplace Health Promotion Financial Incentive Programs

Design A Guideline to Help Employers  
Select, Evaluate, and Implement Ethically Sound Programs

Ethical guideline of Workplace Health-Promotion Programs and Financial Incentives

Do you want to act as a “big-brother” and monitoring them even during sleep?

Skip Intro

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Have you ever wondered how your

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Let's think and act ethically

Ethical guideline for Workplace Health Promotion

About

The ethical guideline to help employers address ethical challenges in Workplace Health-Promotion Programs and Financial Incentives to enhance employees' health, vitality, and well-being.

Check your program

Know more about ethics

Participant

Who are we providing the program for?

Health Goal

How should we set health goals?

Context

In what context will the interventions take place?

Financial Incentives

How can we use financial incentives in the program?

Component

What features could we add to the program?

Program Assessment

How could we check the effectiveness?

Ethical guideline for Workplace Health Promotion

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Know more about ethics

4 Ethical Themes

Autonomy

Autonomy refers to respecting employees' right to make their own choices about participation. Health programs should always be voluntary, allowing employees to decide without pressure or coercion.

Fairness

Fairness ensures that all employees have equal opportunities to benefit from health programs. This means designing interventions that are accessible to everyone, regardless of their background or circumstances.

Discrimination

Discrimination occurs when a program unfairly favors or disadvantages certain groups of employees. Ethical health programs must avoid practices that could lead to unequal treatment based on factors like age, gender, race, or health status.

Privacy

Privacy involves protecting employees' personal health data. Programs must ensure that any collected data is secure and only used with the employees' consent, respecting their right to control their own information.

Toolkits

In the early stages of a project, involving employers and other stakeholders is essential. Below are some toolkits you can use:

Ethical compass

This toolkit is designed to help companies make ethical decisions when developing digital products. It also includes workshop materials for conducting ethical discussions with stakeholders.

Maslow Mirrored

Apply Maslow's Hierarchy of Needs to forecast the positive and negative ways your program might affect employees.

What do employees say about ethics?

"Everyone has the right to be healthier."

"It is very discriminatory if only provide for a selected group, the starting point is for me already unethical."

“To help employers address ethical challenges in selecting, evaluating and implementing Workplace Health-Promotion Programs and Financial Incentives to enhance employees' health and well-being

About

Contact Us!

This website is based on my thesis project titled “Ethics in Workplace Health Promotion Programs.”

The research explores the ethical challenges that arise in workplace health promotion programs (WHPs) and financial incentives designed to improve employees' health and well-being.

Through co-creation interviews with both employees and employers, the study identified common ethical concerns and gathered insights from various perspectives.

The findings have shaped the tools, guidelines, and evaluation framework provided here, helping employers navigate the ethical complexities of WHPs while respecting employee autonomy, fairness, privacy, and preventing discrimination.

Thank you for your interest in the ethical issues surrounding Workplace Health Promotion Programs (WHPs) and Financial Incentives (FIs).

Please enter your contact information and any questions you may have below.

Name

Email

Occupation

Content

## From a co-creation research to design a guideline

A research on ethics from perspectives of employers and employees

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