



**Bundesanstalt für Arbeitsschutz
und Arbeitsmedizin**

Developing the quality of workplace health promotion in health promoting hospitals

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ENWHP PRODUCTS

- LUXEMBOURG DECLARATION
- CARDIFF MEMORANDUM
- WHP NET-NEWS (2/YEAR)
- QUALITY CRITERIA FOR WHP
- MOGP
- WHP WEB (<http://www.bkk.de/whp>)
- <http://www.baua.de>

QUESTIONS

- **What's GOOD PRACTICE?**
- **What are the QUALITY CRITERIA?**
- **How do we EVALUATE campaigns?**
- **How do we motivate enterprises to join and to publish their experiences?**

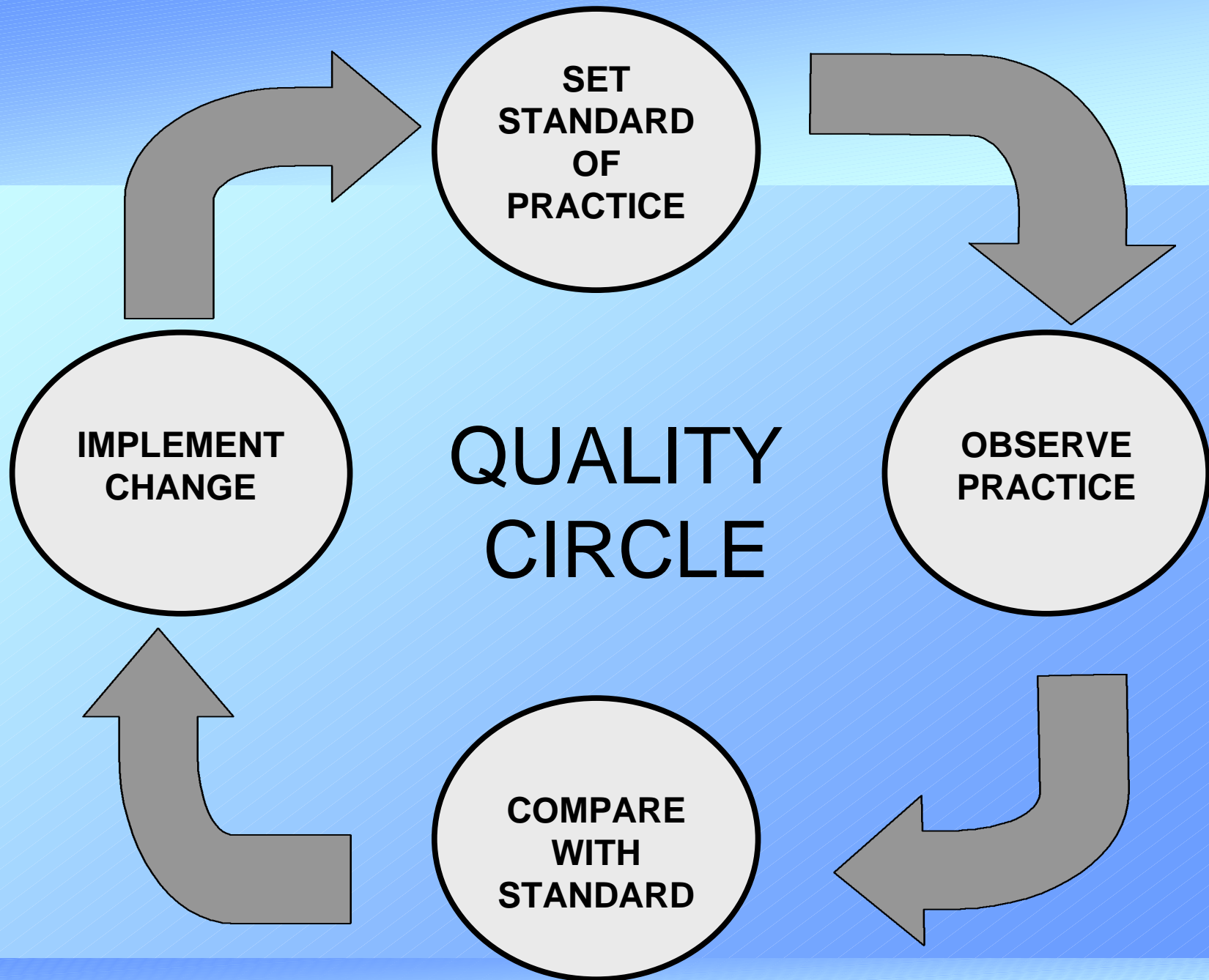
GOOD PRACTICE

QUALITY

Fitness for a purpose (Juran-74)

Level/degree of excellence

PRACTICE WHICH SUITS Q-STANDARD



QUALITY STANDARDS

- **MANDATORY REQUIREMENTS**
Follow letter of regulation
- **HIGH LEVEL**
Improve regulation and act in response to external non-regulatory concerns
- **EXCELLENCE**
Act in absence of any regulation or external factor

EU level

who?

- DG Sanco
- Bilbao Agency
- Dublin Agency

awareness

- involve social partners
- strengthen networks
- use intermediaries
- IT based strategies

policy

- encourage WHP policy at EU/national level
- communication doc
- coordinate at EU level

research&training

- promote research & training agenda
- special research needs for SMEs

national level

awareness

- campaigns
- involve intermediaries
- networks

who?

- government
- WHP agencies
- OHS agencies
- research funding agencies
- training institutions

pilots

- methods & tools

services

research&training

- research
 - SME needs
 - delivery models
 - tools / evaluation
- training

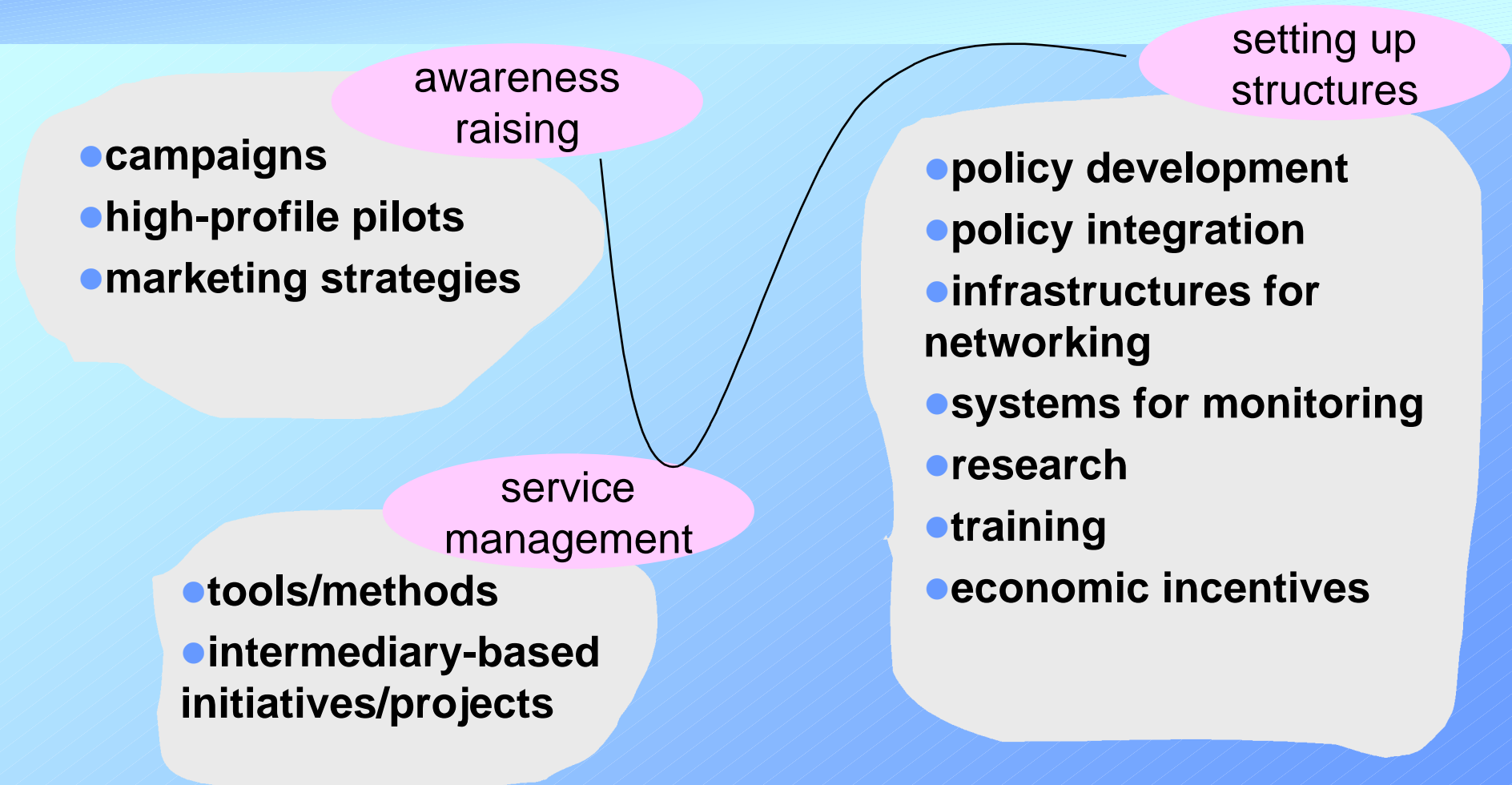
policy

- encourage WHP policy at national level
- adequate resources
- introduce incentives
- monitoring

Types of recommendation

- **Awareness raising**
- **Policy development/integration**
- **Networking**
- **Research**
- **Creation/integration of services**
- **Support for pilots**
- **Development of methods and tools**
- **Training**

Recommendations - structure



Productivity and Workforce: Why is this an important issue

- **Organisations are nowadays not only valued on the basis of their products but primarily on the knowledge creating capacity of the workforce, the people who work for them, how they work and what work means to them.**

Productivity and Workforce: Why is this an important issue

- **Maintaining and effectively managing human resources in the term i.e. employees' health, will be a crucial economic factor in Europe**
- **Europe's future social and economic success increasingly depends on highly qualified, motivated and healthy employees.**

Costs of work-related illness and accidents

- **Cost of work-related illness as percentage of GNP range for most European Countries from 2.6 to 3.8% (with a wide variety of cost factors included)**
- **Another group of member states present data on specific cost categories. Percentages range from 0.4 to 4.0% of GNP**

Results from some States

- **Germany: Annually ca. 450 million lost days by sick leave reflects production losses of 40 billion ECU (1998)**
- **Netherlands: total costs of work-related health risks are about ECU 7.5 billion in 1995;**
 - costs of sick leave and invalidity: 4.9 bill, health care 0,6 bill; costs of preventive actions: 1.6 bill

Definition of Workplace Health Promotion

- "WHP is the combined efforts of employers, employees and society to improve the health and well-being of people at work".
- This can be achieved through a combination of:
 - improving the work organisation and the working environment
 - promoting active participation
 - encouraging personal development (Luxembourg Declaration 1997)

Interdisciplinary Nature of WHP

- This definition emphasises the interdisciplinary nature of WHP and points out that different approaches and methods should be combined in practice. In this way different national and regional concepts can be integrated into a common platform for future action.

Objectives of WHP

WHP activities address three levels of action:

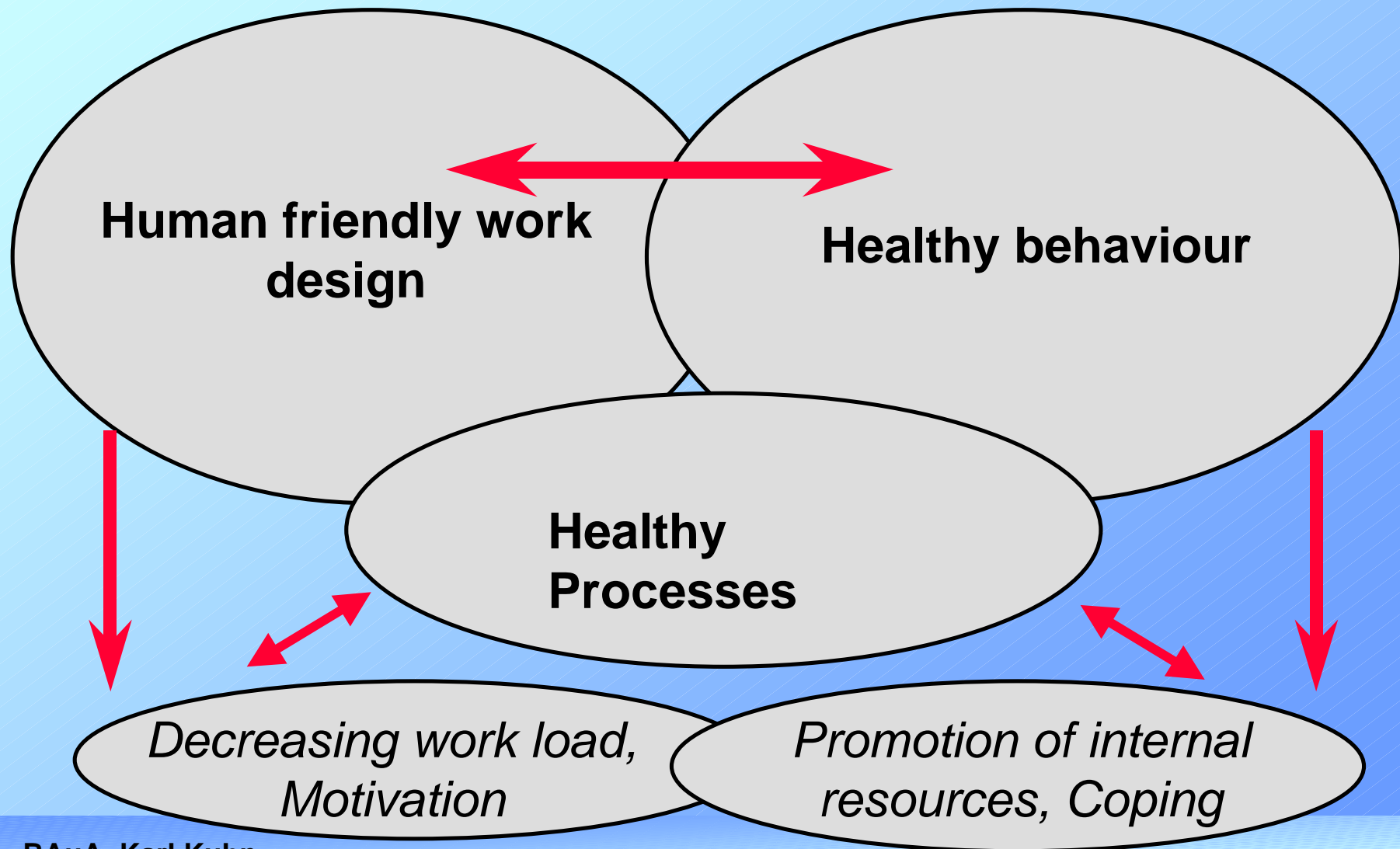
- Level of individual behaviour
- Group and or organisational level
- Policy / society level

WHP and OSH

Today's understanding of the relationship between WHP and OHS can be characterised by the following three statements:

- WHP is part of a modern understanding of occupational health.
- WHP is a supplementary strategy to the statutory requirements in the field of occupational health and safety and environmental health
- WHP is an inter-sectoral and multidisciplinary approach to workplace health making use of a broad range of different methods and approaches.

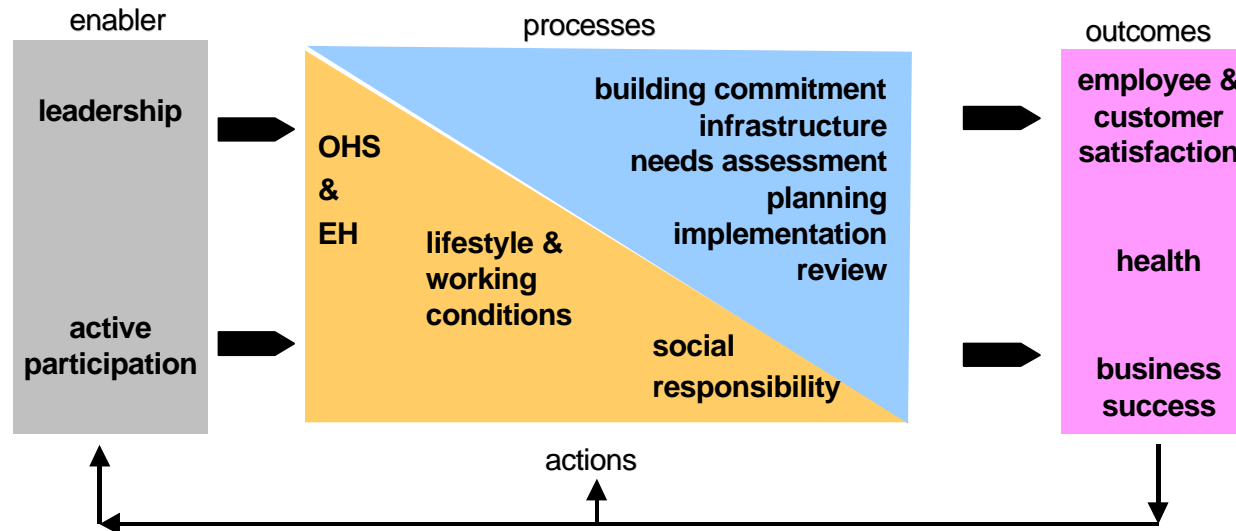
Workplace Health Promotion



General Model of Workplace Health Management

- This model aims at integrating the existing national and or regional approaches to good workplace health practice and building a general platform which helps orienting practice and policy development.
- It is based on the assumption that in future it will be more important to combine and integrate existing workplace health-related disciplines to improve effectiveness and to ensure the compatibility to general trends in management thinking.

European Model of Workplace Health Management



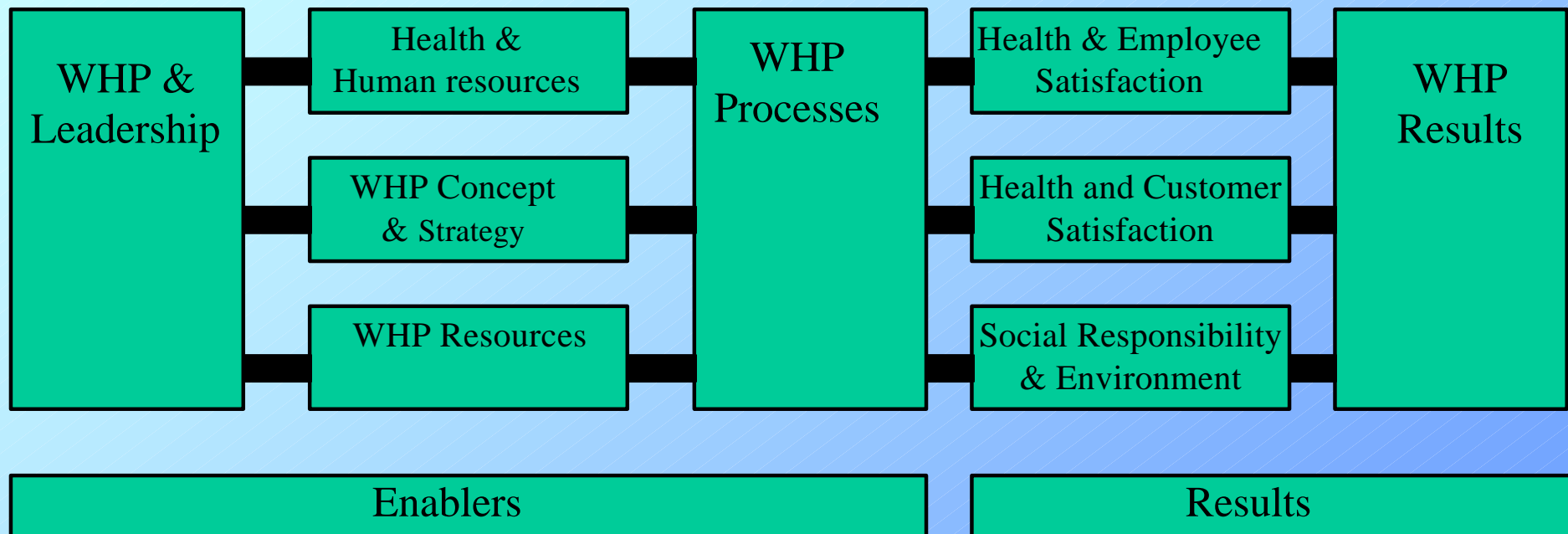
Common success factors for workplace health promotion

- Workplace health action should be based on an analysis of the health requirements and needs of an enterprise
- Health actions should involve all stakeholders in enterprises, especially the workers, and representatives of intermediary organisations (a participative approach)
- WHP actions should seek to improve the quality of working life and conditions as well as focusing on the behaviour of the individual worker
- Workplace health action should become an integral part of management practices and daily working life at all levels of an enterprise.

Basic principles of good practice by the ENWHP

- To link workplace health with relevant enterprise policies and ensure that it becomes part of daily practice (integration)
- To involve the employees within the planning, implementation and evaluation of workplace health action (participation)
- To seek to improve the quality of working life and conditions as well as focusing on the behaviour of the individual employee (a balanced approach)
- To ensure that any action is based on an analysis of the health requirements and needs of the various stakeholders within enterprises and is part of continuous improvement (need-based)

Workplace Health Promotion in larger enterprises



Quality Criteria for WHP

- **WHP and corporate policy**
- **Human resources and work organisation**
- **Planning of workplace health promotion**
- **Social responsibility**
- **Implementation of workplace health promotion**
- **Results of WHP**

Workplace Health Promotion & Corporate Policy

- The organisation has a fixed written corporate philosophy on workplace health promotion. The executive team is fully behind the contents of the philosophy and actively contributes towards filling it with life.
- The health promotion measures are well integrated into the existing corporate structures and processes.
- The organisation provides enough resources (budget, staff, rooms, further training etc.) for workplace health promotion.

Workplace Health Promotion & Corporate Policy II

- The executive team / company management regularly monitor the progress of the health promotion measures.
- Topics of workplace health promotion are an integral part of training and retraining (especially of the executive team).
- All staff have access to important health-related facilities (e.g. break and rest rooms, canteen, works sports amenities).

Human Resources & Work Organisation

- All staff have the skills (including health-related capabilities) which they need to perform their work or they are given the opportunity to acquire these skills.
- The work is organised so that the staff avoid being overtaxed or that too little is demanded of them.
- The staff are not only offered possibilities of personal career development; such development possibilities are specifically created through work organisation measures.
- All staff are given the opportunity to actively participate in workplace health matters.

Human Resources & Work Organisation II

- The superiors support their staff and promote a good working atmosphere.
- The organisation takes action on the rehabilitation of staff (especially disabled staff) on their return to work after a prolonged period of being unfit for work.
- The organisation promotes improved reconciliation of family life with working life through specific measures.

Planning of Workplace Health Promotion

- The health promotion measures embrace the entire organisation and are also communicated to all sections.
- The health promotion measures are based on a careful and regularly updated analysis which is based on health-related information (work stress, health indicators, subjectively perceived complaints, risk factors, accident rate, occupational illnesses, absenteeism due to illness, expectations of all players in the organisation, especially those of the staff).
- The entire workforce is informed about all workplace health promotion projects by means of internal public relations work.

Social Responsibility

- The organisation has taken clearly defined action (e.g. through an environmental protection management system) with which detrimental effects on people and the environment are excluded as far as possible.
- The organisation actively supports health-related, social, cultural and welfare initiatives.

Implementation of Workplace Health Promotion

- There is a steering committee, project group or similar in the organisation which plans, monitors and evaluates the health promotion measures. All health-related key functions in the organisation are represented on this body.
- All information (internal and external) required for the planning and implementation of the health promotion measures are collated systematically and regularly.
- Target groups and quantifiable objectives are set for all health promotion measures.
- Measures for health-promoting work organisation and job design as well as measures to promote healthy behaviour are implemented and interlinked.
- All measures are systematically evaluated and continually improved.

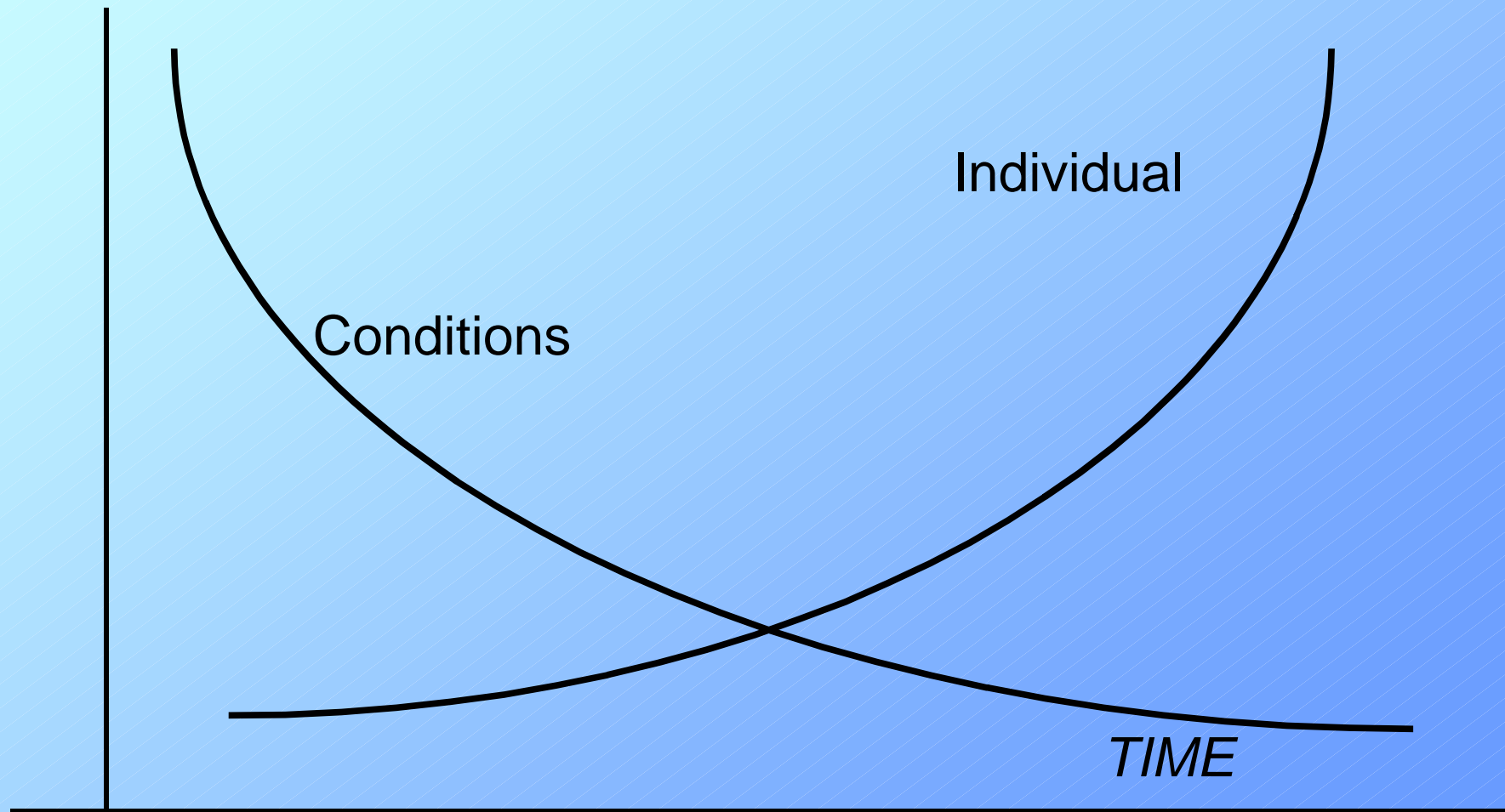
Results of Workplace Health Promotion

- The effects of the implemented health promotion measures on
 - customer satisfaction (products/services),
 - the satisfaction of the staff with working conditions/work organisation, leadership style and participation possibilities, occupational safety and health schemes etc.,
 - other health indicators such as absenteeism rate, accident rate, improvement in stressful working conditions, number of suggestions for improvement submitted and implemented, use of company healthy lifestyle programmes, level of relevant risk factors etc.,
 - economic relevant factors such as staff turnover, productivity, cost/benefit analyses etc.

are systematically determined and conclusions drawn from them.

Health Activities

ACTIVITIES



European Network for Workplace HP - MISSION

