

The case for workplace health promotion

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European Network for Workplace Health Promotion

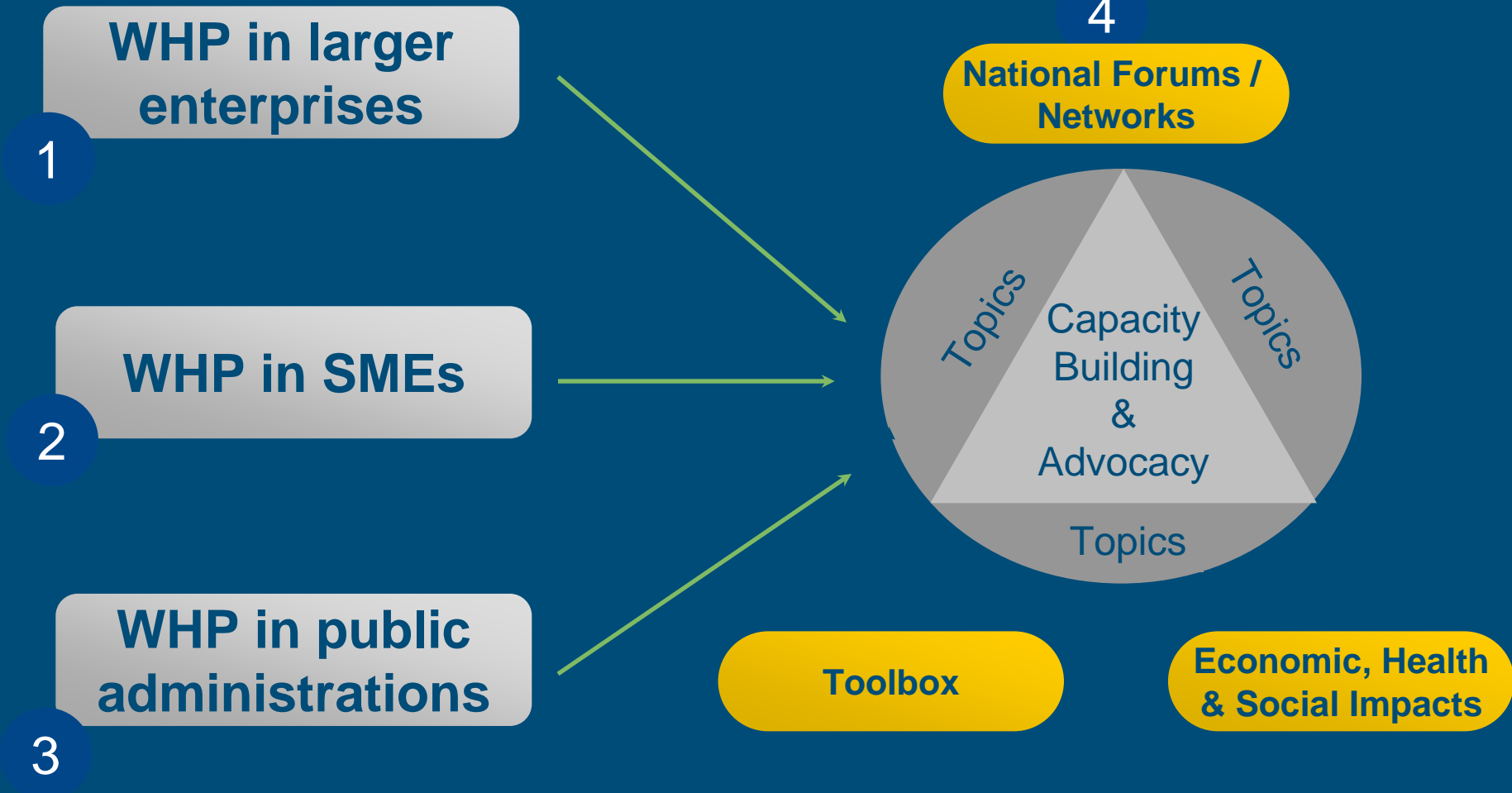


A network of national occupational health and safety institutes and public health institutions committed to developing and promoting good WHP practice

Contact office in The Netherlands:
NIGZ-Work & Health
(www.nigz.nl)



The ENWHP - Joint Initiatives



Reports: see www.enwhp.org

What am I going to talk about?



- Concept of Workplace Health Promotion
- Effectiveness of WHP
- Barriers to effective WHP in policy and practice
- How to encourage best practice?



WHP: different perspectives



- Behavioural prevention: one illness or risk factor
- Expanded occupational health
- Optimising sickness absence management
- An organisational development strategy



What is WHP? - Common Understanding



Luxembourg Declaration, 1997

Three cases for WHP



■ The European case

- Lisbon Agenda → to make EU the world's most dynamic and competitive economy
- Employment strategy → creating more jobs requires investing in the quality of work
- Health strategy → improving public health

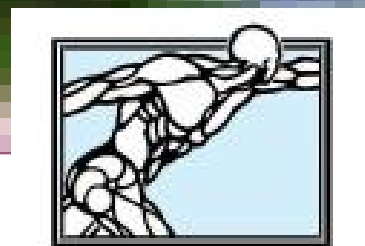
■ The social insurance case

- High costs of work-related diseases

■ Private sector business case



Three arguments



The Drivers and Determinants of Workplace Health



Workplace Culture

Social Support by Management & Colleagues

Job Demands
Job Control



Social, Health &
Professional
Competencies

Work Environment Quality

Job Security and Quality of the Social Safety Net

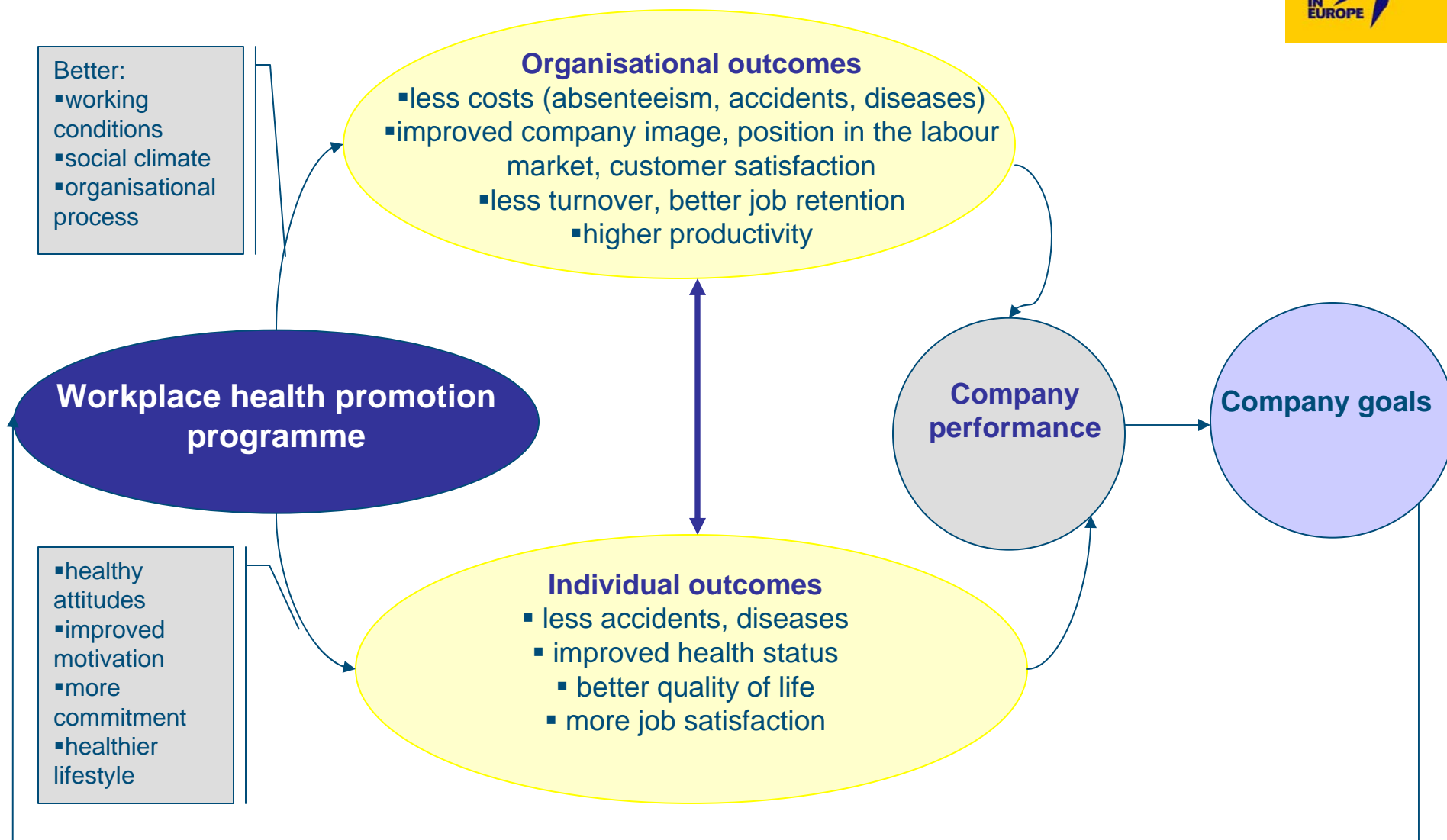


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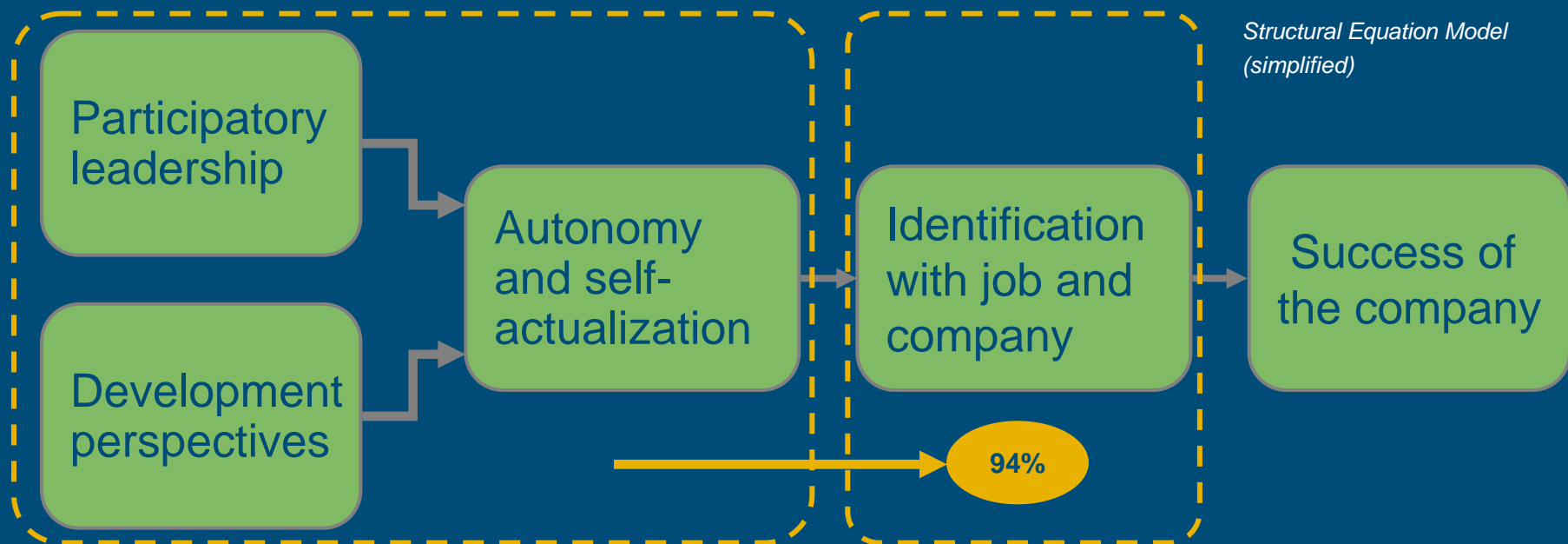
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WHP-effects at company level



Key Factors For Identification



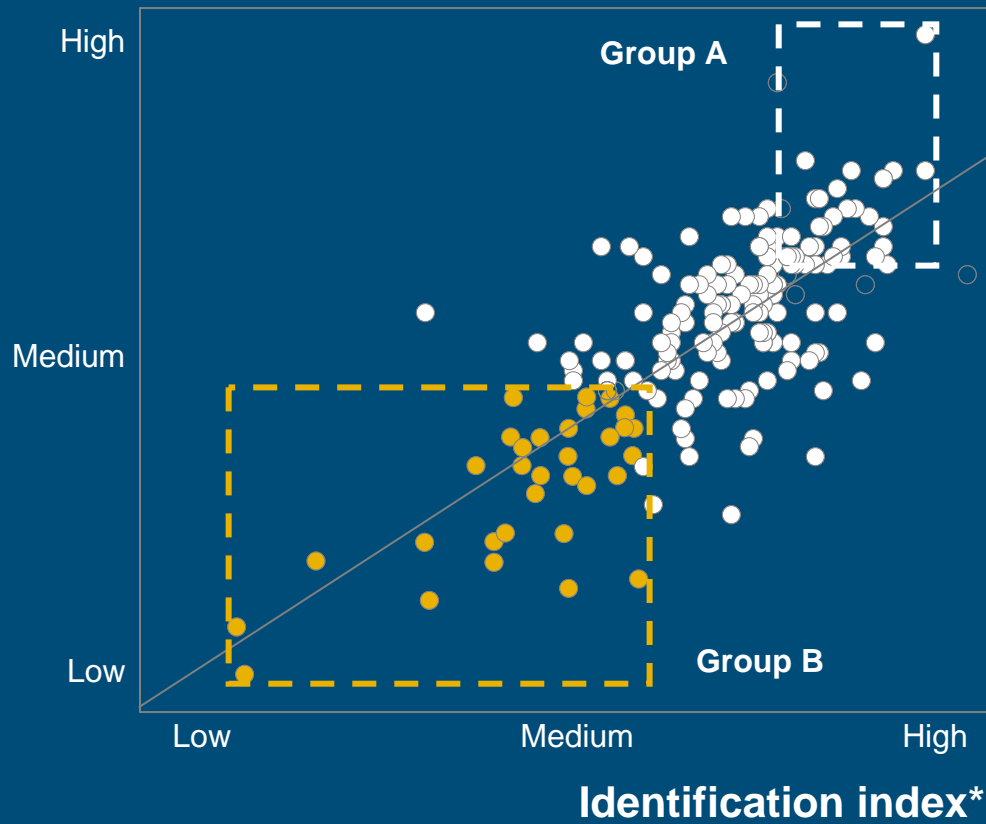
These factors account for 94% of our employees' identification with their job and company.



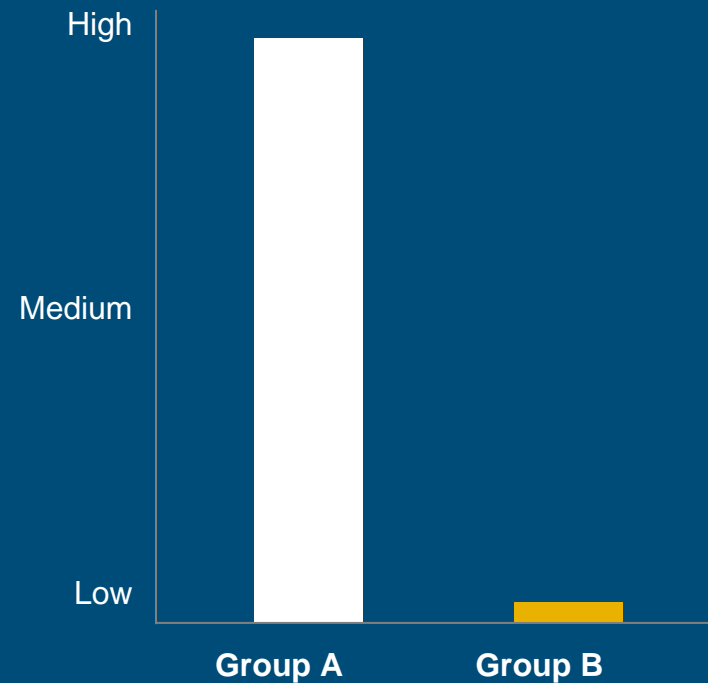
Participatory Leadership



Partnership index**



Return on sales 2002

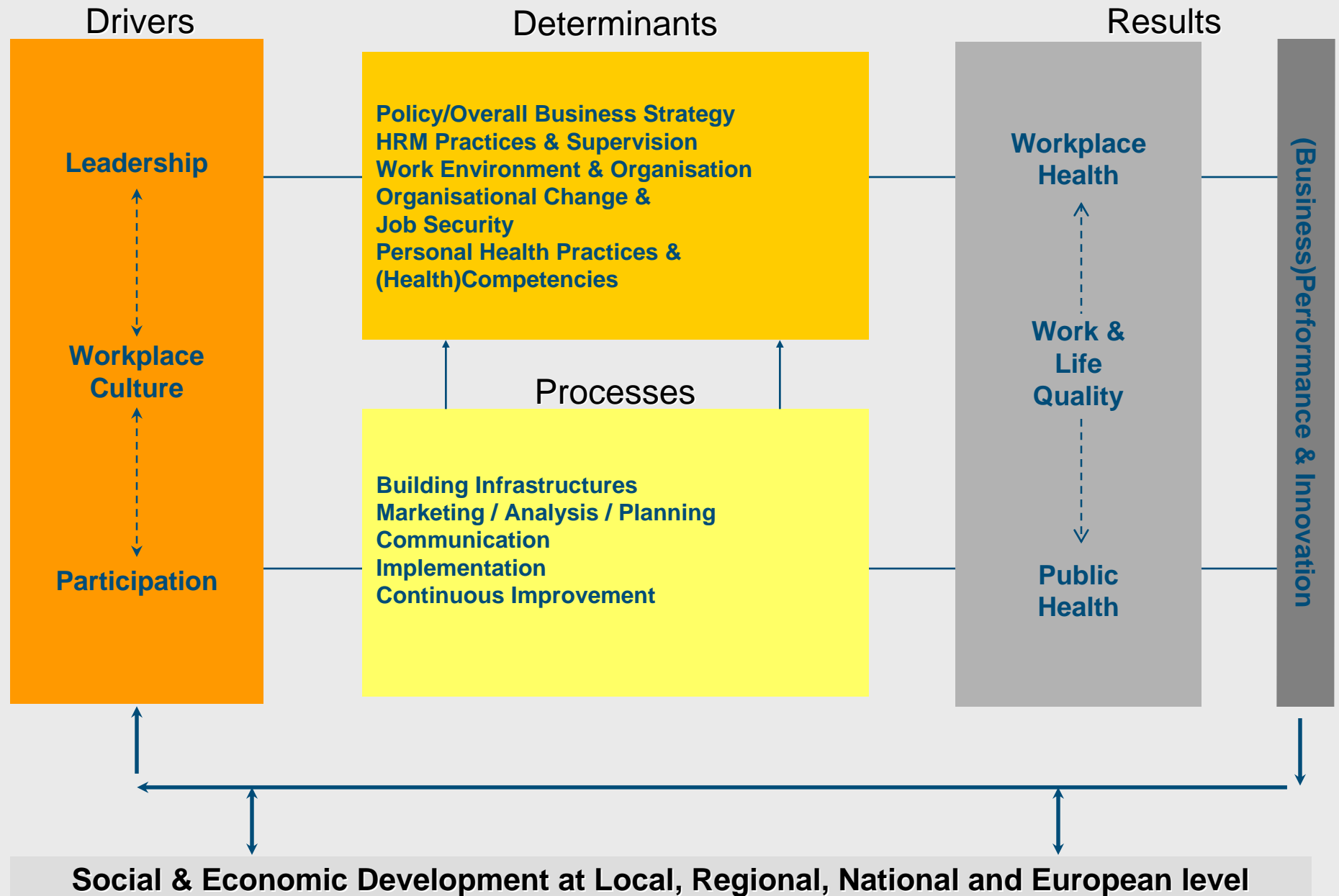


* Frequency of positive responses to the question "Satisfaction with personal job overall" and "If I had to decide again today, I would take a job in my company again".

** Frequency of positive responses to 25 questions on the implementation of the Bertelsmann Essentials.



European Approach to Promoting Workplace Health





How to encourage best practice?

- Health of the workforce is a business case!
- Certify Models of Good Practice
- Consensus on simple WHP indicators → health, social & economic
- Easy access to a wide variety of measurement tools
- Not only individual outcomes but also organisational outcomes are valuable!



Healthy employees in healthy organisations!

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