


# NEBOSH National Certificate in Health and Well-being at Work


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# NEBOSH National Certificate in Health and Well-being at Work

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## Unit NHC1 Managing Health and Well-being in the Workplace

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# Element 7 Workplace Health Promotion

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## Workplace health promotion

### Learning outcomes

- 7.1 Outline the scope and nature of workplace health promotion
- 7.2 Outline the main factors influencing the health and performance of working age people
- 7.3 Outline the benefits of health promotion in the workplace
- 7.4 Outline the organisational approaches to support the health of the workforce

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**Workplace health promotion**

**Contents of element**

- 7.1 The scope and nature of workplace health promotion
- 7.2 The main factors influencing the health and performance of working age people
- 7.3 Benefits of health promotion in the workplace
- 7.4 Organisational approaches to support the health of the workforce

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**Workplace health promotion**

The scope and nature of workplace health promotion

**Meaning of the term “health promotion”**

- The World Health Organisation’s (WHO) “Health for all” declaration heralded a global movement for improving the health of all peoples of the world by the year 2000, this aspiration was not realised but was justified as a means of initiating action
- The definition of health promotion below was issued after 38 countries met in Ottawa, Canada as was a call for action to achieve the goal of “Health for all”

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**Workplace health promotion**

The scope and nature of workplace health promotion

**Meaning of the term “health promotion”**

- “Health promotion is the process of enabling people to increase control over, and to improve, their health
- To reach a state of complete physical, mental and social well-being, an individual or group must be able to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment
- Health is, therefore, seen as a resource for everyday life, not the objective of living
- Health is a positive concept emphasizing social and personal resources, as well as physical capacities
- Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles to well-being”

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**Workplace health promotion**

The scope and nature of workplace health promotion

**Meaning of the term “health promotion”**

- The workplace offers the employer an opportunity to contribute to supporting the health and well-being of their workers while under their duty of care
- Organisations which encourage a healthy work life balance through such things as offering flexible working to those who need to care for dependant children or relatives report that their workers are more productive and content in their employment
- Some groups of individual, such as males are considered as difficult to involve in preventative health care and are known to visit their General Practitioner doctor (GP) less often than females

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**Workplace health promotion**

The scope and nature of workplace health promotion

**Meaning of the term “health promotion”**

- The workplace presents an opportunity for health related interactions with the male members of the workforce to check their general well-being in relation to their work duties
- The possibility for some long-term support, for example, in relation to changing health damaging behaviour, such as smoking or excessive alcohol consumption enables the employer to make a significant contribution to not only the individuals concerned, but upon others who’s work might be affected by their dependency on such stimulants in their daily activities or relationships
- This can be achieved through one to one help; group discussion and therapy and positive peer pressure from colleagues which can all make a valuable contribution to the change initiative


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**Workplace health promotion**  
 The scope and nature of workplace health promotion  
**Specific factors which characterise the workplace as a positive setting for health promotion**

- The workplace provides an opportunity as a setting for health promotion activities as employees spend 60% of their waking hours in work
- It is a way of capturing a population in an accessible way for opportunistic health related messages to be conveyed
- Men in particular are a hard to reach group for health messages, but in the workforce they are more likely to take the opportunity to seek health advice
- For example a canteen can provide healthy food choices that may be unfamiliar to some employees, such as a jacket potato, salads and fruit


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**Workplace health promotion**  
 The scope and nature of workplace health promotion  
**Specific factors which characterise the workplace as a positive setting for health promotion**

- The organisation can align with national health awareness days such as quit smoking, alcohol, drug, breast awareness, through the active promotion and engagement with the health message, for example, no smoking, no drinking days
- Promotion can be achieved through the use of posters, provision of information on the organisations intranet and the organisation of charity fun walks
- This includes; encouraging more physical activity and family involvement though sponsored family walks; marathons; abstinence of certain foods or drinks for a limited period


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**Workplace health promotion**  
 The scope and nature of workplace health promotion  
**Specific factors which characterise the workplace as a positive setting for health promotion**

- Historically, many organisations during and immediately post the Victorian era, made great efforts to improve the welfare of employees through the provision of parklands, social clubs, sports grounds and many other facilities, typically encouraging worker participation after hours through such activities as the company football and cricket teams, badminton and so on
- The ethos was to include everyone; including past and present employees by including those who had retired with younger members of the workforce in such activities as dominos and crown bowling teams


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**Workplace health promotion**  
 The scope and nature of workplace health promotion  
**Specific factors which characterise the workplace as a positive setting for health promotion**

- The more successful organisations secured their future employees by encouraging the parents of children approaching school leaving age to apply for work
- Families were not forgotten, day trips to coastal resorts were organised for the families of workers and trips to pantomimes for children
- In more recent years, many organisations have now rediscovered the benefits of improved social interaction between and with their employers through the provision of out of work leisure facilities or activities


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**Workplace health promotion**  
 The scope and nature of workplace health promotion  
**Specific factors which characterise the workplace as a positive setting for health promotion**

- This may be through the introduction of relaxation areas - Japanese water gardens or another similar place of tranquillity away from the employee's normal busy or noisy workplace
- Gyms/saunas, for exercise and relaxation and can often be provided at relative low financial cost to the organisation usually utilising space not normally used for work such as basements, or atriums to house the facilities
- Some organisations, those who employ a significant number of females at a location, often out of town, now provide creche facilities to support working parents or carers


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**Workplace health promotion**  
**Contents of element**

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**Workplace health promotion**

The health and performance of working age people

- Increasing prosperity has enabled working people to spend money above the basic needs for survival
- The extra disposable income has enabled more people to transfer from walking or using public transport to the purchase of cars with the resultant reduction in physical exercise
- This extra income as resulted in an exponential growth in non essential consumer goods availability promoted by mass direct marketing and advertising to individuals
- The psychological impact of this for many is to create a feeling that their lives are not complete if the do not purchase that which is on offer

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**Workplace health promotion**

The health and performance of working age people

- These feelings are further increased when such individuals observe their friends, relatives and neighbours purchasing things which they do not own leading them to wanting to do the same
- In its self this may be a positive influencer, but if the increased financial resource is not there then they may be a tendency to reduce the money spent on essential items to provide the finance for that which they now desire
- This will often result in a reduction in the quality of their diet, with the substitution of less healthy, but often hunger satisfying foods; typically containing high salt, sugar, fat or carbohydrate content and few vitamins, leading to an increased risk of obesity, stroke, heart disease or diabetes

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**Workplace health promotion**

The health and performance of working age people

- These effects will often not only affect individual health, but the diet and health of other family members such as their children
- In a similar way the ease of availability of financial credit over the last ten years has influenced purchasing power greatly encouraging many to spend many times their disposable income resulting in the creation of large personal debts
- Leading to worry, anxiety and the feelings of low esteem, which result in increased consumption of alcohol, tobacco, depression, often with increased absence from work or poor work performance

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**Workplace health promotion**

The scope and nature of workplace health promotion

**Lifestyle factors e.g. diet, exercise, smoking, alcohol, drugs**

- Lifestyle factors are about how people live their lives and the habits and behaviours that contribute to or challenge their health status
- All these personal choices are part of the life of the workers that make up the organisation
- Some examples are diet, exercise, smoking, alcohol and the increasing use of "recreational" use of drugs (so called because of their increased use in leisure time at the weekends i.e. Friday, Saturday and Sundays), such as cannabis, amphetamines alkyl nitrates

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**Workplace health promotion**

The scope and nature of workplace health promotion

**Lifestyle factors e.g. diet, exercise, smoking, alcohol, drugs Cannabis**




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**Workplace health promotion**

The scope and nature of workplace health promotion

**Lifestyle factors e.g. diet, exercise, smoking, alcohol, drugs Amphetamines**



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**Workplace health promotion**  
 The scope and nature of workplace health promotion  
**Lifestyle factors e.g. diet, exercise, smoking, alcohol, drugs**  
**Alky nitrates**



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**Workplace health promotion**  
 The scope and nature of workplace health promotion  
**Individual factors e.g. pregnancy, age**  
**Individual factors**  
**Individual differences**

- All individuals are different
- These differences will influence patterns of work behaviour and may limit the effectiveness with which an individual carries out a job
- They will also influence how safely the work tasks are carried out
- These individual differences arise from an interaction between the 'inherited characteristics' (passed on from the parents) and the various 'life experiences' through which the individual passes from the moment of conception

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**Workplace health promotion**  
 The scope and nature of workplace health promotion  
**Individual factors e.g. pregnancy, age**  
**Individual factors**  
**Summary of individual differences**

Physical	Mental
Gender - e.g. pregnant females or nursing mothers will need special arrangements for their wellbeing.	Attitude - e.g. how the individual views the work environment and their role.
Build - e.g. may restrict movement in a confined space.	Motivation - e.g. willingness to follow through with the job; preparedness to take on new tasks or work demands requirements.
Health - e.g. colour blindness.	Perception - e.g. how they interpret and deal with changes in the working environment, based on retained knowledge or experience or personal strengths or fears. Often peoples perception of others can influence how well or otherwise they can fit into the work group norm (or self exclude).
Capability/strength - e.g. manual handling.	Capability - e.g. ability to follow complex instructions.

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**Workplace health promotion**  
 The scope and nature of workplace health promotion  
**Individual factors e.g. pregnancy, age**  
**Individual factors**  
**The significance of individual factors**

- Domestic factors may include anxiety or stress resulting from exposure to:
  - Debt or physical/mental abuse from partners
  - The need to make provision for dependent children caring for relatives
  - Family illness or disability

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**Workplace health promotion**  
 The scope and nature of workplace health promotion  
**Behavioural factors e.g. attitudes to work and health**

- Behavioural factors will influence how the employee performs in the workplace some individuals are naturally hardworking and well disposed to work others may need more encouragement and supervision to enable them to achieve the organisational goals
- Douglas McGregor writing in his 1960's book, "The Human Side of Enterprise", about the motivation to work proposed two types of workers as perceived by management and he described them as theory "X" and "Y"
- Theory "X" perceived the worker as "inherently lazy and will avoid work" and therefore needs control

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**Workplace health promotion**

**Part only of the complete  
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