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SEARCH

SPORT EDUCATION FOR ACTIVE
AND RESPONSIBLE CITIZENSHIP
THROUGH HEALTH CARING



MODULE 5

SMART SPORT CITIES



SEGMENT 7

**The role of business in promoting health
and well-being**

Well-being and performance

Workplaces also represent a unique opportunity for health and well-being education. Ergonomics of the workstations, as well as lighting, ventilation, accessible outdoor spaces and indoor plants help improve employees' quality of life. Several corporate welfare plans are now including fitness courses or discounted access to external gyms, prevention courses, health days within the company, meals with a controlled diet.

What are the benefits? The company has a strong interest in taking care of its human capital, reducing sick leave and providing concrete support to those who wish to adopt healthier lifestyles.

The employee, who feels supported by the company, has also the opportunity to overcome laziness and to adopt good eating and exercise habits.

There are several areas of intervention. We can mention, for example: in-company gyms and external courses, in-house fitness coach, involvement in regional prevention projects, health days (medical examinations), prevention campaigns against smoking, alcohol, obesity and drugs, internal competitions between departments, tournaments between companies, voluntary activities (charity competitions).

The WHP project

The concept of *Workplace Health Promotion (or WHP)* in employment contexts implies that a company not only should implement all measures to prevent accidents and occupational diseases, but also offer its workers opportunities to improve their health, reducing general risk factors mainly those most closely linked to causing chronic diseases.

Workplaces promoting health, for example, encourage and foster physical activity, offer opportunities to quit smoking, promote healthy eating, and implement measures to improve well-being at work and beyond work

Such a model involves annual accreditation by awarding a specific "*Health Promoting Workplace*" logo, assigned on behalf of the European Network for Health Promoting Workplace (ENWHP).

The model promoted in Italy by the Italian Ministry of Health, the Lombardy Region, ATs and Confindustria in 2018 included more than 600 companies.

WHP / Photo

Come aderire al programma **WORKPLACE HEALTH PROMOTION** e creare un luogo di lavoro che promuova salute



REGIONE LOMBARDIA
AT3 Bergamo

COMUNISTEZA BERGAMO
WHP BERGAMO
SALUTE, BENESSERE, IMPRESA

SE VUOI FAR
C O R R E R E
LA TUA AZIENDA,
COMINCIA A FARLA
CAMMINARE.

Promozione di un'Alimentazione Sana

Contrasto al Fumo di Tabacco

Promozione dell'Attività Fisica

Promozione della Sicurezza Stradale e di una Mobilità Sostenibile

Contrasto all'Alcol e alle Dipendenze

Promozione del Benessere personale e sociale e della Conciliazione vita-lavoro

Path outside the headquarters

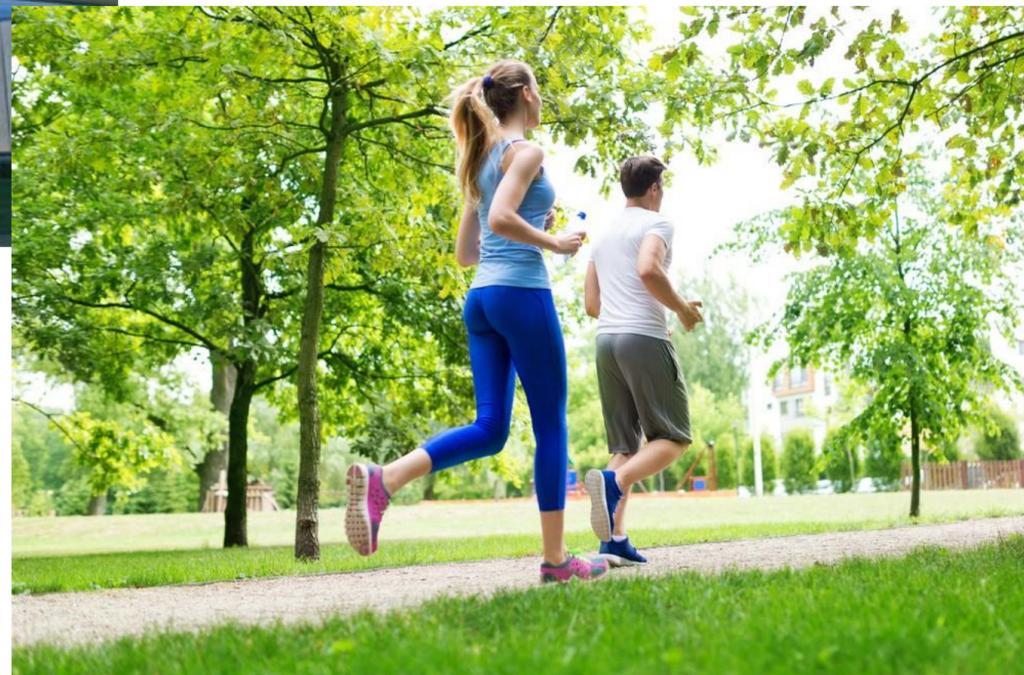
Usag, a brand belonging to the Stanley Black & Decker Group, has joined the international "Healthy for life" program, whose objective is to improve workers' health and well-being.

As part of this wellness project, a life trail was inaugurated within the company park which was created exclusively for the 240 workers working in the Monvalle and Gemonio sites. A jogging path, carried out using specific technical running material, runs along 400 meters under the trees. The track includes 11 stations for free-body exercises and equipment such as wall bars, balance beams and abs stations.

Each station has wooden panels, written in four languages, guiding the user through different exercises to train all parts of the body at the end of the trail. The entire material for the course is made of wood. Inside the lodging, usually used for guests, there are two ad hoc changing rooms, one for men and one for women, where it is possible to change and take a shower at the end of the workout.

In order to improve the quality of life in the workplace, the park has also been equipped with a picnic area where employees can relax and have lunch during their off hours.

USAG company / Photo



The competitive dimension

Many companies have not only outdoor areas for practicing sport but also their own indoor gyms or fitness areas. There are also companies offering agreements with sports centers located close to the company offices.

Sports can also be increasingly encouraged by the competitive dimension. For example:

- Launching challenges between employees from different departments of the company to see who can walk the most in a given period of time (data can be collected by using a smartphone)
- Organizing group training sessions for employees wishing to take part in a sport event (e.g. running race, marathon, etc.)
- Taking part in tournaments between companies of the same territory in various sports disciplines. Many companies already organize such events through workers' social organization (CRAL).

Health days

As health issues are receiving an increasing amount of attention, several companies support their employees offering a range of initiatives:

- Presence of a doctor on site once a week
- Possibility of having a flu vaccine within the company
- Organization of information meetings on most common diseases and problems
- Health days with the possibility of scheduling specialist medical examinations in the company during working hours
- Prevention campaign on specific topics (smoking, overweight, safe driving, etc.)
- Special attention in choosing meal plan
- Particular attention to products to be entered in vending machines

Safe driving courses



Many companies offer safe driving courses for their employees. Most accidents can occur either while driving in the company car or on the way to work. Learning how to drive in adverse weather conditions or when facing an unexpected obstacle can help prevent such accidents.

EXERCISE 7

Which partnerships could be created between business and the community in the field of sport, other than just sponsorship?

Do you think that companies should include spaces for physical activity within the company to encourage employees to exercise?

If you were to promote a health campaign within a company, which topics would you be focusing on? (e.g. smoking eliminating, proper nutrition, disease prevention with specific tests, etc.).

Keywords

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Healthy for life

Wellness

Competition

Health days



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