

# Health Promotion good practices in the workplace: Lombardy WHP Network

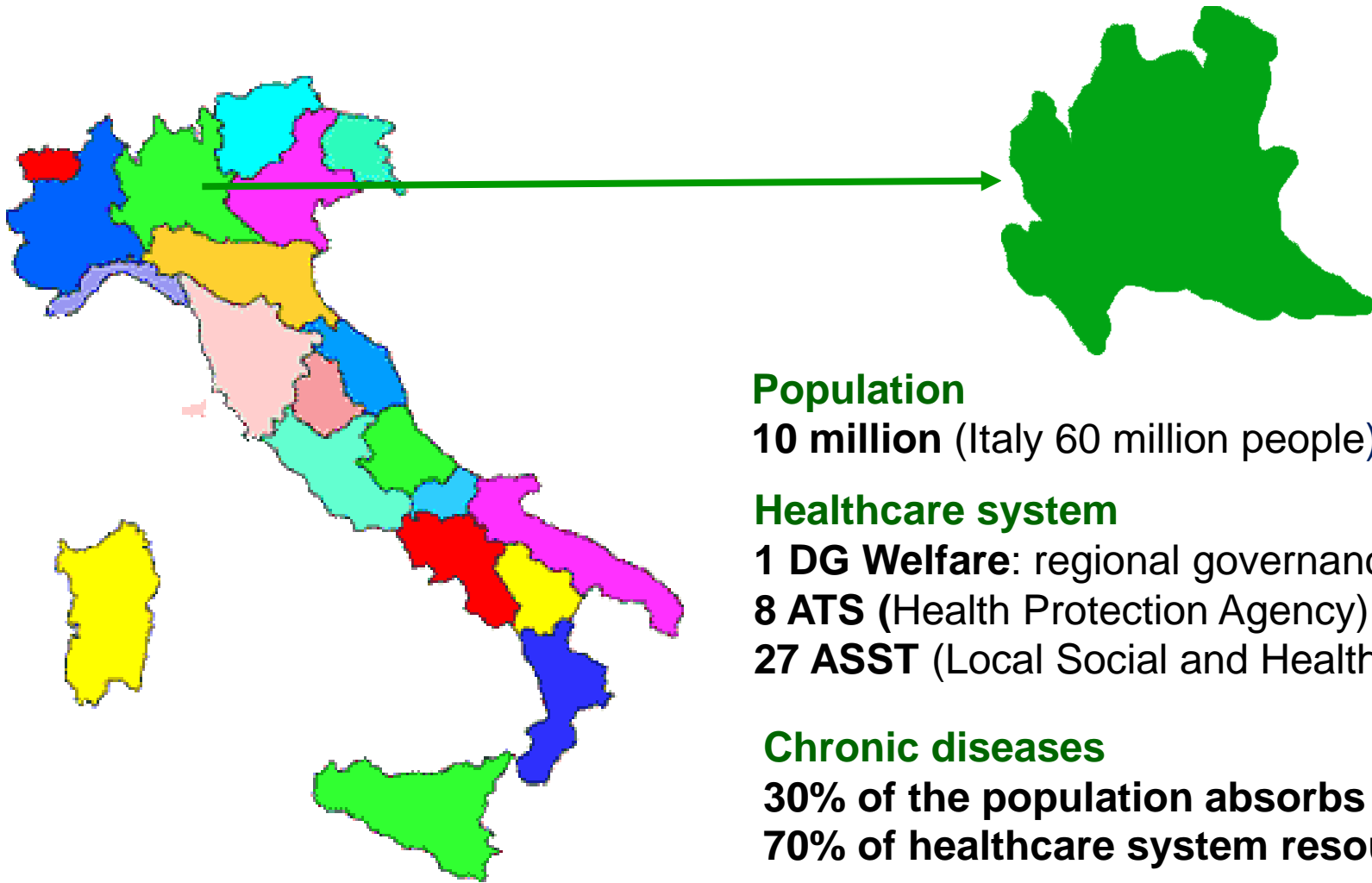
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# Who we are



## Population

**10 million** (Italy 60 million people)

## Healthcare system

**1 DG Welfare:** regional governance

**8 ATS** (Health Protection Agency)

**27 ASST** (Local Social and Health Unit)

## Chronic diseases

**30% of the population absorbs**

**70% of healthcare system resources**



# Healthy workplaces

**The workplace, along with the school, hospital and city has been established as one of the priority settings for health promotion into the 21st century.**

**The workplace directly influences the physical, mental, economic and social well-being of workers and in turn the health of their families, communities and society.**

**It offers an ideal setting and infrastructure to support the promotion of health of a large audience. It contains a concentrated group of people, in a small space, for long time.**

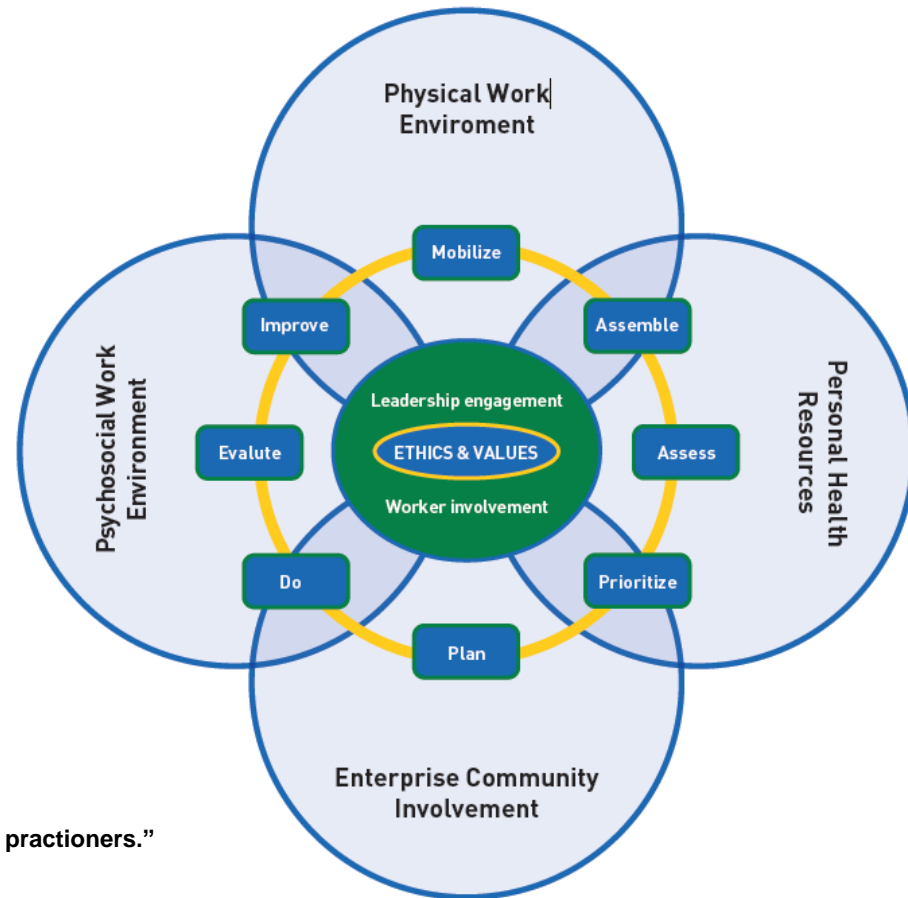
**The health of workers is also affected by non-work related factors.**



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# Levels of intervention

The Program promotes changes at **different levels** but overall at **organizational level** in order to enable employees to adopt healthy lifestyles for the prevention of chronic diseases.



“Healthy workplaces.

A model for action: for employers, workers, policymakers and practioners.”

© World Health Organization 2010



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# HPWorkplace Key actions

Joining the program allows companies an annual certificate “Health Promoting Workplace” for committed to implement effective and sustainable actions (i.e. structural) aimed at improving:

- eating habits
- active lifestyles
- counteracting pathological addiction to substances and behaviors (alcohol, gambling, drug)
- no tobacco
- sustainable and safety mobility
- corporate welfare, work-life balance and sustainable development.



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# Three years planning and over...

- **First year: working on 2 areas (best practices)**
- **Second year: adding 2 areas, keeping the good practices of the first year**
- **Third year: adding 2 further areas, keeping the good practices of the first and second year**



- **From the fourth year should be keeping all areas, trying to improve the quality**



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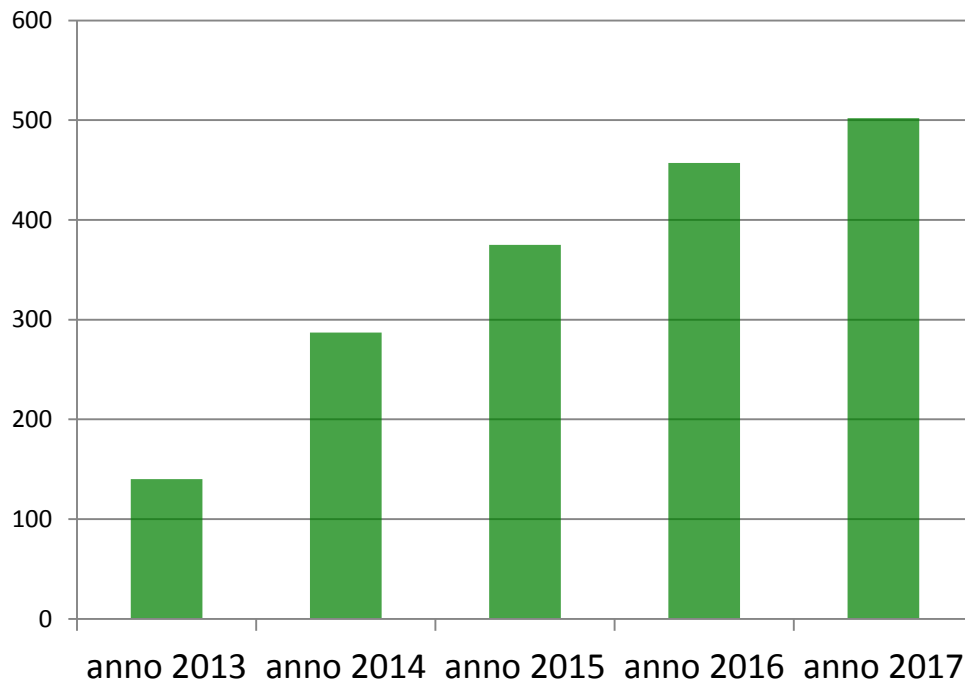
# Tools available

- **WHP Manual with recommendations of good practices to be activated and fiscal facilities**
- **Company health profile tools**
- **Health protection agency supervision and guide**
- **Annual certificate “Health Promoting Workplace”**
- **Web site**



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# Companies in the program



**About 300.000 employees are currently involved in the program**

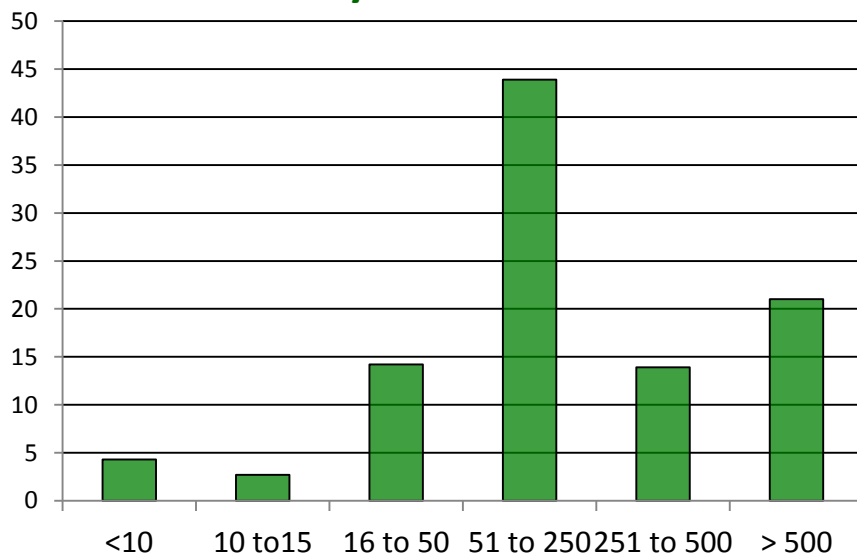


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# Companies typology

## By dimensions



## By productive sectors

**34% social-health sector,**  
**11% chemical sector**  
**10% metallurgic sector**  
**7% trade and business**  
**5% Public Administration and energy sector**



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# Barriers\*

**Employers philosophically opposed to interfere with their workers' private lives**

**Employers considering WHP programs as luxuries and not central to the organization's main business purpose.**

**Employers convinced that programs promoted during work hours may distract workers from their day-to-day duties**

**Labor unions may persuaded that company cash outlays for such programs reduce workers' take-home pay**



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# Tips to succeed

Creating a **team** that involves different levels of the organization

Integrating health promotion into the **organization's culture**, habits, time, usual training opportunity (tailored program)

Using **evidence based programs** with different methodologies

Involving the trade unions

Being patient and assuring sufficient **duration of programs**

**Spending time** to explain the logic of the program before companies register themselves



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# Challenges

Involving **small companies**

Dealing efficaciously delicate topics such as **substance use**

Reach all employees

Measure the **WHP benefits for the company** (in terms of profitability , reduction of absences) company

Building an **evaluation plan** that measures the health effects on workers, their family members and the local community



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