

# **Making the Case for Workplace Health Promotion**

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Prevent

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## **Content**

- Changing world of work
- EU strategies
- Mapping the business case
- Methodology and framework
- Arguments for WHP
- Supporting business strategies
- Conclusions

## Changing world of work

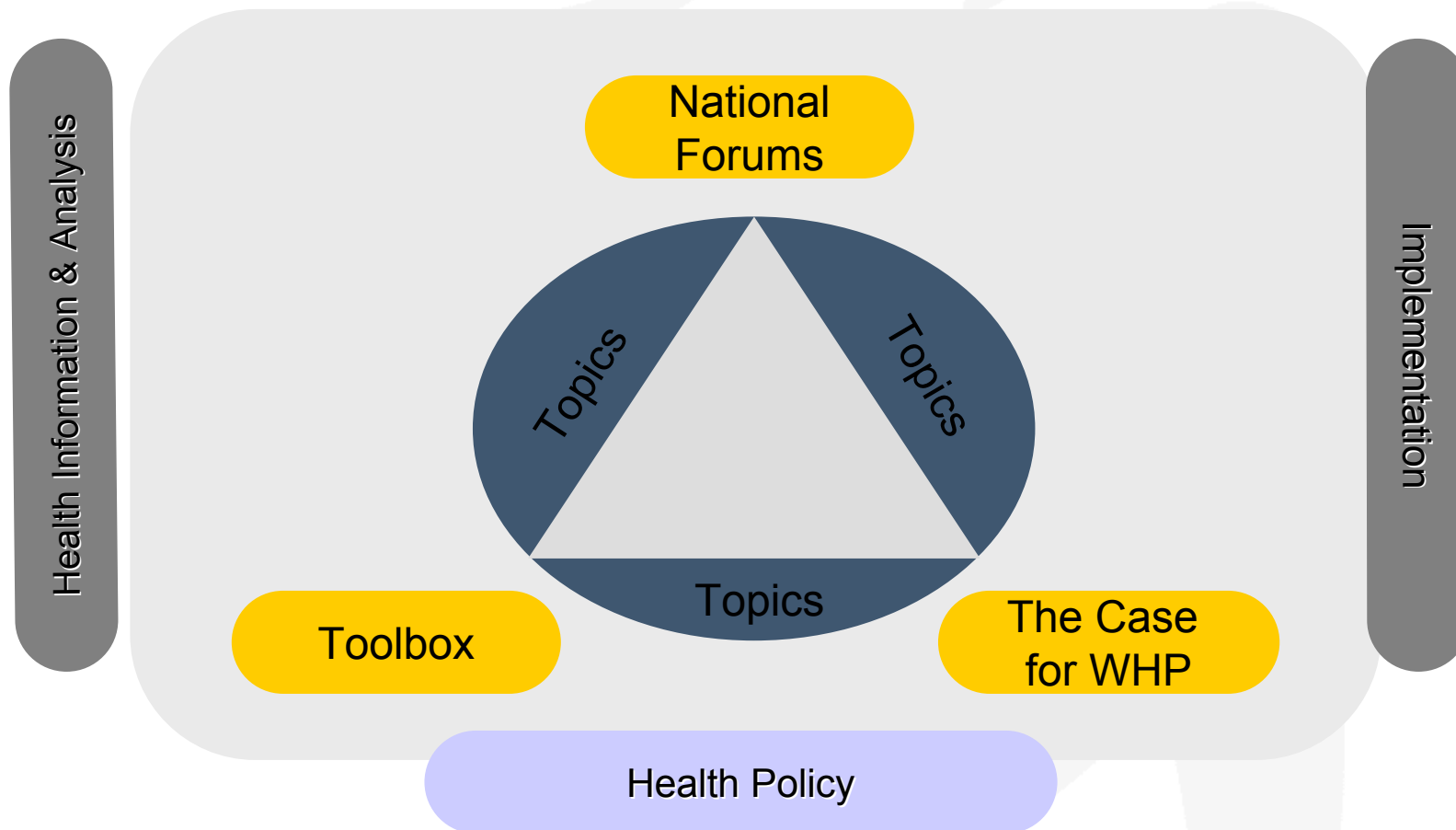
- Challenges:
  - Increased flexibility
  - Increased mobility
  - Telework
  - Use of new technologies
  - Higher (knowledge) demands on workers
  - Ageing workforce
  - Downsizing
- Need to invest in human capital
- WHP: a strategic contribution

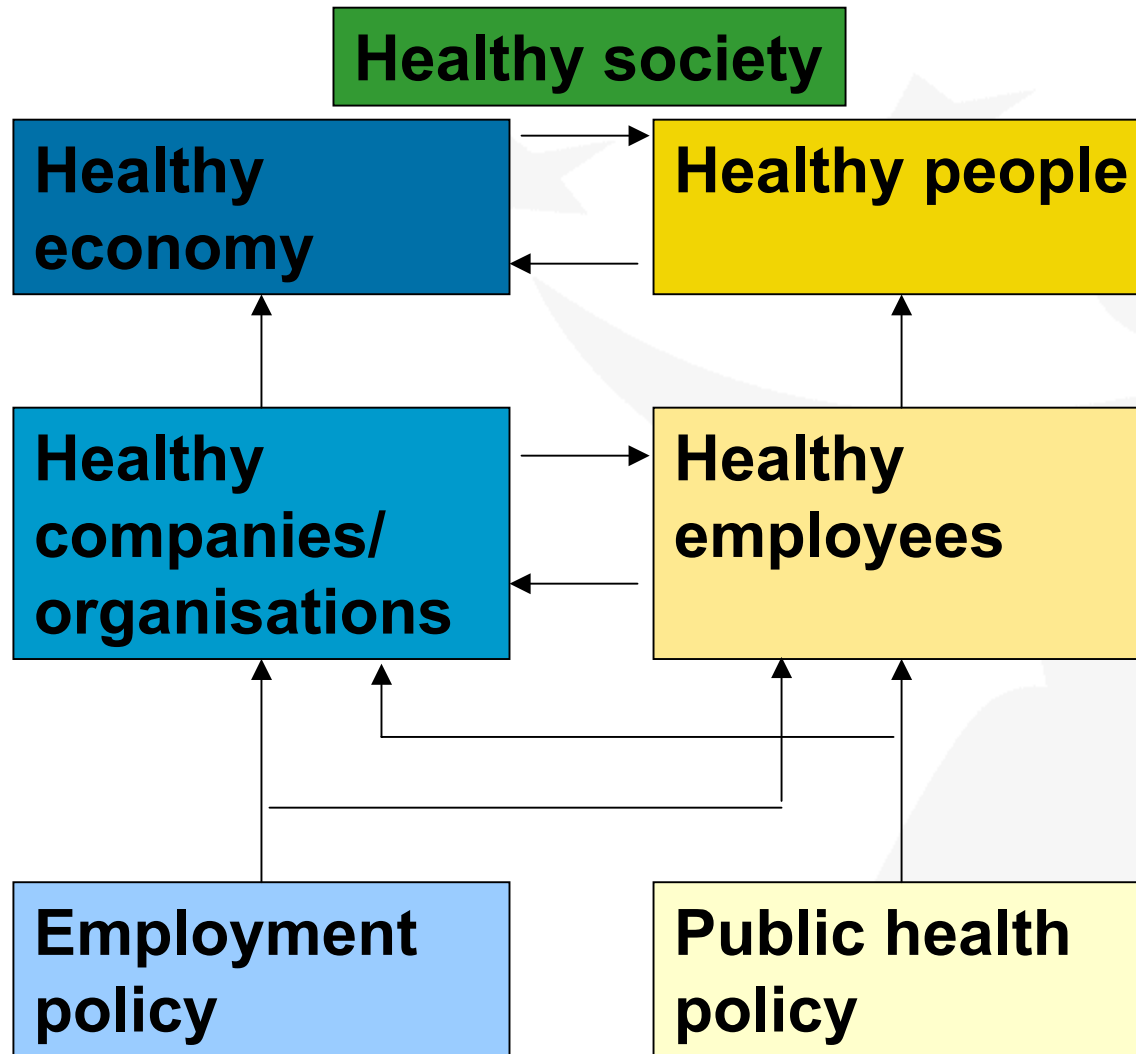
## **Making the case**

- To develop arguments to demonstrate the positive impact and outcomes of WHP programmes
- To convince stakeholders
- To implement the strategy of the ENWHP and of the EU commission.

## ENWHP Strategy 2002-08

Labour & Social Policy





## **A EU priority**

- Lisbon strategy: a ten-year strategy to make the EU the world's most dynamic and competitive economy.  
a stronger economy - sustainable development  
- social inclusion.
- Employment strategy: the importance of quality of work - creating more jobs requires investing in quality of work
- Community strategy on health and safety at work 2002 - 2006

## A EU priority

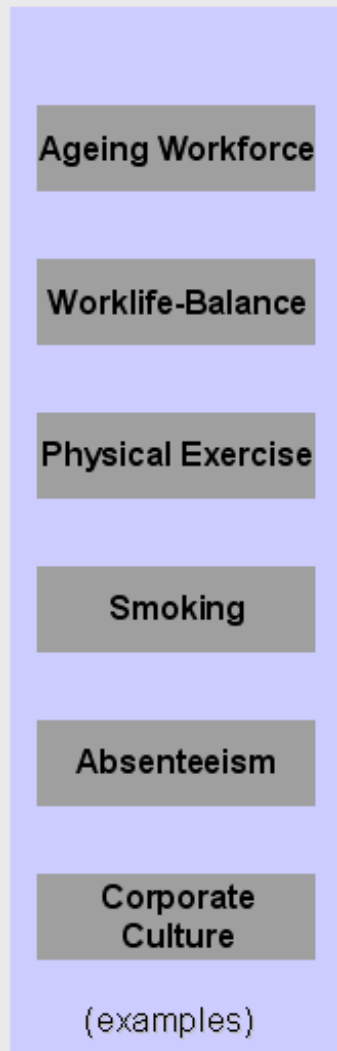
EU Commissioner David Byrne



health  
equals  
wealth

- It is necessary to make the economic case in order to win the political argument
- To show what health can do for the economy

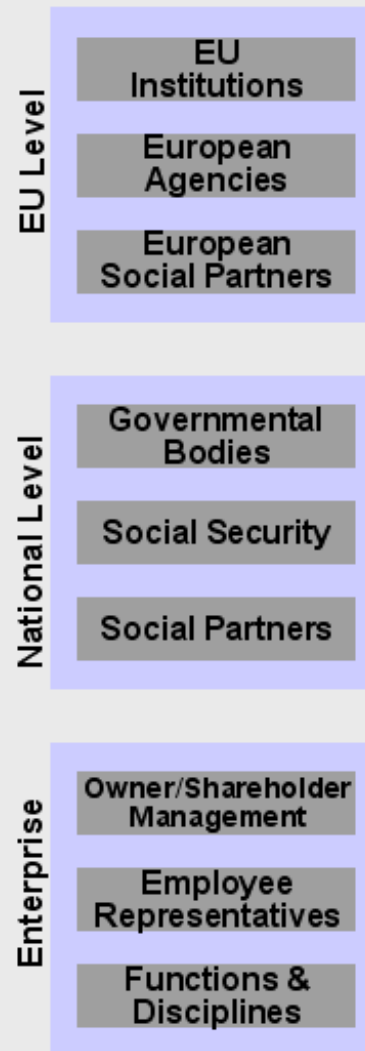
# Workplace Health Issues



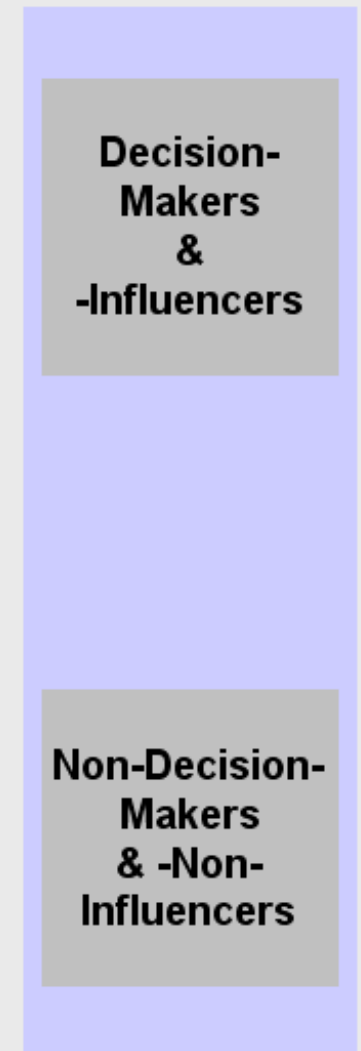
# Settings



# Action Level

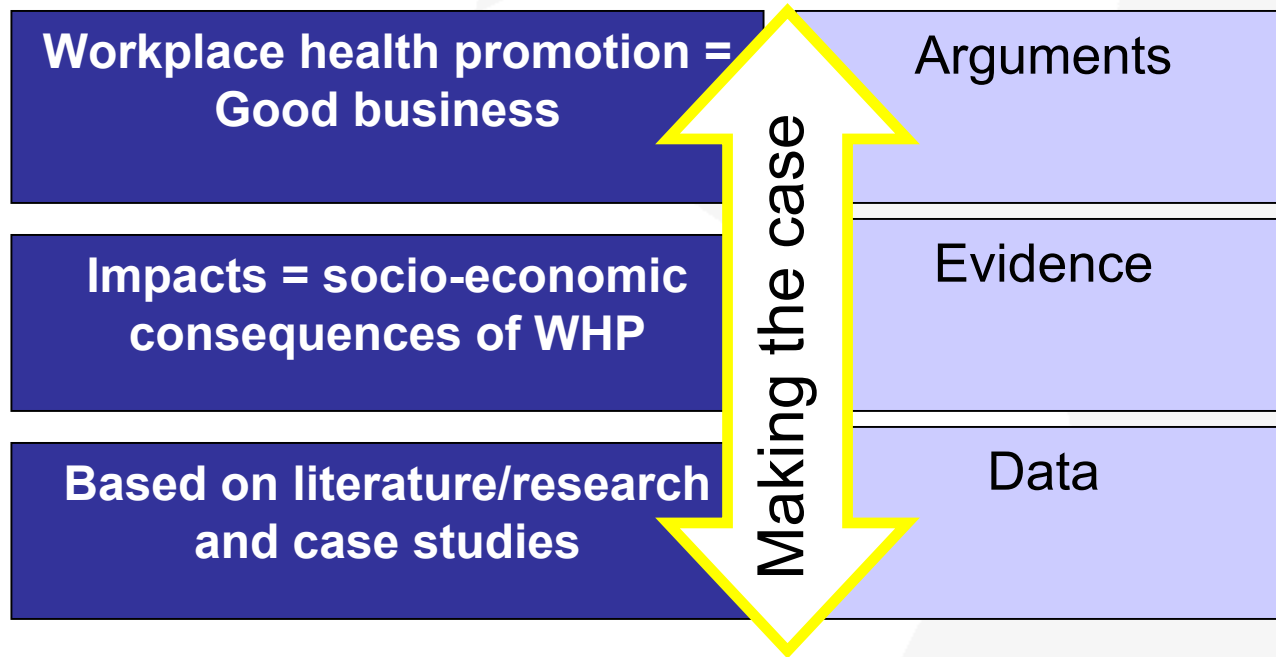


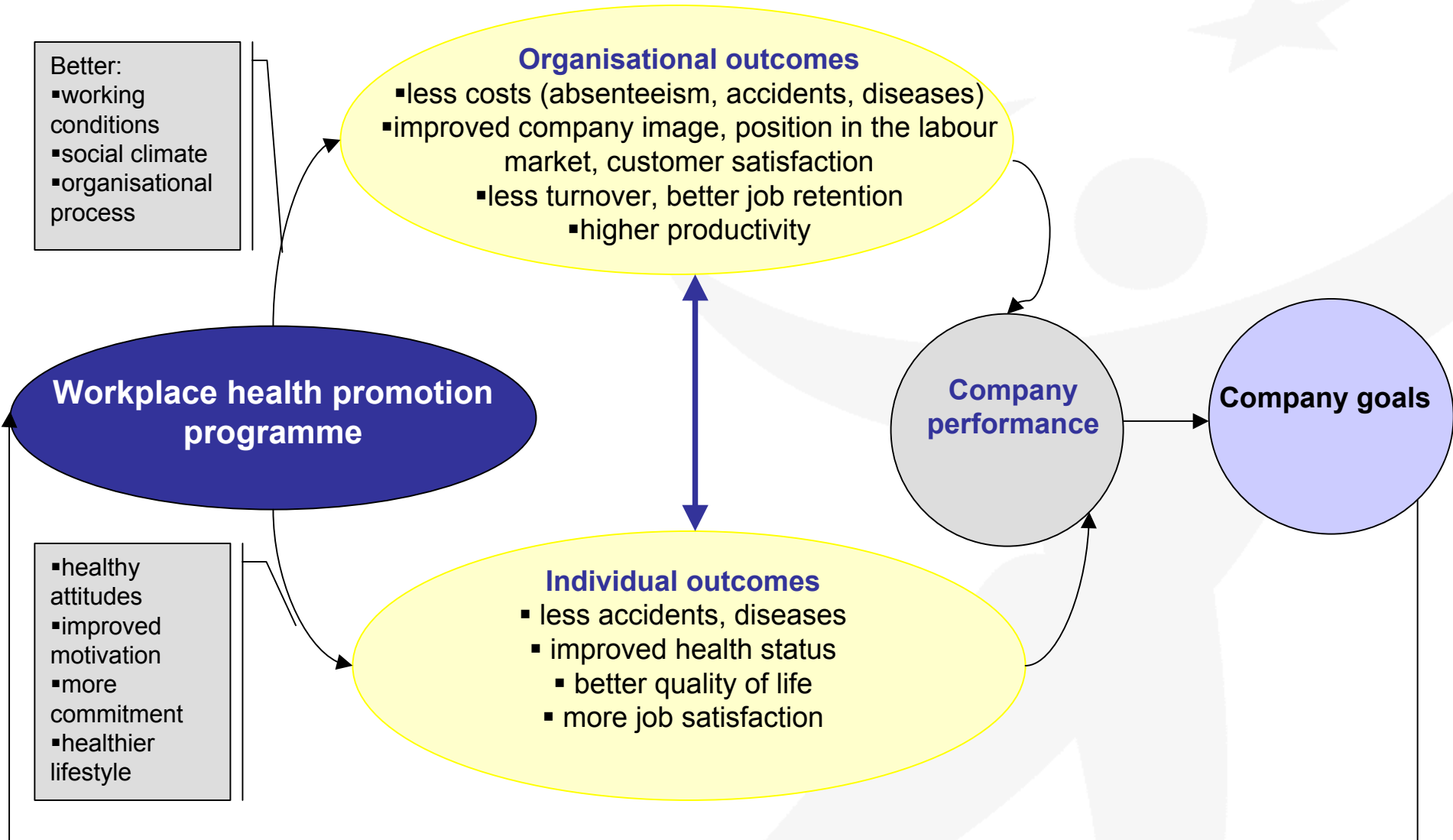
# Decision-Level



## Mapping the Case for WHP

## The Business Case: methodology





## Arguments for WHP

### On organisational level

- Workplace health promotion leads to an improved working situation
- Workplace health promotion improves health-related outcomes
- Workplace health promotion generates an enhanced image
- Workplace health promotion leads to an improved human resources management
- Workplace health promotion boosts productivity

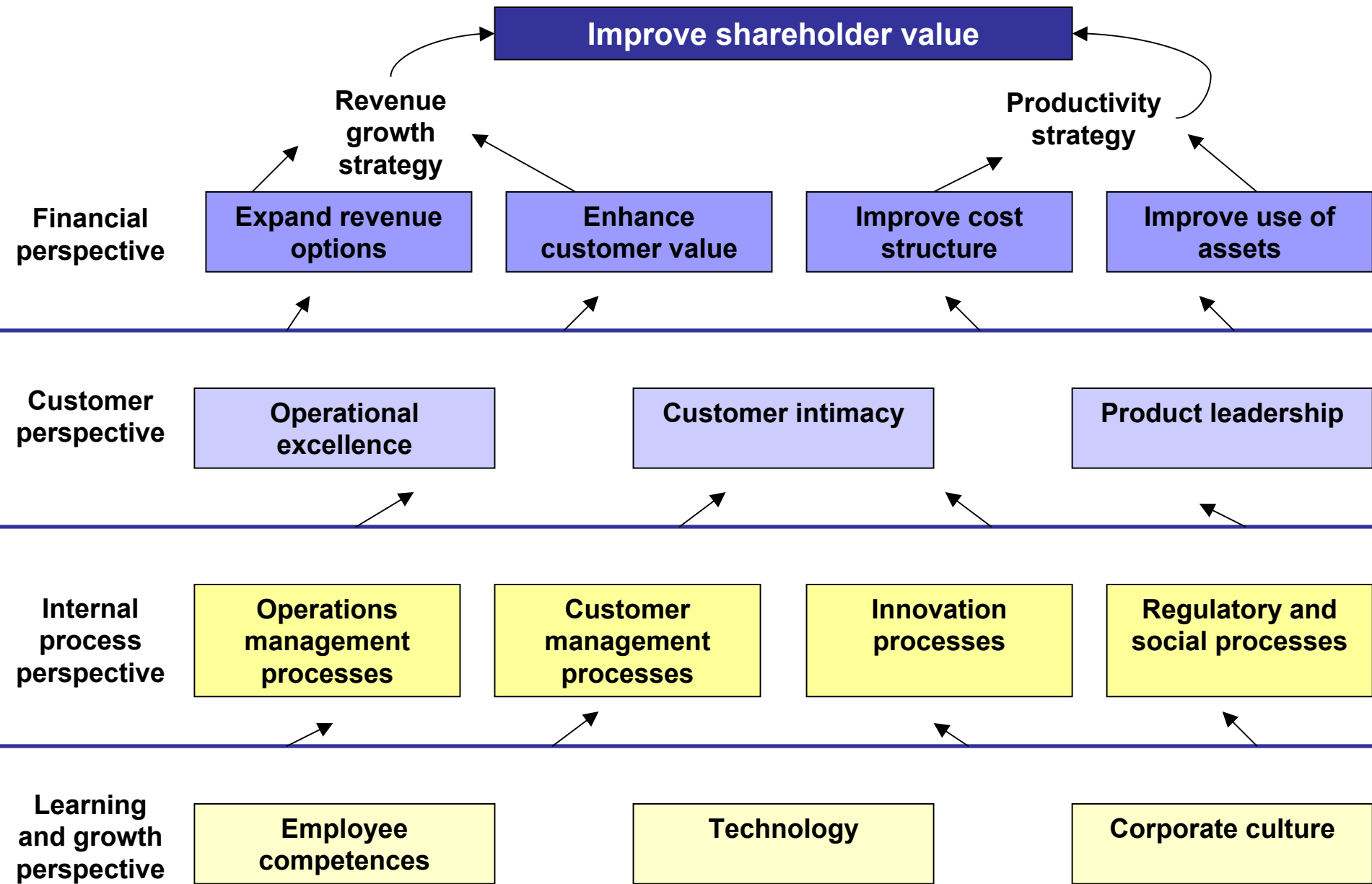
## Arguments for WHP

### On individual level

- Workplace health promotion leads to more health awareness and more motivation
- Workplace health promotion leads to healthy workers
- Workplace health promotion generates more job satisfaction

## **Supporting business strategies**

- Outcomes of WHP contribute to critical business factors
- Outcomes can be linked to the strategy of a company towards excellence along the employee-processes-customer-profit chain
- Strategy maps: linking tangible and intangible assets



## Conclusions

WHP contributes to

- Sustainable business excellence
- Long-term shareholder value
- Corporate social responsibility



*Asset for an innovative, competitive  
knowledge based economy*

**Thank you!**

