



Aktivnosti Europske mreže za promicanje  
zdravlja na radnom mjestu(ENWHP)

# Europska mreža za promicanje zdravlja na radnom mjestu (ENWHP)



[www.enwhp.org](http://www.enwhp.org)



Zagreb – 20.11.2014

# Struktura Europske mreže za promicanje zdravlja na radnom mjestu



# Opsežne kampanje u EU: ciljevi



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- Povećati svijest svih sudionika
- Razviti skup alata za samoprocjenu
- Izraditi smjernice za poslodavce i zaposlenike
- Identificirati, analizirati, dokumentirati i širiti modele dobre prakse
- Preporuke za sudionike

# Kriterij kvalitete – imbenici uspjeha



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- 1. Inicijativa (1997-1998)  
Uspjeh promicanja zdravlja na radnom mjestu ovisi o dobroj kvaliteti praktične primjene
- Identifikacija poduzeća u Europi koja predstavljaju izniman primjer na polju promicanja zdravlja na radnom mjestu
- Katalog kriterija kvalitete
- Razvoj upitnika za samoprocjenu

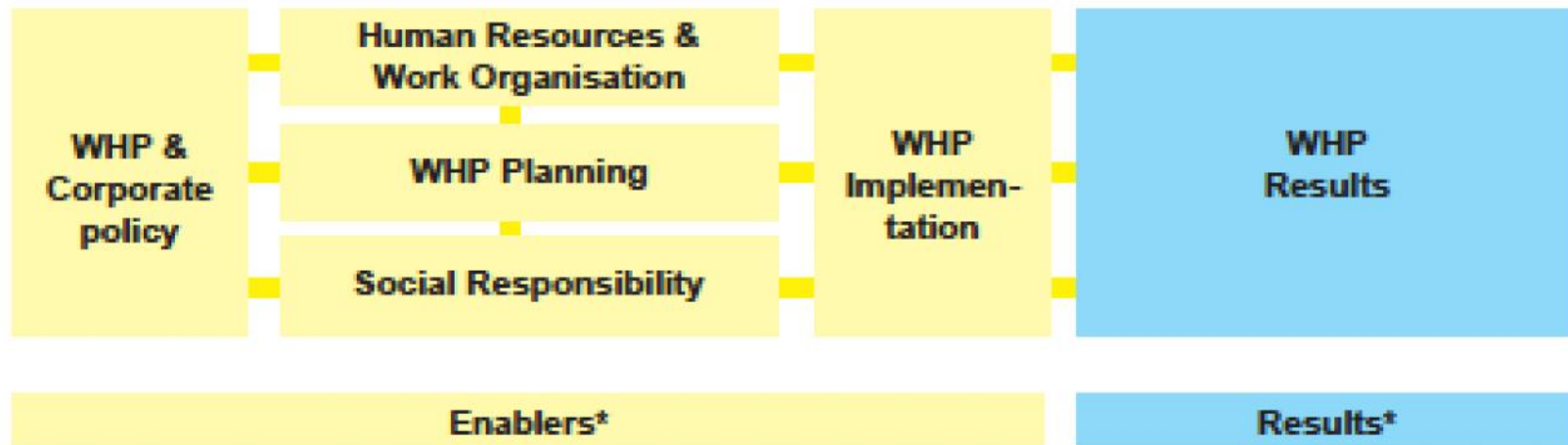
## Quality Criteria for a good WHP practice

1. WHP should be a management responsibility with:
  - support and integration of management and executive staff
  - integration in company policy
  - provision of sufficient financial and material resources
2. Employee participation in planning and implementation of the WHP measures.
3. WHP should be based on a comprehensive understanding of health.
4. WHP should be based on accurate analysis and continually improved.
5. WHP should be professionally coordinated and information should be made available regularly to all the staff.
6. The benefits of Workplace Health Promotion are evaluated and quantified on the basis of specific indicators.

# Samoprocjena



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\*The enablers include all procedures and structures which a health-promoting organisation needs. These lead to the corresponding results.

.Upitnik se sastoji od ukupno 27 pitanja podijeljenih u 6 sektora  
.4 kategorije odgovora: ostvareno u cijelosti – zna ajan  
napredak – odre eni napredak – aktivnosti nisu pokrenute

# Promicanje zdravlja na radnom mjestu u malim i srednjim poduzeće ima



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- 2. inicijativa (1999-2000)
- Kriterij za modele dobre prakse



## Criteria

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in Small and Medium-Sized Enterprises ..... 6

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Leadership and participation .....9  
Business processes .....10  
Results .....11

**Criteria – intermediary level** .....12  
Integration of WHP in the policies and actions  
of the intermediary organisations of supportive  
structures .....13  
Strategy and planning ..... 14  
Implementation ..... 15  
Results .....16

# Javna administracija



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- 3. inicijativa (2001-2002)
- Rezovi u javnim službama i povećanje učinkovitosti u javnoj upravi: utjecaj na upravljanje ljudskim potencijalima i organizaciju rada
- Upravljanje zaposlenicima utječe na njihovu učinkovitost i kvalitetu posla
- Strategije Promicanja zdravlja na radnom mjestu mogu stvoriti bitnu dodanu vrijednost u procesu reforme javnog sektora
- Modeli dobre prakse

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# Infrastrukture za promicanje zdravlja na radnom mjestu



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- 4. inicijativa (2002-2004)
- Razvijanje nacionalne infrastrukture za osiugranje platforme za razmjenu informacija i usklađeno djelovanje.
- Uključiti sve relevantne interesne skupine, uključujući i socijalne partnere, tijela državne uprave, organizacije socijalnog osiguranja i poduzeća.
- ENWHP-skup alata: niz metoda i alata (toolbox) koje pomažu uvođenju promicanja zdravlja na radnom mjestu u poduzećima i organizacijama.
- Slučaj za promicanje zdravlja na radnom mjestu : dokaz gospodarske koristi promicanja zdravlja na radnom mjestu

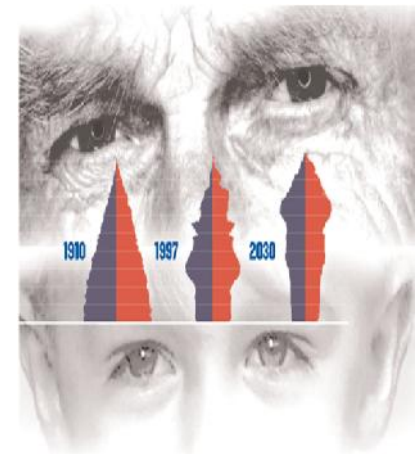
# Zdravo stariti



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- 5. inicijativa (2004-2006)
- Demografska kretanja predstavljaju nove izazove za poduzeća i sustav socijalne sigurnosti u Europi
  - Starija radna snaga

Produljenje radnog vijeka kroz poboljšanje zdravlja pojedinca i stila života, kao i kroz zdraviju organizaciju rada i okolinu



# Analiza stvarne situacije



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Check list to identify the need for action in companies  
in terms of the age structure

Notes on using this check list:

After you have completed this check list, take a closer look at the answers you have marked:  
The answers **yes** refer to the area that works. On the other hand, they indicate possible approaches to cope with the change in the age structure which have to be taken into account in the company. How to achieve this is not the task of this check list, but rather for it to be important and feasible to pursue the action and strategies in your company in future.  
The answers **no** refer to approaches which are already being pursued at the company. We wish to draw your attention that these strategies are continued or to be pursued in the future, if, where necessary, are such strategies.

Recruitment of staff	Yes	No
We are increasingly finding fewer young specialists	<input type="checkbox"/>	<input type="checkbox"/>
It must be assumed that the following will change or the national labour market will in future result in difficulties in recruiting staff	<input type="checkbox"/>	<input type="checkbox"/>
When we recruit staff at our company, we pay attention to the age limits	<input type="checkbox"/>	<input type="checkbox"/>
We also recruit older applicants at our company	<input type="checkbox"/>	<input type="checkbox"/>
We introduce necessary adjustments so that older staff members are not targeted	<input type="checkbox"/>	<input type="checkbox"/>

- Analiza starosne strukture pokazuje stvarnu starosnu strukturu radne snage i o ekvivalentni razvoj u budućnosti.
- Lista provjera za identifikaciju potreba koje zahtijevaju djelovanje.
- Index radne sposobnosti fokusirase na radnike i njihovu sposobnost kako je oni sami procjenjuju.
- Koncept radionice “Zdravi u mirovinu” uključuje razmjenu iskustava u grupi.

Quick Check for a future-oriented HR policy	Needs to occur	Needs not to occur
Your age structure consists of equal proportions of young, middle-aged and older employees	<input type="checkbox"/>	<input type="checkbox"/>
The work activities are designed so that employees can perform them up to the age of 65	<input type="checkbox"/>	<input type="checkbox"/>
The employees are actively involved in the design of their working conditions	<input type="checkbox"/>	<input type="checkbox"/>
The company readily succeeds in training or recruiting enough young skilled workers	<input type="checkbox"/>	<input type="checkbox"/>
All employees – who older ones – are given the opportunity to obtain qualifications and expand their competences	<input type="checkbox"/>	<input type="checkbox"/>
The exchange of knowledge between older, experienced employees and young members is systematically promoted	<input type="checkbox"/>	<input type="checkbox"/>
The process of career development is offered to all employees	<input type="checkbox"/>	<input type="checkbox"/>

# Promicanje zdravlja na radnom mjestu u rastu ojoj Europi



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- 6. inicijativa (2005-2007)
- Tri zasebna projekta mreže za prepoznavanje specifičnih zahtjeva i izazova u vezi s promicanjem zdravlja na radnom mjestu u zemljama istočne Europe i za utiranje puta poboljšanja širenja promicanja zdravlja na radnom mjestu u ovoj regiji:
  - [Dragon Fly](#) /Vilin konjic razvoj infrastruktura za širenje “dobre prakse”
  - [Workhealth II](#) /Zdravlje na radnom mjestu II izradio je Europsko izvješće o zdravlju na radnom mjestu i nastavlja razvijati infrastrukture
  - [Workplace Health Promotion in an Enlarging Europe](#)/promicanje zdravlja na radnom mjestu u rastu ojoj Europi razvio je metodologiju najbolje prakse za promicanje i održavanje radne sposobnosti.

# Pokrenite Europu – zdravi životni stilovi



- 7. inicijativa (2006-2009)

Zdravstveni problemi povezani sa zaposlenikovim osobnim stilom života predstavljaju sve veći problem u svim europskim zemljama. Radno mjesto je idealno mjesto za pozitivan utjecaj na životni stil i svakodnevno ponašanje.

- Obrađeni aspekti životnog stila:

- > fizička aktivnost
- > prevencija pušenja
- > zdrava prehrana
- > mentalno zdravlje

- Provjera zdravlja u poduzeću:  
Online upitnik za samoprocjenu



# Rad u skladu sa životom



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**Vision:**  
**Healthy Employees  
in Healthy Organisations**

To make this vision become reality the European Network for Workplace Health Promotion ENWHP is committed to developing and supporting "good practice" for workplace health, which in turn contributes to a higher level of health protection and ensures sustainable social and economic growth in Europe.

[www.enwhp.org](http://www.enwhp.org)

## 8. inicijativa (2009-2010)

Fokus na strategije koje mogu doprinijeti poboljšanju radnikovog mentalnog zdravlja



**work.  
in tune  
with life.**  
move europe

Zagreb – 20.11.2014

# Kampanja: postupan pristup

- Nacionalne web stranice Pokrenite Europu 18 europskih zemalja
- oko 2000 poduzeća je sudjelovalo – javna administracija, škole, bolnice, mala i velika poduzeća
- Oni su aktivno podupirali kampanju kao “Partneri u Pokreni Europu”
- Skup Dobrih praksi
- 3 Smjernice
- Edinburška deklaracija
- Konferencija o mentalnom zdravlju u Berlinu, ožujak 2011

[www.enwhp.org](http://www.enwhp.org)



20.11.2014

# Identificirati dobre prakse

Pristup postupnog stjecanja statusa i odabira koji podržava širok spektar sudjelovanja poduzeća i pomaže identifikaciji dobrih praksi





# Vodi za poslodavce



A guide for employers.  
To promote mental health  
in the workplace.



- Važnost mentalnog zdravlja za uspješno poslovanje
- Što poslodavci ine kako bi promovirali mentalno zdravlje i spriječili stres?
- Što poslodavci ine kako bi pružili podršku i zadržali ljude s problemima mentalnog zdravlja?
- Kako stvoriti mentalno zdravo radno mjesto?



Alat za djelovanje na području mentalnog zdravlja i dobrobiti



Skup alata za podršku praksi i politici mentalnog zdravlja u školama, na radnim mjestima i u starijim domovima

# Vodi za zaposlenike



A guide to creating  
a mentally healthy  
workplace

- Employees Resource -



- Prepoznati mentalno zdravlje i prevazi i stigmju
- Što možete uiniti u svrhu promocije mentalnog zdravlja?
- Upravljanje stresom
- Pružanje podrške kolegama koji imaju problema s mentalnim zdravljem

Are you stressed:

[www.enwhp.org](http://www.enwhp.org)

## Behaviour-related you may:

- find it hard to sleep
- change your eating habits
- smoke or drink more
- avoid friends and family
- have sexual problems

## Mentally you may:

- be more indecisive
- find it hard to concentrate
- suffer loss of memory
- feelings of inadequacy
- low self esteem

## Physical symptoms might include:

- tiredness
- indigestion and nausea
- headaches
- aching muscles
- palpitations

## Emotionally you are likely to:

- get irritable or angry
- be anxious
- feel numb
- be hypersensitive, drained and listless

# Vodi za poslovni slučaj o mentalnom zdravlju

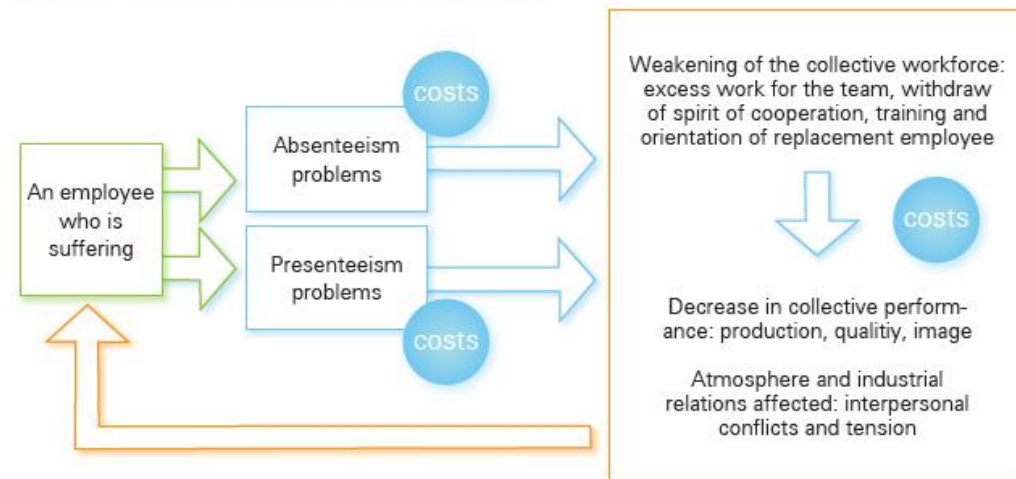


A guide to the  
business case  
for mental health



- Uvid u gospodarske aspekte psihosocijalnih pitanja na poslu
- Troškovi u slučaju ne djelovanja
- Troškovi procjene radnog mjesta
- Troškovi investicije i povrat na investiciju u prevenciji rizika

An employee who is suffering costs the company...



# Podizanje svijesti o promicanju zdravlja na radnom mjestu



NEWSLETTER  
from the European Network  
for Workplace Health Promotion

ENWHP

## Welcome by the European Network for Workplace Health Promotion

ENWHP has been working towards its mission of "healthy employees in healthy organisations" since it was established in 1996. By carrying out a number of joint [initiatives](#) and by developing good practice [criteria for WHP](#), the network has become a frontrunner in European WHP.

In our newsletter we like to give you an overview of ENWHP's activities and the activities of our [National Contact Offices \(NCOs\)](#), combined with general info about workplace health promotion (projects, publications, events etc.).

work. in tune with life.

You are here: ENWHP

### WELCOME

Operating in a highly competitive business environment and with increasing pressure on the labour market, many employers in Europe are becoming aware that they need to implement measures to improve productivity and efficiency while at the same time enhancing the working environment and company culture.

Workplace health promotion has been shown to play a major role in achieving these outcomes. The European Network for Workplace Health Promotion (ENWHP) promotes good practice in workplace health promotion and advocates the adoption of such practice in all European workplaces.

Round table "Towards health promotion at the workplace" - 20 November 2014, Zagreb

On Thursday, 20 November 2014 the European Network for Workplace Health Promotion (ENWHP) and its newest member, [the Croatian Institute for Health Protection and Safety at Work \(CIHPSW\)](#), organise a round table in Zagreb. The idea behind the round table is to boost the development of a national forum for Workplace Health Promotion (WHP) in Croatia, to disseminate good workplace health practices and policies, and to address representatives from companies, politics, health experts and other stakeholders.

Programme

### NATIONAL FORUMS

Health promotion implementation at settings (including workplace) of a society in transition is not an easy process with immediate results concerning the individual thinking and motivation.

Prof. Zdravko Zapryanov,  
National Centre of Public Health Protection, Bulgaria

The European Network for Mental Health Promotion

WHP-Training

[www.enwhp.org](http://www.enwhp.org)

- [www.enwhp.org](http://www.enwhp.org)
- ENWHP Newsletter  
[enwhp@prevent.be](mailto:enwhp@prevent.be)
- Twitter @ENWHP

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