

# The Concept of **W**orkplace **H**ealth **P**romotion

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# Healthy Employees in Healthy Organisations

Since it was established in 1996, this has been the vision of the European Network for Workplace Health Promotion (ENWHP). The Network was founded when the European Union adopted the Programme of Action on “Health Promotion, Education, Information and Training” to improve public health standards in Europe in which workplaces were accorded a special role. Health promotion for employees has after all verifiable effects and serves the common interest as well as promoting social and economic prosperity.

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Chairpersons of the ENWHP



**Déclaration du Luxembourg  
pour la promotion de la santé dans  
l'entreprise au sein de la  
Communauté Européenne**

Novembre 1997

The European network for workplace health promotion adopted the **Luxembourg Declaration** (28 November 1997) to announce the shared understanding of the aims, strategies and measures of the European Network for workplace health promotion. The member organizations agreed that for the future development and dissemination of workplace health promotion, effective co-ordination and co-operation is vital at all levels. The Luxembourg Declaration helped to establish the basis for future activities by identifying the following priorities for action.

# Workplace Health Promotion (WHP)

is the combined efforts of employers, employees and society to improve the health and well-being of people at work.

This can be achieved through a combination of:

- improving the work organization and the working environment
- promoting active participation
- encouraging personal development

The Luxembourg Declaration on  
Workplace Health Promotion  
in the European Union

## **Aims and Tasks of ENWHP**

**To create supportive national infrastructures in all the ENWHP member countries in order to involve the relevant institutional and non-institutional stakeholders in identifying and disseminating good WHP practice according to national priorities and to take an active role in sharing experience and knowledge at European level.**

**To significantly increase the number of European employees who work in enterprises that are committed to practices and policies for promoting health.**

# The ENWHP

**organizes the exchange of experience** throughout the whole of Europe

**Identifies "Good Practice"** necessary to provide enterprises with a uniform and consistent orientation framework.

**collects, analyses and disseminates information** about WHP and related issues

## General tasks

- **To increase awareness of WHP and promote responsibility for health with regard to all stakeholders**
- **Identify and disseminate models of good practice**
- **Develop guidelines for effective WHP**
- **Provide successful methods for the implementation and gather arguments for investing in WHP**
- **Address the specific challenges of working together with small and medium-sized enterprises (SME)**

The ENWHP has developed tools which enable decision makers in companies and other organizations to gain a comprehensive picture of the quality of their WHP activities. The [quality criteria](#) and the [questionnaire](#) assist them in their self-assessment and in improving their health promoting projects. Furthermore, the documented [models of good practice](#) provide experience and knowledge on how workplace health promotion programs can be successfully implemented to suit the national and structural requirements of companies and other organizations.

# How to fulfil the tasks on national level?

- 1. Clearly identify the roles of public bodies at central, regional and local levels and ensure their effective partnership concerning the WHP and well being at work**

Employers: obligations to protect health and safety

Obligations to promote health not in all EU countries

To clarify the links among the health protection, health promotion and economic success

- 2. Help to develop tailor made intervention programmes that respond to the specific needs of different regions and localities and in tune with national regulations**

Development of clear guidelines agreed by all the stakeholders, particular concern on SMEs, particular attention to solo workers, familiar agricultural and craft workers, disadvantaged groups workers

### **3. Try to strengthen collaboration and enhanced cooperation among all stakeholders**

To place WHP agenda into the Ministry of Labour and Ministry of Health programs,  
To identify common priorities and needs, To demonstrate benefits and positive outcomes of WHP programmes, To gain commitment of all to the process of collaborative working (agendas, plans, responsibilities ..

### **4. Help to establish good co-ordination between the initiatives of the stakeholders**

Information exchange, determination of common priorities between Countries, coordination of action of official agencies, public health services and the labour inspectorate

**5. Tools for promoting health should be target specific, easy to use, simple and low in cost**

Fully enacted legislation needs, development of guidelines, tools for implementing identification and dissemination of models of good practice

**6. Provide WHP services with adequate human technical resources**

Financial measures, technical support, materials, manpower; provision of advice, guidance, written material (information, training); bonus system through government actions, discount from insurance companies

**7. Try to include workplace safety and health promotion into the programme of professional courses such as occupational medicine, health and safety and human resource management**

Education from elementary school, preparation young people for world of work, material available for teachers in schools, continuous training

**8. Organize specific training and information programs for employers and employees**

Specific trained professional providing training for trainers and training organizations, training programmes on the basis of needs assessment

**9. National institutes, national and regional agencies and social partners are responsible for marketing the workplace health promotion to all stakeholders**

Marketing is the responsibility of every professional group involved in WHP, primary targets are employers, employees and decision makers (national and local level).  
Politicians are important group (because of influence over resources allocation!)

**10. Make advisory facilities effective and easy to reach**

Access to good quality information is essential.

**The concept of the health-promoting workplace is becoming more important and more relevant as more private and public organizations increasingly recognize that future success in an increasingly globalized marketplace can only be realized with a healthy, qualified and motivated workforce.**

**Health and well-being, and workplace health-promotion programs, have become an integral part of a workplace culture that values, supports and reinforces health. Therefore, instead of using the workplace as a convenient location for health professionals to conduct programs aimed at changing individuals, workplace health promotion involves both workers and management collectively endeavoring to change the workplace into a health-promoting setting.**

**Companies** benefit from Workplace Health Promotion (WHP) because by working in an improved working environment, their employees are more healthy and better motivated. This consequently results in a reduction in sickness-related and other costs, a higher quality of products and services, more innovation and a rise in productivity. Workplace health promotion is also a prestige factor which helps to improve the public image of a company and makes it become more attractive as an employer.

Also **social insurance systems** benefit at large, since successes in health and safety at the workplace result in verifiable lower costs for the social security systems (health, pension and accident insurance funds).

There are many benefits for **the employees** themselves. The stress and strain factors affecting them decrease while their well-being and attitude to work improve. In as much as a company is only as healthy and efficient as its employees, workplace health promotion results in a situation where there are only winners and no losers!