

BE ACTIVE ... If not ...

Health risks and physical inactivity

- muscle loss
- osteoporosis
- rheumatoid arthritis
- lower back pain
- stroke - apoplexy
- cardiovascular disease
- high blood pressure
- asthma
- overweight
- metabolic syndrome
- colon- and breastcancer
- diabetes 1 and 2
- weakening of brain functions
- anxiety and depression
- pain
- sleeping problems - insomnia
- erection problems



HEALTH STRATEGIES FOR AN ACTIVE WORKPLACE



Part 1: European Federation for
Company sport, the leading
federation in the field of
company sport

Part 2: EFCS focuses on health and
movement

Part 3: Good practices in Belgium



The workplace provides advanced setting to physical activity promotion

- 1 . The workplace provides an occupational health care system
- 2 . Physical Activity (PA) is the crucial determinant of the worker's workability
- 3 . Employers have a big interest in investing in the promotion of their worker's PA
- 4 . It is an advanced place for best practices of Workplace Physical Activity Program
- 5 . There is a strong political interest for the worksites
- 6 . Workplaces are international networks for exchange of experiences



Part 1:

The European Federation for Company Sport, the leading federation in the field of company sport



EFCS was founded in Switzerland in 1962 to strengthen human and cultural contacts across national borders through company sports.

Its **target public** are the blue and white collar workers.

The **core values** are:

Health, Togetherness, Well-being, Sociability, Equality
and Fair play



29 member countries

Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Iceland, Israel, Italy, Latvia, Lithuania, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, San Marino, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine

Approximately **20.000.000** individual members

More than **30** different sport disciplines



EFCS offers sport and health related activities through

- 1 . European Company Sport Games
- 2 . EFCS labelled small scale events
- 3 . Health conferences and workshops



Benefits !

- Worker
 - Motivated
 - Happy and healthier
 - Increased alertness
 - Increased creativity
 - Better contact with clients
 - Improved solidarity
 - Teamspirit
 - Corporate feeling
 - No negative effect on family life, on the contrary
 - Prevention chronic diseases
 - Longer life expectancy
- Company
 - Less sick leave
 - Sporty/dynamic/young image
 - Increased production
 - Increased corporate feeling
 - Better communication between workers
 - People want to stay longer in the same company



Part 2: EFCS focuses on health and movement



Objectives EFCS' Health Management

1. To collect, to exploit and to spread health related knowledge and know how
2. To build up health awareness amongst workers
3. To encourage EFCS member countries to focus not only on the pure sport activities but also on the benefits of company sport



4. To work out health programs
5. To organise every year an Active Workplace Conference
6. To give the annual EFCS Health Award
7. To give the annual Active Workplace awards/certificate
8. To organise a European Active Workplace Day



A few examples of realisations

- The team has organised 3 Active Workplace conferences to date
- Has laid the foundations for the organisation of a step campaign, EFCS' Physical Activity Promotion instrument



Part 3:

Good practices in Belgium

1. The Flemish federation for company sport (VLB), member of EFCS
2. The Bank J. Van Breda



VLB Health strategies

Actions

1. VLB publishes regularly **health related articles** (eating habits, building up your condition) in its magazine
2. Organises **health related clinics** (i.e. healthy food, back massage,...)
3. Organises **promotional events** to attract new sporters



VLB Health strategies

Actions

4. Organises recreational ball games, a recreational triathlon with the participation of celebrities
5. Organises initiations in several sporting disciplines
6. Offers very cheap insurance policy
7. Organises low cost activities, such as the step competition (EFCS' Physical Activity Promotion instrument)



VLB Health strategies

Step Competition

Step competition (EFCS Physical Activity Promotion Instrument)

1. An individual and team activity
2. Simple to organize
3. Good results and success guaranteed
4. Works already in a great number of companies
5. It is the sophisticated instrument
 - to start company's Physical Activity Promotion program
 - to increase this type of services in the company
 - to open the discussion in the company about physical activity



VLB Health strategies

Advices

1. Use qualified trainers and personal buddies
2. Convince the senior management to support your action
3. Promote your action via a 'champion'
4. Have an open and honest communication about the risk factors and the benefits
5. Monitor the benefits
6. Organise easy accessible, free activities at the workplace aimed at the non or less active worker
7. Get the support from the trade unions



VLB Health strategies

Success factors

1. **No obligation:** the willpower and the engagement come from the worker
2. **Company infrastructure:** dressing rooms, showers, drying facilities, shelters, equipments
3. **Qualified 'coach'** → positive influence. If not, worker quickly calls it a day



VLB Health strategies

Stimulating factors

1. Correct information about the possibilities regarding an individual health program.
2. Medical advice
3. Free health check
4. Good guidance
5. Active Workplace Award/Certificate for the individual worker and for the company



Bank J. Van Breda, Antwerp

1. After relocation, fitness room in basement
2. Practise before and after business hours and during lunchtime
3. Skilled trainer/coach
4. Worker signs **1 year contract** with the company. Goal: to reach an average fitness level of 4,5 on a scale of 7
5. 154 participants out of 403 staff (38%)



Bank J. Van Breda, Antwerp

A few success factors:

1. The social pressure to do well
2. Company owns the infrastructure, pays the trainer
 - In return: engagement from the worker to do well

RESULT: Win-win situation and FIT COMPANY 2009 award



www.efcs.org

