



..Spain (2)

<b>Country:</b>	Spain
<b>Name of the project:</b>	Algeciras Sana - Salusline Comprehensive Program on Health Education
<b>Name of the company/organisation:</b>	Algeciras City Council, Cadiz
<b>kind of company</b>	<ul style="list-style-type: none"> <li>- non profit organisation / <i>public sector</i></li> <li>- administration sector</li> </ul>
<b>Company size</b>	Medium-size enterprise (50 to 500 staff members)
<b>Number of employees</b>	?
<b>Location</b>	Company is situated at one location
<b>Main aims and objectives</b>	<ul style="list-style-type: none"> <li>- Comprehensive Program on Health Education through Internet to educate employees in general health principles and support the work of occupational physicians in alcoholism and other illness and disorders.</li> <li>- Use computer software specially designed, Internet, mobile telephone, written and video material, conferences and courses to evaluate, raise awareness, transmit, implement and maintain interactive and personalized health educational programs on the main pillars of health (nutrition, exercise, stress management, mind, Preventive medical exams).</li> </ul>
<b>main prevention strategy</b>	Behavioural <u>and</u> structural prevention
<b>main target groups of the project</b>	<ul style="list-style-type: none"> <li>- Disseminators/information multipliers</li> <li>- All staff members</li> </ul>
<b>initiative started and implemented by</b>	Local city government
<b>How does the PPP work: Is it valid in the whole company or only in some locations or specific work areas?</b>	All over the company/ organisation
<b>How was it developed?</b>	It was implemented over the whole company from the beginning
<b>Start of the PPP in the company</b>	Started in 2009
<b>Duration of the PPP applied</b>	Permanent measure/offer
<b>project is funded by</b>	Company (Local city government)

<b>financing for a successful implementation is guaranteed</b>	Long-term (over 2 years or permanent).
<b>Focus of the alcohol policy:</b>	
<b><u>a) Universal prevention</u></b>	Employees receive internet evaluations, information and programs to raise awareness and to support the actions of the Occupational Physician.
<b><u>b) Selective prevention</u></b>	<ul style="list-style-type: none"> <li>- Linked with <i>specialist alcohol services</i> where employees with alcohol problems could be referred</li> <li>- Support and care: employees could be referred to <i>external services</i> if required</li> </ul>
<b>cooperation with other companies, organisations, counsellors in the context of the PPP</b>	Yes, Occupational Physicians, Psychologist, Social Security
General tools being used	<ul style="list-style-type: none"> <li>- Alcohol policy implementation generally includes the broad dissemination of written information, training or discussion groups for employees and staff, and extra training for managers.</li> <li>- Internet (mailings, evaluations, general and specific information), as well as videos to implement positive habits (nutrition, exercise, stress management, and personal skills: breathing, relaxation, etc.)</li> </ul>
<b>a) Management tools</b>	-
<b>b) Dissemination of the Alcohol policy developed:</b>	Information disseminated in the workplace by brochures and by internet/intranet
<b>c) Participation of the employees:</b>	<ul style="list-style-type: none"> <li>- Discussions involving representatives of several departments (e.g. personnel, medical services)</li> <li>- use of internet communication "the doctor answers section"</li> </ul>
<b>trigger for the decision to develop and to implement a workplace alcohol policy</b>	<ul style="list-style-type: none"> <li>- Concern about public image</li> <li>- Safety aspects</li> <li>- Policy is an important part of the workplace health promotion program</li> </ul>
<b>main aims of a workplace alcohol policy</b>	Improvement of the health of employees
<b>the PPP has been documented (not generally applicable to laws) by</b>	?
<b>course of action</b>	-

<b>evaluation</b>	evaluation is planned
<b>responsible for the evaluation</b>	Consulting company
<b>Kind of evaluation</b>	<ul style="list-style-type: none"> <li>- Company has evaluated (elements of) the process of policy implementation</li> <li>- Company is gathering on the dissemination and using of information packages</li> <li>- Company undertakes an annual review (by questionnaire) to establish staff familiarity with alcohol policy</li> <li>- Anonymous questionnaires containing questions on problem awareness among the staff, alcohol consumption at seminars, parties, and the image of alcohol within the company will be distributed</li> <li>- Anonymous Internet questionnaires on drinking habit filled the employee himself</li> </ul>
<b>main results of the PPP evaluated</b>	Answers to online questionnaires by participants seem to indicate that PPP has achieved the purpose of improve alcohol knowledge and better overall life habits of the employees and decrease alcohol consumption.
<b>evidence effect by the PPP for a <i>positive cost-benefit calculation for the company</i></b>	?
<b>pre-conditions for success for the PPP/ main lessons to be learnt from it</b>	<ul style="list-style-type: none"> <li>- The commitment of management and employees were the main pre-condition.</li> <li>- The main lesson was the importance of providing regular and continuous Internet educational material to raise awareness, educate and implement healthy habits that contribute to move away from negative behaviours including drinking habit, into a healthier more productive life.</li> </ul>
<b>sense to transfer the PPP to other companies <i>and/or</i> in other countries</b>	Yes, it is profound, inexpensive, perseverant on time and brings about an overall change in life habit behaviour.

documents, reports, websites e.g. publicly available of this policy (in national language or in English) or a legal law, official guidelines by government etc.

Yes.

Salusline.com is the one-stop interface for managed care, health, wellness, fitness providers, corporations, pharmaceutical and medical equipment industries, food and nutrition, sports and leisure companies, Ministries of Health, Work, Education and Tourism, etc. providing online valuable services and ongoing professional information. In general, Salusline has four identifying characteristics:

1. Information: Salusline is an extensive preventive health portal that includes general information, in-depth articles, timely updates on topics of health and personal development, newsletter, multimedia area, forums and much more, all directed to reduce health risks.
2. Tools for increasing awareness and encourage action-taking for health prevention, like the HRA The Health Test® and many others that can be found at *Cool Tools*.
3. Health Programs created by our Medical Staff on specific health problems. All programs have been created for educational purposes and can be used to complement the information given by the medical staff or as a preventive program.
4. Possibility to Brand the portal for Collaborating Members. It is possible to adapt Salusline with the Logo and Company image of clients so that it is *them* who offer these services to their clients or to their workforce. A collaboration/partnership with Salusline is available and offer many advantages to clients, friends or staff and many benefits for the company.

SALUSLINE has specialized in the creation, promotion and implementation of interactive and personalized programs of Preventive Medicine through Internet focused on improving and maintaining good health in women and men through out their lives.

It has been conceived for four languages (Spanish, English, German and French).

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### Annex:

<http://www.salusline.com/index.php?SEC=modulos&MOD=PREVENCION&aid=1476>

#### **RETURN PER INVESTMENT - Cost Effective Health Promotion Programs**

##### **INTRODUCTION**

Almost every day new scientific data comes out pointing to the effect that personal health and work conditions have on the company's balance sheet and economic results. On the other hand studies have repeatedly demonstrated that comprehensive worksite health promotion programs can: lower health care and insurance costs, decrease absenteeism, and improve performance and productivity.

- Improve performance and productivity.
- Decrease absenteeism.
- Lower health care and insurance costs.
- Bigger employee commitment and loyalty, and lower turnover.

##### **EXAMPLE OF RETURN PER INVESTMENT IN SOME COMPANIES:**

###### **Health Care and Insurance Costs:**

- A number of studies provide evidence of lower medical and insurance costs for participants in health promotion programs, particularly programs involving exercise.
- For \$30 per person, the Bank of America conducted a health promotion program for retirees using a risk assessment questionnaire, self-care books and other mailed materials. Insurance claims were reduced an average of \$164 per year in this group while they increased \$15 for the control group. Since they were able to document significant changes in risk behavior, they anticipate greater savings in future years.
- Pacific Bell's FitWorks participants claim \$300 less per case for a one year savings of \$700,000. Savings for conditions related to a sedentary lifestyle are \$722 per case.
- Coca Cola reported a reduction in health care claims with an exercise program alone, saving \$500 per employee per year for the employees (60%) who joined their HealthWorks fitness program.
- Prudential Insurance Company reports that the company's major medical costs dropped from \$574 to \$312 for each participant in its wellness program.

###### **Decreased Absenteeism:**

- Absenteeism has been shown to be impacted by employer health promotion programs. The evidence indicates a significant reduction in absenteeism and resultant dollars saved as a result of employee fitness programs.
- Pacific Bell's FitWorks program decreased absent days .8 percent to save \$2 million in one year. FitWorks members also spent 3.3 days less on short term disability for an additional savings of \$4.7 million.
- Focusing health promotion efforts on high risk employees can lead to better results. A national manufacturing company reports a decrease of 12.2% in illness days for these employees.
- A 2 year study by The DuPont Corporation of the effect of its comprehensive health promotion program on absences among workers reports that blue collar employees at intervention sites had a 14% decline in disability days vs. 5.8% decline for controls. There were a total of 11,726 fewer net disability days.

#### **Enhanced Performance, Productivity and Morale:**

A number of employers with health promotion programs report documented improvement in job attitude, work performance, energy level, and/or overall morale among program participants—all critical factors in enhancing productivity.

- A Johnson & Johnson study found that employee attitude changes were greater at health promotion intervention sites with significant positive attitude changes noted in the categories of organizational commitment, supervision, working conditions, job competence/security, and pay/benefits. In a Canadian government study, the Canada Life Assurance Company experimental group realized a 4% increase in productivity after starting an employee fitness program, compared to the control group. Further, 47% of program participants reported that they felt more alert, had better rapport with their co-workers, and generally enjoyed their work more. Swedish investigators found that mental performance was significantly better in physically fit workers than in non-fit workers. Fit workers committed 27% fewer errors on tasks involving concentration and short-term memory, as compared with the performance of non-fit workers.

It is excited at the new sensibility and support that private company and official organisms are showing for the benefits in promotion of healthy habits for all involved: employees, companies and society at large.