



Germany (3)

Country:	Germany
Name of the project:	Leitfaden Sucht (“guideline addiction”)
Name of the company/organisation:	Henkel KGaA
kind of company	<ul style="list-style-type: none"> - profit organisation - Company in the production sector
Company size	Big enterprise (501 and more staff members)
Number of employees	52.000
Location	Company with a headquarter and other branches/locations
Main aims and objectives	HR manager with personnel responsibility assume early recognition, impart action strategies and have a key personality.
main prevention strategy	Behavioural <u>and</u> structural prevention
main target groups of the project	Supervisor
initiative started and implemented by	occupational physician and social company service
How does the PPP work: Is it valid in the whole company or only in some locations or specific work areas?	<ul style="list-style-type: none"> - Nationwide all over the company - 2001: development of a workshop program for HR manager. “Guideline addiction” is a prevention approach to inform line manager for early recognition and reaction by addiction problems at the workplace. (8 workshops p.a., each with 12 members); - Some workshops for apprentice with a "Health day" at the beginning (inside the prevention of addiction has an important part)
How was it developed?	It was implemented over the whole company from the beginning.
Start of the PPP in the company	Between 2000 and 2009
Duration of the PPP applied	Permanent measure/offer
project is funded by	Company
financing for a successful implementation is guaranteed	Long-term (over 2 years or permanent)

Focus of the alcohol policy:	
a) Universal prevention	Managers are trained to identify alcohol problems at an early stage.
b) Selective prevention	Support and care: employees could be referred to <i>external services</i> if required
cooperation with other companies, organisations, counsellors in the context of the PPP	Yes, <ul style="list-style-type: none"> - drug advisory service - different detox centres
General tools being used	Alcohol policy implementation generally includes the broad dissemination of written information, training or discussion groups for employees and staff, and extra training for managers.
a) Management tools	<ul style="list-style-type: none"> - Management/supervisors received alcohol policy training prior to the dissemination of information packages among employees (Guidance how to implement the policy) - Organised extra training or produced additional information for managers
b) Dissemination of the Alcohol policy developed:	Information disseminated in the workplace by brochures.
c) Participation of the employees:	<ul style="list-style-type: none"> - Workshop for employees and managers introducing guidelines for the handling of ‘at risk’ employees is arranged. -
trigger for the decision to develop and to implement a workplace alcohol policy	<ul style="list-style-type: none"> - Concern about public image - Safety aspects - Work with potentially dangerous products (accident could have far-reaching consequences) - Policy is an important part of the workplace health promotion program
main aims of a workplace alcohol policy	Improvement of the health of employees
the PPP has been documented (not generally applicable to laws) by	Yes, “Guideline addiction” as a leaflet.
evaluation	No evaluation is being intended.
evidence effect by the PPP for a <i>positive cost-benefit calculation for the company</i>	Yes, each workshop member has to document the main experiences for further trainee meetings.
pre-conditions for success for the PPP/ main lessons to be learnt from it	The managers are being strictly open-minded for problems like alcohol abuse inside the company and they really want to help their employees.

sense to transfer the PPP to other companies <i>and/or</i> in other countries	Yes, because there aren't any companies without having problems like alcohol abuse inside.
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 (in German). → Please contact Mr. Knurr directly.
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