

## Workplace health promotion works – but how do you get your employees to attend?

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## Presenting for work on time and going home in one piece does not mean workers are healthy.



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## Health and Safety – Hand in Hand

Initiatives need to be taken to reduce the incidence of

- Workplace accidents
- Injuries and
- Subsequent workers comp claims

**Current trend**

- go beyond legislative requirements
- offer health promotion initiatives
- encourage employees to achieve optimal health.




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## Health Promotion – the benefits

Many benefits of successful programs:

- reducing major health risks
- reducing employee absenteeism
- improving retention of highly skilled staff
- increasing productivity
- enhancing morale



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## Compulsory vs Voluntary.

Do you measure success on  
**Attendance**  
OR  
**Health Improvement?**

**In their own time!**  
**Our workers will never do that!**

*Really?*

Listen and learn!



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## Corporate Bodies Research

Survey of three sites

- underground mine QLD
- opencut mine QLD
- quarry and transport company ACT

After completion of the Working Bodies Program  
A Health and Lifestyle program designed  
specifically for blue collar workers


**180 workers returned questionnaires.**




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## What increases attendance?

1. Management support and involvement
2. Employee involvement in the decision making process
3. Choose a program with topics of interest



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## What increases attendance?


3. Choose a program with topics of interest

What topics were people most interested in?

% of people who placed topics in their top three choices


Healthy Lifestyles	81%
Weight loss	58%
Heart Health	58%
Nutrition	52%
Stress Management	15%
Exercise classes	12%
Gym Memberships	7%




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## What increases attendance?

1. Management support and involvement
2. Employee involvement in the decision making process
3. Choose a program with topics of interest
4. Consider family/community involvement
5. Consider the program structure
6. Effective marketing
  - I – learn something new
  - II – timing of marketing
  - III – program name



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## Commitment to continue attending!


The Working Bodies Program

Average 5% drop out rate

So why do they keep attending?  
(3 main reasons per person)


- 71% their health was improving
- 64% learning something each week
- 45% information was relevant to me
- 36% to keep motivated
- 33% motivating presenter




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## Commitment to continue attending!

1. Measure success in many ways
2. Teach participants something new
3. Make the information relevant
4. Choose the right program presenter




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## Commitment to continue attending!

**You can lead a horse to water,  
but you can't make it drink!**

**You can though make the  
water look appealing!**



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