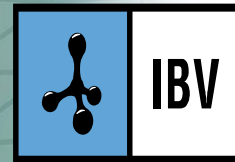




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Introduction



VS



Physical **inactivity** is one of the main factors **responsible of chronic diseases** development.

In Europe, physical inactivity level has increased among population (from 42% in 2013 to 46% in 2017).

The **reasons** for not practicing sports, most of the respondents (40%) point at the **lack of time**.

Introduction



Physical activity is not only sports. Reducing inactivity according to your needs improves your wellbeing



Worksite Health Promotion Programs show benefits on productivity increase and efficiency of health prevention programs.

Why to promote Physical Activity?

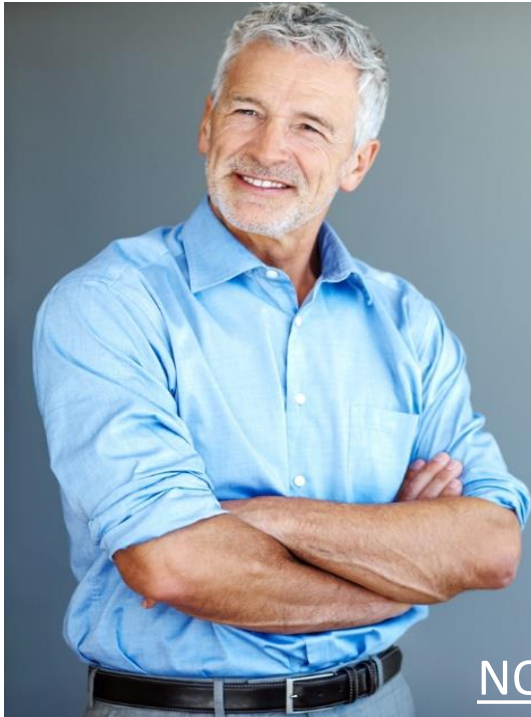
Companies are an **essential stakeholder** to promote physical activity.

- The workplace is considered to be an important setting for health promotion activity.
- Structures already exist within the workplace for occupational health and health and safety requirements.
- The workplace offers enormous potential to reach large numbers of people.
- It is in the common interest of employers and employees.



Why to promote Physical Activity?

Companies may understand why promoting physical activity is essential for them.

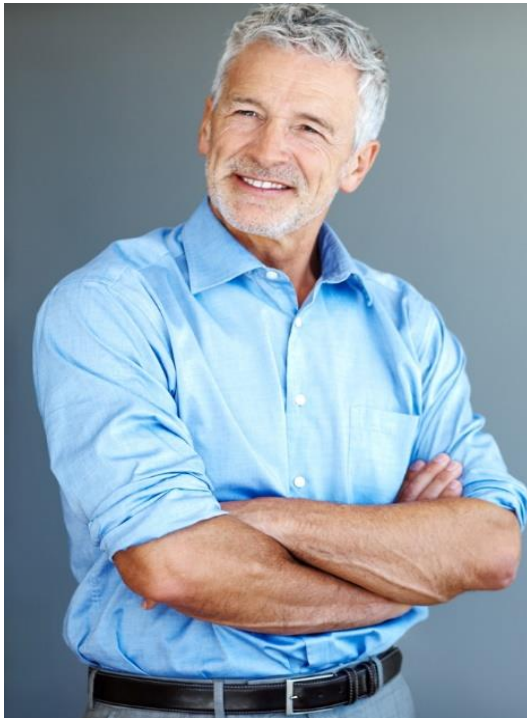


- Helps to create a healthier workplace
- Increases employees productivity
- Decreases employees absenteeism
- Potentially lowers employees health care costs
- Increases employees morale
- Attracts and retains talent

NOT ONLY ROI, BUT ROI+VOI!!!

Why to promote Physical Activity?

We all have to **understand** why practicing **physical activity is essential** for us.



- Reduces depression
- Control of weight
- Reduces blood pressure
- Reduces diabetes
- Reduces sleep disorders
- Low prevalence of MSD

Barriers and facilitators

- Agreement-Commitment employers and employees representatives.
- When (during or out of work time)?
- Where (location)?
- Does it work?

Barriers

Facilitators

- Gaining corporate commitment and embedding the initiatives in the organisations culture.
- Develop a planned approach; mid-term thinking.
- Evaluated actions; what worked and what didn't.
- Develop a comprehensive communication plan, and make physical activity initiatives accesible to ALL workers.
- Risk factors affecting organisation's employees.

Best practices

- Having an **organizational commitment** to improve the health of the workforce. Company Culture.
- Providing employees with appropriate information and establishing comprehensive **communication strategies**.
- **Involving employees** in planning and during the implementation of programs. Motivation is essential.
- Allocating **enough resources**: provision of financial and material resources.
- **Organizing work tasks** and processes so that they contribute to, rather than damage, health.
- **Recognizing** that organizations have an impact on people and that this is not always conducive to their health and well-being.



Source: <http://www.enwhp.org>

Conclusions

Promoting physical activity and sports have evident benefits for:

- EU policies.
- Companies strategy.
- Employees Health.

But promoting active lifestyle cannot be improvised...

- Provoke engagement
- Identify risk factors and make activity to face them
- Collaborate with other companies... Cause envy!



This is not easy to get...

We all need to work hard.

Help us!!

Thank you very much!

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Innovación al
cuidado de la
persona



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