Healthy Workplaces for All Ages

Promoting a sustainable working life
Introduction to the campaign

- Coordinated by the European Agency for Safety and Health at Work (EU-OSHA)
- Organised in more than 30 countries
- Supported by a network of partners:
  - National focal points
  - Official campaign partners
  - European social partners
  - Media partners
  - Enterprise Europe Network
  - EU institutions
  - Other EU agencies
Key objectives

- Promote sustainable work and healthy ageing from the beginning of working life
- Highlight the importance of prevention throughout working life
- Assist employers and workers (including in SMEs) by providing information and tools for managing OSH in the context of an ageing workforce
- Facilitate information exchange and good practice
What is the issue?

- Europe’s workforce is ageing — longer working lives

- Challenges arising from demographic change:
  - general labour shortages
  - shortages of skilled workers
  - more people at work with health problems/chronic diseases
  - concerns about productivity and absenteeism

- Management of OSH in the context of an ageing workforce requires a multidisciplinary approach...
Life-course perspective and a holistic approach

- Health in later life is affected by working conditions in earlier life
- Prevention throughout the working life:
  - prevent disease or injury before it ever occurs
  - early detection of the problem – health surveillance
  - to reduce the impact of a disease or injury - vocational rehabilitation, return to work
- Holistic approach – considering factors beyond OSH that have an impact on OSH
  - work-life balance
  - training
  - career development
- Age management
Work ability concept

- Work ability concept — balance between work demands and individual resources

- Work demands affected by:
  - work content, workload, work organisation
  - work environment and community
  - leadership

- Individual resources:
  - health and functional capacities
  - skills and competences
  - values, attitudes, motivation

- Promoting work ability requires:
  - good leadership
  - worker participation
  - cooperation between management and workers

- Work ability index
Work Ability Model
Diversity-sensitive risk assessment

- Risk assessment is the cornerstone of OSH management in Europe
- Differences exist between individuals, take account of:
  - age
  - gender
  - disability
  - migrants
- For younger workers, take account of:
  - physical and intellectual development
  - immaturity
  - lack of experience
- For older workers, consider:
  - Specific risk factors, such as shift work, high physical workload, extreme temperatures, skills
- Older workers are not a homogeneous group and differences in both functional capacity and health between individuals increase with age
- Diversity addressed by focusing on work demands in relation to individual capacities and health
Adapting the workplace

▪ Work should be adapted to individual abilities, skills and health status, as well as other factors of diversity

▪ Dynamic and continuous process throughout working life

▪ Examples of changes in response to functional capacity:
  • use of equipment
  • good ergonomic design
  • job re-design
  • job rotation

▪ Good workplace design and good organisation benefit all ages
Lifelong learning

- Enable workers of all ages to take part in education and training
- Prevent erosion of skills and competences
- Updating and developing skills important for employability
- Also important for psychosocial working environment
Workplace health promotion

- Combined efforts of employers, employees and society to improve health and well-being at work
- Can be only successful if combined with risk prevention and health protection
- ‘Health promoting workplaces’ – a comprehensive approach, integrating OSH and health protection with health promotion, addressing both work organisation and work environment issues and the individual risk factors.
Human resources (HR) and OSH management

- Cooperation between stakeholders is very important, particularly HR and OSH management
- HR policies have an impact on safety and health, for example:
  - work–life balance
  - working time
  - skills development / lifelong learning
  - career development
- HR should support OSH management of all ages
What are the benefits?

- **Benefits of an age-diverse workforce**
  - Helps adapt to an equally diverse customer base and varied customer needs;
  - Workers of different ages and gender bring in diverse perspectives and talents;
  - Fosters creativity and innovation, facilitates problem solving and knowledge-sharing between generations

- **Benefits of good age management**
  - Better health and well-being at work;
  - Improved productivity and organisational performance;
  - Valuable skills and experience retained within organisation
  - Lower rates of sick leave and absenteeism — lower work disability costs
  - Lower staff turnover
Key dates

- **Campaign launch:** April 2016
- **European Weeks for Safety and Health at Work:**
  October 2016 and 2017
- **Healthy Workplaces Good Practice Awards Ceremony:**
  April 2017
- **Healthy Workplaces Summit:**
  November 2017
Campaign partnership offer

- Successful partnerships between EU-OSHA and key stakeholders are crucial for the success of the campaign
- Pan-European and international organisations can become official campaign partners
- Benefits include:
  - a welcome pack
  - a partner certificate
  - special category for partners in the Healthy Workplaces Good Practice Awards
  - promotion at EU level and in the media
  - networking opportunities and exchange of good practice with other campaign partners
  - invitation to EU-OSHA events
Healthy Workplaces Good Practice Awards

- Recognition of innovative safety and health practices in the workplace
- Organisations are rewarded for successful and sustainable initiatives promoting healthy workplaces for all ages
- Open to organisations in:
  - EU Member States
  - candidate countries
  - potential candidate countries
  - European Free Trade Association (EFTA)
- Two stages:
  - National level — focal points nominate national winners
  - European level — official campaign partners and national winners
- Winners announced at the awards ceremony
Campaign resources

- Campaign guide
- Practical e-guide
- Promotion material
  - Campaign leaflet
  - Good Practice Awards flyer
  - Poster
  - Video
  - Infographics
  - Online banner, Email signature
- Napo film
- Materials from ‘Safer and healthier work at any age’ (European Parliament pilot project)
- Module for Online interactive Risk Assessment (OiRA)
- Reports
Further information

- Learn more at the campaign website: www.healthy-workplaces.eu
- Subscribe to our campaign newsletter: https://healthy-workplaces.eu/en/healthy-workplaces-newsletter
- Keep up to date with activities and events through social media:
  - Twitter
  - Facebook
  - YouTube
  - LinkedIn
- Find out about events in your country from your focal point: www.healthy-workplaces.eu/fops
Thank you for your attention!