

HEALTH PROMOTION PROJECT 'BBB – BEWUSST BEWEGT AM BAUERNHOF' (MOVING CONSCIOUSLY AT THE FARM) FOR FARMERS

1. Organisations involved

Social Insurance Institution of Farmers (Sozialversicherungsanstalt der Bauern, SVB)

2. Description of the case

2.1. Introduction

The number of people suffering from diseases of the musculoskeletal system steadily increases. Because of their daily labour, farmers and people working in the agricultural sector are especially affected by these problems.

As the Social Insurance Institution of Farmers (Sozialversicherungsanstalt der Bauern, SVB) does not only pay and care for the treatment of illness, rehabilitation and cure, it has implemented several measures on health promotion in the agricultural sector. One of these measures was the health promotion project 'BBB – Bewusst bewegt am Bauernhof' ('moving consciously at the farm') (see figure 1) with its 'Bewegungsstraße' programme, which started in the winter of 2003-2004 and still runs today (2009-2010) in the whole territory of Austria.

Figure 1: Logo of the 'BBB – Bewusst bewegt am Bauernhof' project (Source: SVB, 2009)



2.2. Aims

By organising a specific training for farmers, focused on ergonomic working aspects and physical activity, the 'Bewegungsstraße' programme aimed/aims to prevent diseases caused by inappropriate biomechanical stress on the musculoskeletal system, and to increase at the same time the physical fitness and performance of the participants.

The big challenge within the project was/is that the participants maintain the awareness and realise how important it is to pursue this course of movements (while working at home) and to carry out the compensatory exercises by themselves (in the future). Therefore it was/is important to raise the intrinsic motivation of the participating farmers so that they continue to strengthen their new behaviour and attitude towards work and health.

2.3. What was done, and how?

The 'Bewegungsstraße' programme started in the winter of 2003-2004. From then on, specific training sessions - 'Bewegungsstraßen' - were and are still (2009-2010) organised for farmers all over Austria.

A 'Bewegungsstraße' training consisted/consists of three parts (see figure 2):

- A theoretical part (duration: 45 minutes), in which the anatomy and physiology of the body, agricultural working conditions, environmental influences, concepts of strain and stress, demands of work, psychological effects and other items are taught and discussed.
- A practical part (duration: 2 hours), in which the participants are taught how to carry out common agricultural activities and processes in an ergonomic and healthy way. Furthermore, compensatory exercises are practised to diminish or prevent muscular dysbalances, which occur because of one-sided burdens on the body (see also figure 3).
- An evaluation part, in which the participants fill out a quiz, possible questions can be posed and answered, and feedback can be given.

A training brochure and folder were generated for the programme, and handed out to every participant. These documents give instructions, show illustrations and pictures of how specific movements of the body and activities within the agricultural working process are carried out in an ergonomic way, and provide guidance to compensatory exercises.

Figure 2: Information leaflet on the 'Bewegungsstraße' project (Source: SVB, 2009)

OSUNDHEITS FÖRDERUNG **INFO**
BEWEGUNGSSTRASSE

Ein großer Teil der bäuerlichen Bevölkerung leidet an **Wirbelsäulen- und Bandscheibenproblemen**. Schäden am Stützapparat sind zu über 50% Ursache von vorzeitiger Pensionierung in der bäuerlichen Pensionsversicherung.

Die Gesundheitsförderung hat in Zusammenarbeit mit Fachleuten das Projekt **„Bewusst Bewegt am Bauernhof“** erarbeitet und daraus eine Sammlung von Übungen - **die Bewegungsstraße** - entwickelt.

Die Bewegungsstraße kann sowohl direkt auf Bauernhöfen, als auch in Turnhallen oder Gasthöfen veranstaltet werden.

Von besonders geschulten Physiotherapeutinnen wurden MultiplikatorInnen ausgebildet, die in Zusammenarbeit mit der Gesundheitsförderung der SVB diese Veranstaltungen durchführen.

Inhalt einer Bewegungsstraße:
Theoretische Einführung (Dauer ca. 45 Minuten)

- Warum ist es so wichtig körper- und energieschonend zu arbeiten?
- Was kann ich tun, um das zu erreichen?
- Welche Belastungen haben wir in der Landwirtschaft - wie mache ich es richtig?
- Anatomie und Physiologie des Körpers.
- Minderung der Belastungen (Arbeitshaltung, Bewegungsabläufe, Arbeitsumfeld).
- Erhöhung der Belastbarkeit (Training, Ausgleichsübungen, Erholungsphasen, Regeneration).

Praktischer Teil - Übungsstationen (Dauer ca. 2 Stunden) Die 6 Stationen sind:

- Bücken - Heben
- Heben - Drehen
- Tragen
- Überkopparbeiten
- Ziehen - Schieben (körperferne Arbeiten)
- Kniende Tätigkeiten

Reflexion:

- Fragebogen, Quiz

Zielgruppe:
Alle interessierten **Bäuerinnen und Bauern**, welche die häufigsten Arbeitsbewegungen in der Landwirtschaft ergonomisch richtig durchführen möchten, um damit ihre **Gesundheit zu erhalten** und die **Leistungsfähigkeit zu steigern**.

Anmeldung:
SVB-Gesundheitsförderung
01/79 706 - 2322 (Frau Straka)

SOZIALVERSICHERUNGSANSTALT DER BAUERN
Regionalbüro Niederösterreich/Wien
www.svb.at

1031 Wien, Ghegastraße 1
Telefon: 01/79 706-2322, Fax: -2300
E-mail: elisabeth.straka@svb.scoopers.at

Figure 3: Picture of a lifting exercise during one of the 'Bewegungsstraße' training sessions (Source: SVB, 2009)



2.4. What was achieved?

From 2003 till 2008, 589 'Bewegungsstraße' sessions took place, providing an ergonomic training to about 11.000 participants in total. Table 1 gives a more detailed overview on the number of 'Bewegungsstraßen' and participants between 2003 and 2006 (Haider, 2007, p. 55).

Table 1: Overview of the number of 'Bewegungsstraße' training sessions and number of participants in the period 2003-2006

Year	Number of 'Bewegungsstraßen'	Number of participants
01.01.2003 - 31.10.2003	91	773
01.11.2003 - 31.10.2004	123	2.309
01.11.2004 - 31.10.2005	107	2.370
01.11.2005 - 31.10.2006	97	1.873
Total	418	7.325

In order to work in a preventive manner, the programme was also offered in agricultural schools. This was very important, because the knowledge of young people about ergonomics and good working practices appeared to be rather poor.

In some Austrian provinces, the Bewegungsstraße was also provided to the teachers of agricultural schools, enabling them to pass the information on to the young people.

Furthermore, the Bewegungsstraße training was included in the programme in the Austrian 'health-active weeks' ('Gesundheits-Aktiv-Wochen', GAW)¹ and 'occupational medicine weeks' ('Arbeitsmedizinischen Wochen', AMW)².

In order to keep on reaching as much people as possible, there is a strong need to constantly improve and renew the existing training programme. Therefore, a pilot project 'Gesundheitsmanagement im Bauernhof' ('Health management at the farm') was initiated in 2005 by the regional office of the Niederösterreich province. The Bewegungsstraße training was expanded with a number of health and safety topics. On the one hand emphasis was put on how workload can be reduced through the application of certain measures and devices, and ergonomic working postures. On the other hand it was stressed how the physical capability can be improved through specific training. In this way, a programme was created that included health promotion as well as preventive measures. This workshop was also provided to agricultural schools and received a very good evaluation.

In general, it can be concluded that women were clearly more interested than men in the programmes offered by the Social Insurance Institution of Farmers. In addition, it needs to be stated that the Bewegungsstraße programme has developed differently in the several Austrian provinces. In the provinces of Kärnten, Oberösterreich and Steiermark for example, participants were filmed and/or photographed in order to analyse and evaluate their working postures during the ergonomic exercises. All participants found the posture analysis by means of video or photography very interesting and sententious.

2.5. Success factors

In order to evaluate the health promotion project 'BBB – Bewusst bewegt am Bauernhof', a long-term evaluation study has been carried out (Haider, 2007). The intention of this long-term evaluation was to ascertain whether any lasting changes in participants' behaviour – especially concerning ergonomic working aspects and physical activity – could be observed one to three years after the workshop was attended. As a consequence, a standardised questionnaire was developed and sent to more than 1.500 participants of the project.

According to the results of the statistical evaluation of the questionnaire:

- 87% of the participants of the project had successfully transferred the issues taught, consequently they perform activities and movements in an ergonomic way within their daily labour;
- Approximately 25% did the compensatory exercises 'every day' or 'often';
- Another fourth reported positive changes in respect of the individual capability and efficiency;
- One third indicated to be more sportive or at least physically more active since participation within this project.

Besides, it is important to emphasise that these results were based on the declaration and statements of the participants of the project.

¹ More information in German available at:
http://www.svb.at/portal/index.html?ctrl.cmd=render&ctrl.window=svbportal.channel_content.cmsWindow&p_menuid=66057&p_tabid=3

² More information in German available at:
http://www.svb.at/portal/index.html?ctrl.cmd=render&ctrl.window=svbportal.channel_content.cmsWindow&p_menuid=8470&p_tabid=3



In general, the statistical evaluation of all the questionnaires returned affirmed positive effects of the intervention in the long term.

2.6. Further information

Performers of the project (employees of the Social Insurance Institution of Farmers in Austria)

- Elisabeth Straka (headquarter in Vienna)
- Barbara Kraus-Neidhart (headquarter in Vienna)
- Hubert Lukse (regional office, Lower Austria and Vienna)
- Rainer Benedek (regional office, Burgenland)
- Andreas Walter (regional office, Upper Austria)
- Hermann Dürnberger (regional office, Salzburg)
- Reinhard Tschuggmall (regional office, Tyrol)
- Ludwig Iselor (regional office, Vorarlberg)
- Johannes Grimschitz (regional office, Carinthia)
- Dr Johann Spiess (Head of department Vienna (safety and health promotion))
- Dr Herbert Rohn (Occupational Medicine, Salzburg)

Contact details

SVB - Sozialversicherungsanstalt der Bauern
Abteilung Sicherheitsberatung und Gesundheitsförderung
Ghegastraße 1
A-1030 Wien
Austria
Tel: +43 01 797 06 2301
Fax: +43 01 797 06 2300
E-Mail: info@svb.at
Web: <http://www.svb.at>

2.7. Transferability

The above mentioned project evaluation (Haider, 2007) was/is relevant to the Social Insurance Institution of Farmers, but also seems to be important for other institutions and organisations which develop and offer health promotion programmes in order to know about the effectiveness of certain actions. The evaluation results showed generally positive effects of the BBB/Bewegungsstraße intervention in the long term. These outcomes could be taken into consideration in the planning of future activities and may also support managers in deciding which interventions are the most successful ones and therefore seem to be worth realising them.

3. References, resources:

- Information on the BBB - 'Bewusst bewegt am Bauernhof' on the SVB website (in German):
http://www.svb.at/portal/index.html?ctrl:cmd=render&ctrl>window=svbportal.channel_content.cms.Window&p_menuid=66093&p_tabid=3&p_pubid=131358 - pd886655Resource 2 - link to resource 2
- Haider H. Langzeitevaluation des Gesundheitsförderungsprojektes 'BBB - Bewusst bewegt am Bauernhof' der Sozialversicherungsanstalt der Bauern (SVB). Diplomarbeit zur Erlangung des akademischen Grades Magister/ Magistra (FH) für wirtschaftswissenschaftliche Berufe Gesundheitsmanagement und Gesundheitsförderung, May 2007, 173 p.