



Corporate Health Management at Freie Universität Berlin

Workplace health promotion

Challenges: Demographic change
Aging workforce
Fast changing working environment (new technologies, e-government, internationalization)

Combination of initiatives aiming to:

Improve the work organization and working environment and promoting the active participation of employees in health activities. It is focused on both the university and the individual employee.

For example: Managing stress from an organizational viewpoint by evaluating and adjusting work processes but also providing training courses for employees to identify and cope with stress on a personal level.

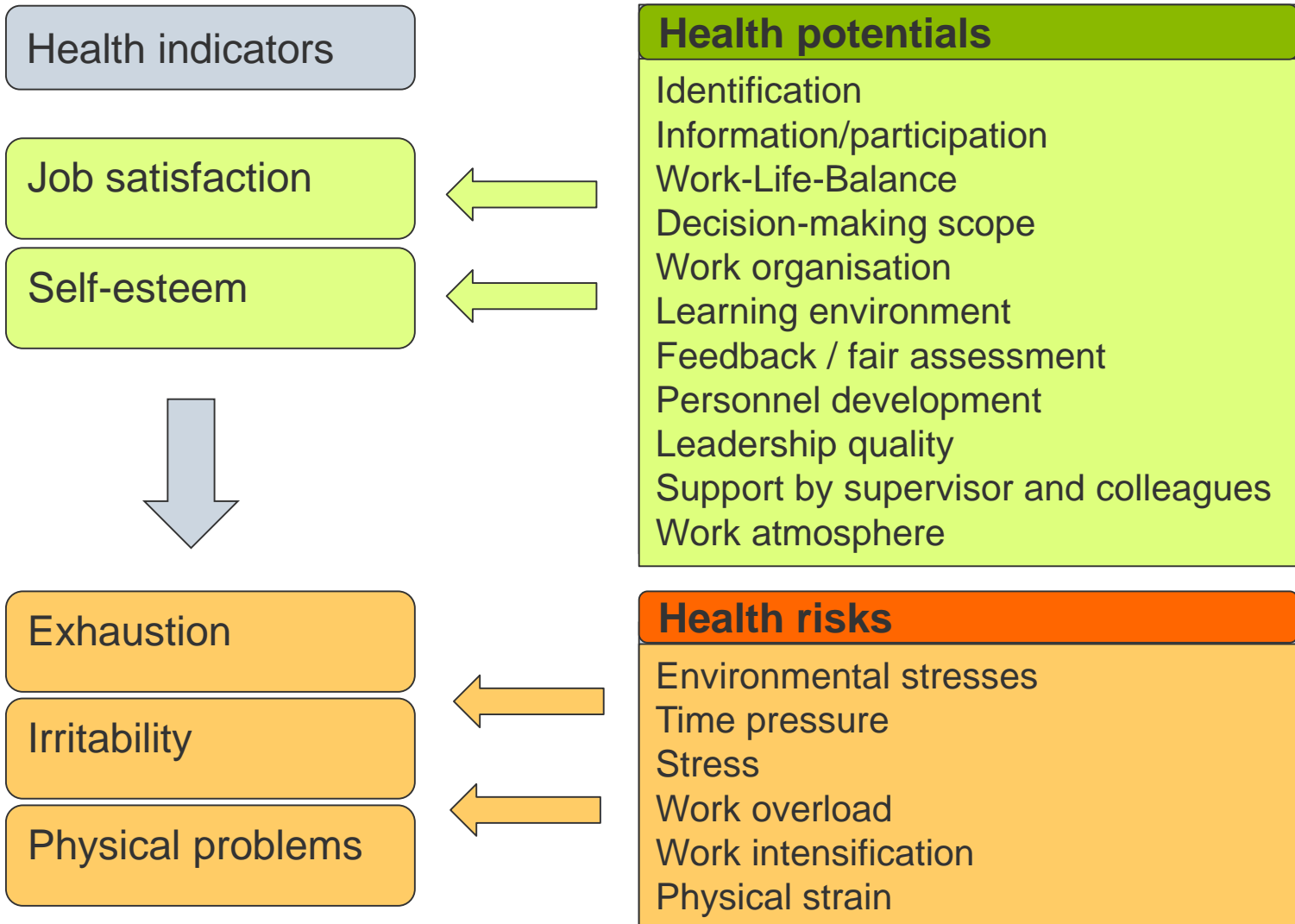


Our aims

- to create a healthy work environment
- to reduce health risk factors
- to enhance health strengthening factors
- to promote healthy behaviour
- to improve employee satisfaction and a general sense of well-being
- to increase productivity
- to reduce rate of absence
- to improve university profile



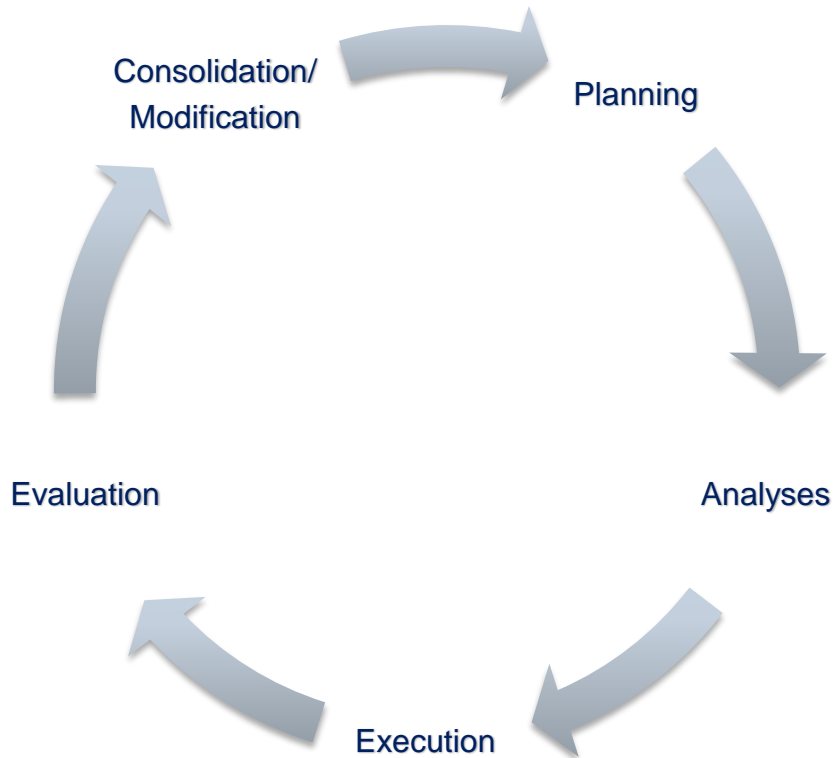
Theory



Source:
BGF GmbH



Strategy



- Network-orientated
- Target group-orientated
- Collaboration
- Participation
- Sustainability

- Steering committee
- Pilot areas
- Working groups
- Professional/external consultation
- External funding

- Annual health report
- Sick leave report
- Staff surveys
- Structured interviews
- Workshops

Findings staff survey – key factors

Health potentials

- Identification
- Learning at work
- Information/Participation/Communication
- Leadership

Health risks

- Time pressure
- Work overload
- Environmental stresses



Fields of activity

- Addiction counsellors
- Social counselling
- Annual staff appraisals
- Teambuilding
- Annual health day
- Event: Annual company run
- Event: Grow your network



A new approach

A holistic approach towards Corporate Health Management and Personnel Development → mutual interests and benefits

Projects:

- Knowledge management and knowledge transfer
- Office assistance as a target group
- Life-cycle orientated measures



Thank you
for your time!



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