

C

**Cigarette
Smoking**



H

**HIV, AIDS,
and STIs**



A

**Alcohol
and Drug
Abuse**



N

**Nasal and
Lung
Ailments
and
Tuberculosis**



G

**Good
Nutrition
and
Exclusive
Breastfeeding**



E

Exercise

Why CHANGE at the Workplace?

An Executive Overview

*"Everyone has the right to life,
to work...to just and favourable
conditions of work...Everyone
has the right to a standard of
living adequate for the health
and well-being of himself and
of his family..."*

UN Universal Declaration of Human
Rights (1948)

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Today's highly demanding workplace environment makes it imperative to review, restructure, and redesign workplace policies and programs on health promotion. Ensuring that workplace-based health interventions fit the needs of the management and workers is one of the keys to resolve productivity- and attrition-related issues. After all, good employers and workers alike know that it is not always about the money.

CHANGE is a comprehensive workplace healthy lifestyle campaign designed to drive workers and managers to re-examine workplace health and wellness policies and programs, particularly with reference to Philippine laws and other policy instruments, and international labor standards as well. It promotes an approach that involves workers and employers in the process of promoting healthy lifestyles.

Behind every company's success lies its best asset: its people. It is well known, and its truthfulness, proven and unquestioned.

Employers invest on training their people, equipping them with skills and tools to get the job done efficiently. Timely delivery of a job well done has become the optimum measure of performance.

Performance, however, is not only driven by skills nor tools. The health and well-being of workers continues to be a determining factor. It is worth recognizing that, as work, and life in general, move at a faster pace, workers, more than ever, are stressed---always beating the clock, and always within reach of the workplace. Work-Life Balance has become more difficult to manage. To cope, some workers resort to risky health behaviours that increase their vulnerability to diseases and infections.

Cigarette smoking, HIV and sexually transmitted infections (STI), alcohol, drugs, violence, TB, poor diet, and physical inactivity are among the most common psychosocial issues workers are at risk of today. If left unchecked, these health risks reinforce each other, causing the infected and affected workers to fall into a vicious cycle of risky behaviours which make them vulnerable to lifelong diseases, even death.

There are **THREE REASONS WHY ENTERPRISES MUST BE INVOLVED**

in creating safe and healthy work environments:



It is required by the law;

By complying with the law, the enterprise avoids penalties and may gain incentives. Legal compliance also facilitates an employer's response to specific workplace situations, such as when a worker may have contracted HIV. Having a well-written workplace policy is beneficial to the enterprise because without a clear workplace policy on HIV, the case may be easily mishandled and laws are likely to be broken. The enterprise then may face penalties or lawsuits, especially on matters involving a worker's health status in relation to confidentiality of health condition, privacy of personal information, and discrimination from employment.

It is the ethical thing to do;

Enterprises often have a set of principles that guide them in dealing with their stakeholders and relevant publics. On top of these business ethics are integrity and respect for people. While enterprises with these sets of business principles ordinarily apply them to external publics, truly responsible enterprises make sure that they abide by these principles in their internal dealings as well.

Relative to workers' health, integrity can easily mean fairness of the business to the law, while respect for people is best demonstrated by ensuring that workers are not exposed to conditions at work that may suffer their health.

It is the enterprise's responsibility to ensure that its workers do not only continue to be economically productive but also keep them healthy, safe, and sound to allow workers to fulfil their roles to their family and to the community.

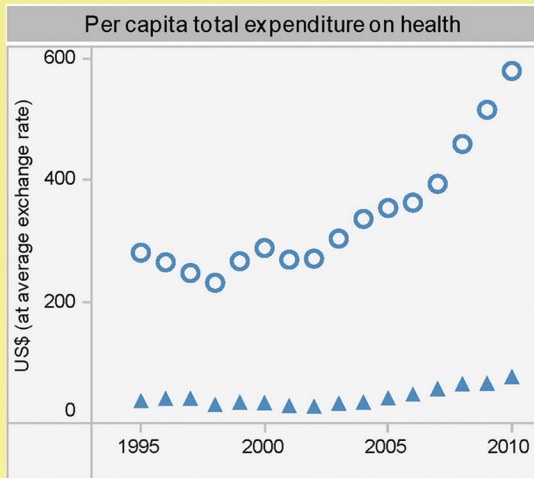
It is necessary to sustain enterprise viability over the longer term.

Poor health negatively impacts the world of work on three levels of economic activity-- individual, enterprise, and national economy. At the level of the enterprise, poor health increases the cost of doing business, decreases profitability, and reduces productivity.

Business thrives where people, including both workers and society per se, are healthy---workers stay productive while more people can afford goods and services if their health requires less maintenance. It has been established that doing good and doing it right certainly reap positive results for the responsible employer.

CHANGE

And The Filipino Workforce Today



Philippines is located in the WHO Western Pacific Region.

▲ Country
○ Regional average

* Data refers to 2009.

** Data refers to 2009. Country data is estimated at less than 1.

Last update: May 2012.

Average life expectancy at birth among Filipinos is 70 compared to the regional average of 75, while mortality among adults 15-59 years old is at 187 per 1,000 adults compared to only 116 in the region.

Based on the findings of the 2005-2007 Philippine National Health Accounts, private households are the leading sources of funds for health expenditure. Findings show that from PHP97.6 Bn in 2005, private households' health expenditure increased to PHP127.3 Bn in 2007. This translates to three per cent of the Gross National Product during the same period. Results indicate that many households still lack access to adequate social insurance coverage.

Per capita total expenditure on health in the Philippines vs Regional average

Source: WHO
<http://www.who.int/gho/countries/phl.pdf>

There are three unhealthy habits put people at risk of chronic illnesses, these are: poor diet, physical inactivity, and tobacco use. There are four chronic diseases that may be caused by these three unhealthy habits, namely: heart disease, Type 2 diabetes, lung disease, and some cancers. Together, these chronic diseases are responsible for half (50 per cent) of deaths worldwide.

According to the 2008 National Nutrition Survey, six of ten leading causes of deaths among Filipinas are non-communicable diseases, which includes heart diseases, cancer, chronic obstructive pulmonary disease, diabetes, and kidney diseases. These are often caused by health risk factors which include physical inactivity, smoking, obesity, hypertension, and abnormal cholesterol. Approximately 90 per cent of Filipinos had one or more of these risk factors.

While HIV prevalence in the country remains low, the Philippines is one of only seven countries worldwide that has recorded more than 25 per cent increase in new HIV cases in the last decade at a time when the number of new infections globally has conversely gone down by 25 per cent. Without proper prevention programs in place, the UNAIDS estimates that by 2015, 46,000 more Filipinos will be living with HIV.

Cigarette smoking, HIV, AIDS, STIs, alcohol and drug abuse, and TB are just a handful of health risks faced by workers today. Nevertheless, addressing these risky health behaviours and infections, coupled with the promotion of good nutrition, breastfeeding, and exercise, provides a good set of initial set of priorities for a comprehensive workplace health promotion program.



CHANGE is designed to provide practical tools that will guide managers and workers in setting up a package of workplace-based interventions to promote healthy lifestyles. This package of interventions includes:

- 1** A How to Guide on Starting a Workplace Policy and Program on Promoting Healthy Lifestyles, the objective of which is to create an enabling environment for positive health and lifestyles changes;
- 2** A How to Guide on Communicating CHANGE, which includes a behaviour change communication strategy, peer education program, and a trainers' training program for peer educators; and,
- 3** A Monitoring and Evaluation Tool to Measure CHANGE in the Workplace.

Employers are responsible for the well-being of their workers. However, beyond compliance to law, employers must pursue workplace-based health promotion both as a corporate social responsibility and as a key component of business strategy. Acknowledging these responsibilities ensures that workers remain economically productive members of the workforce-- able to support their families and able to contribute to society's growth.

The Project Partners, led by the International Labor Organization, hope that this tool will improve the readiness of enterprises to respond to health issues in the workplace, enhance workplace health promotion programs through information, and protect workers' rights.