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FORUM 2014



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البشرية
الدولي 2014

الأجندة الوطنية: رأس مال بشري مستدام
Sustainable Human Capital to Support National Agendas

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#FAHRFORUM

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Emirates Integrated Telecommunications Company “du”

Worksite health promotion in the Gulf Region

a need or a want ?!

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add life to life

Introduction



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Kuwait

Bahrain

Qatar

**Saudi
Arabia**

UAE

Oman

Gulf Cooperation council (GCC)

Association of 6 member states

Created in 1981

Common market platform

Cross-country investment and services trade

Oil & gas resources and rapid economic growth.



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Health Issues & Risk Behaviors



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Background

- As work becomes more sedentary, the global workforce is becoming fatter, sicker and less productive.
- The main challenges to employee health in the Arabian Gulf are:
 1. Poor diet
 2. Inadequate physical activity
 3. Tobacco use
 4. Chronic diseases (Obesity, Diabetes, High BP, high cholesterol)
- All of the above is increasing and becoming a costly threat to corporations and their workers.
- Working adults spend more time at work than in any other settings, so the workplace is an important place to institute changes in behavior.
- Research has shown that companies who develop a well-informed, health-conscious workforce can lower costs, reduce absenteeism, and raise productivity on the job.



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Dietary habits

- Dramatic changes in the last 40 years.

(Musaiger,2002) :

- Increase in the calorie intake since 1971 mainly from animal foods
 - Per capita daily fat intake increased, ranging from 14% to 143%.
 - 1960s food subsidy policy encouraged intake of fat, sugar, rice, wheat flour and meat.
-
- Urbanization efforts faster then health education efforts.



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Overweight, Obesity & smoking prevalence (Female/Male)

Disease	Bahrain	UAE	Qatar	Kuwait	Oman	Saudi Arabia
Overweight	67/61	69/66	64/57	79/69	47/43	64/63
Obesity	35/21	39/24	29/17	52/29	14/7	33/23
Smoking	3/26	2/26	6/42	2/34	1/24	3/25



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Mortality scale

Disease	Bahrain	UAE	Qatar	Kuwait	Oman	Saudi Arabia
Heart	1	1	1	1	1	1
CVS	5	3	5	7	4	7
Diabetes	3	7	3	6	3	6
Nephritis	8	6	6	9	9	9
Lung disease	7 (C)	5 (I)	9 (TB)	8 (I)	5 (I)	4 (I)
Accidents	4	2	2	3	6	5



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Workplace Health Promotion



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the Luxembourg Declaration of 1997

- the combined efforts of employers, employees and society to improve the health and well-being of people at work.
- a comprehensive analysis and design at human – organization – work levels aiming at development of health resources in the enterprise.

Achieved by:

- improving the organization and the working environment.
- promoting active participation.
- encouraging personal development



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The Luxembourg Declaration Guideline

- Participation. All staff have to be involved.
- Integration. workplace health promotion has to be integrated in all important decisions and in all areas of organizations.
- Project management. All measures and programs have to be oriented to a problem-solving cycle: needs analysis, setting priorities, planning, implementation, continuous control and evaluation.
- Comprehensiveness. Workplace health promotion includes individual-directed and environment-directed measures from various fields.



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Impact

- Increased productivity
- Decreased absenteeism
- Decreased presenteeism (the situation when an employee is being registered as attending and being paid with lower performance due to a health condition or other causes).
- Decreased insurance utilization
- Increased ROI



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GOOD PRACTICE EXAMPLES



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Saudi Arabia: Saudi Aramco

- Since 1940s
- Community health centers development.
- Training programs in health, safety & environment for contractors
- Regular inspections of contractors labor camps to ensure adherence to best practice.
- Surveillance systems in place
- Individual counseling provision
- In 2004 a landmark study on firefighters led to comprehensive health and fitness programs for the firefighters
- Small fitness centers establishment at Aramco fire stations



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Bahrain: (GPIC)

- Leader in health, safety and environment
- Award winning entity in safety measures
- Established first of its kind auditor system for safety issues

Qatar/UAE (Dolphin Energy)

- Focused health strategy towards wellness & prevention of occupational illness.
- Annual heat stress management programs



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UAE



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Corporate Wellness & Medical services

du

2010-2013



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Vision

“To be the leader in incorporating a sustainable workplace wellness program in the region.”

Mission

We aim to provide du employees a means to increase and sustain optimal health, so they can fulfill company objectives more efficiently and effectively



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How to move forward?

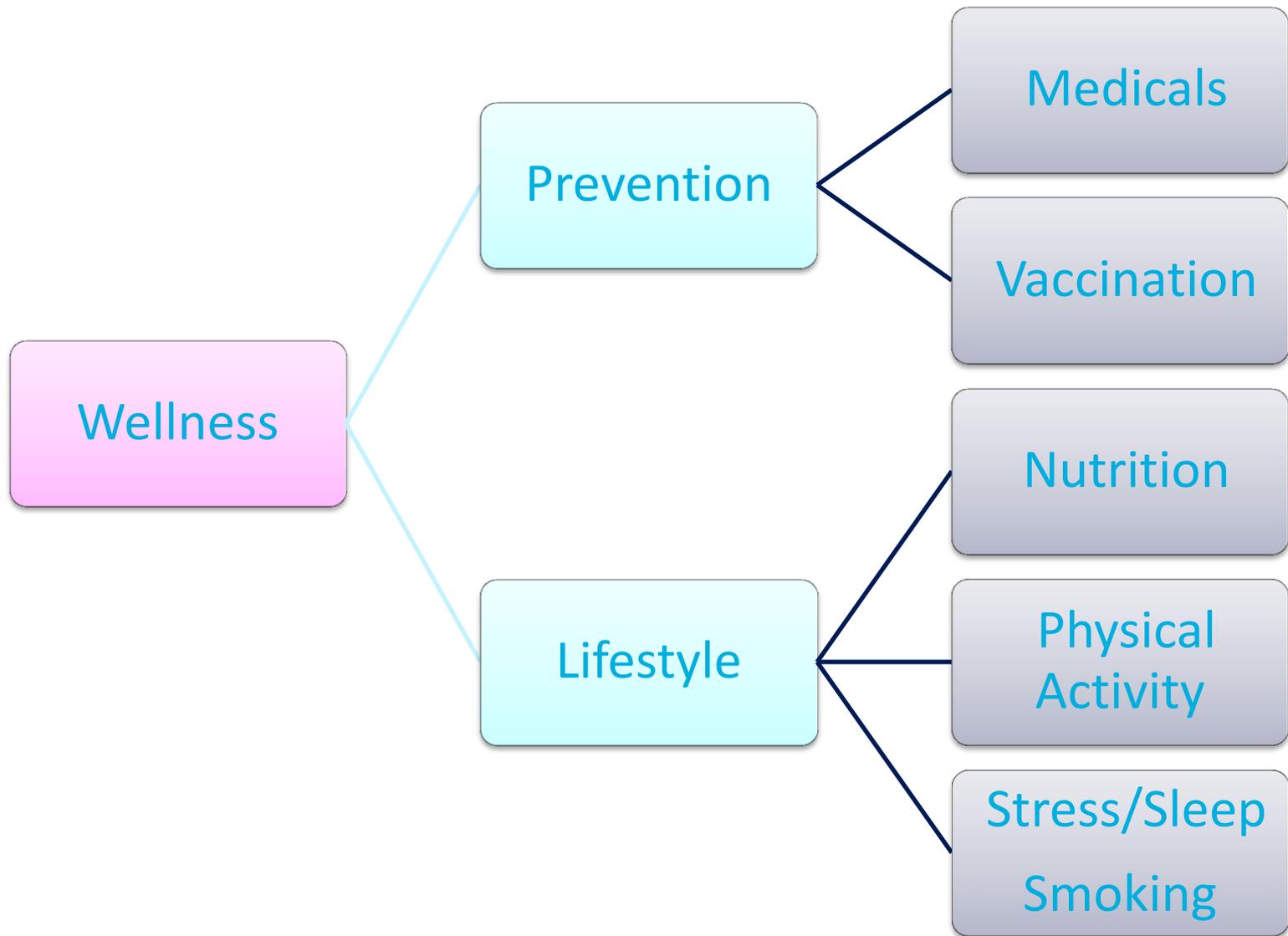
- Get Senior management support
 - *An essential step to the process of embedding a culture of wellness and for developing programs that are sustainable.*
 - *Walk the talk !!*

- Establish a dedicated wellness department

- Craft a result-oriented operating plan
 1. *Data collection*
 2. *Goals & Objectives*
 3. *Implementation*
 4. *Marketing & communication strategies*
 5. *Appropriate budget*
 6. *Evaluation*



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Aero scan result

Training zones

Trainings zone	TZ1	TZ2	TZ3
Speed [min/km]	> 09:34	09:34-08:20	< 08:20
Heart rate [1/min]	<111	111-128	>128
Speed [km/h]	<6.3	6.3-7.2	>7.2

TZ1 Basic training

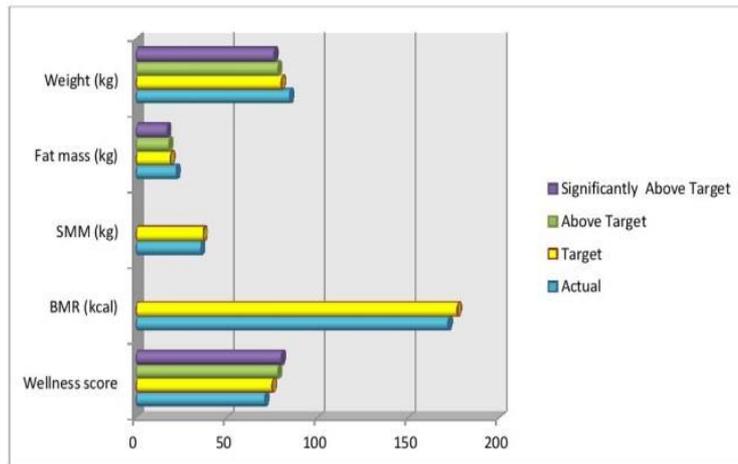
Extensive basic training at low intensity serves to improve aerobic energy metabolism. The individual's fat burn is high in this range.

TZ2 Stamina training

The extensive basic training at higher intensity serves to improve aerobic fitness and the performance of the cardiovascular system. The transition to intensive carbohydrate burn is taking place.

TZ3 Competition training

KPI chart



Mark Briers, 50

Health Check Results

Blood test	Normal	Actual
Blood sugar HbA1c	0-5.7% Non diabetic	5.7%
	5.7-6.4% Prediabetic	
	6.5% + Diabetic	
Cholesterol (mg/dL)	0-200	234
LDL Cholesterol (mg/dL)	0-130	140
HDL Cholesterol (mg/dL)	35-55	44
CHOL/HDL Ratio	3.5-5	5.40

In Body assessment	Normal Range	Actual Score	Target	Above Target	Over Above Target
Weight (kg)	60.6-82.0	84.6	80	78	76
Fat Mass (kg)	8.6-17.1	22.1	19	18	17
SMM (kg)	30.6-37.4	35.7	37	-	-
BMR (kcal)	1768-2079	1719	1769+	-	-
Wellness score	0-75 weak	71	75	78	80
	76-85 normal				
	86-100 in shape				

Wellness Calendar

May

- Global Corporate Challenge
- No Smoking Campaign

June

- Travel Health Campaign

July

- Ramadan Health Campaign

August

- Flu Vaccine Campaign

September

- Healthy Heart Month

October

- World Mental Health Day
(i.e. Mind Wellbeing)
- World Sight Day
- Breast Cancer Awareness Month

November

- World Diabetes Day

December

- Healthy Back Month



Employee Wellness: Support & sustainability tools

- Clinic
- Fully equipped fitness center(gym) + swimming pool
- Canteen with healthy options and vending machines.
- Staircase area & elevators with motivational quotes.
- Communication tools (intranet, emails,SMS,PR)
- Innovative ideas scheme
- Wellness smartphone application



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In-house clinic



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search People

- corporate
- departments
- human resources
- community
- knowledge base

human resources

- > overview
- > contact human resources
- > du library
- > clinic
 - > about Dr. Mansoor
 - > medical articles
 - > medical tips
- > employee recognition
- > EPMS - overview
- > organization development
- > HR Resource Library
- > internal vacancies
- > news
- > policies & forms
- > HRServices
- > training & development
- > who's who
- > government affairs info
- > Recruitment Knowledge Base
- > HR Messages Repository



home > human resources > clinic

Site Actions ▾

clinic - medical & occupational health services

about clinic

Established in 2010, the du medical clinic provides a range of services, including but not limited to; preventive services, health awareness sessions, regular health check-ups, management of different medical conditions, as well as recommendations and referral to medical specialists where needed.

The wellness of every colleague and their family is our priority and this initiative is another step towards ensuring a better and healthier life for all of us.



Cafeteria floor (35)

Corridor - North



Corridor - South





du Wellness
EITC, du teleco... [OPEN](#)

#EveryStepCounts

Username/Email

Password

Confirm Password

Sign up

If you are already a member, [Login](#)

or

Connect with Mobile

Connect with Twitter

Connect with Facebook



mansoor

Go to Challenges page and accept some Challenges.

WEIGHT	CALORIES BURNED	TOTAL STEPS
74.0 kg	2	25



Activity



Challenges



Nutrition



Friends



Activity Report



Nutrition Report

- mansoor anwar joined a new Habit
26 days ago
- mansoor anwar joined a new Habit
26 days ago



RESULTS & OUTCOMES



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Dubai Women's Run



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Biggest Winner Weight Loss Program



Before



After



Before



After



Before



After



Before



Before



After



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Biggest Winner Weight Loss Program Award Ceremony



Measures of Success

- Increase in Participation rate
- Increase Number of Activities
- Reduction in level of absenteeism
- Reduction in medical costs/claim:loss ratio
- Employee Engagement
- Health parameters (Blood pressure, body weight, BMI, blood sugar, blood cholesterol)



The wellness drive in the company took a strong leap in 2013 as such that there was an overall increase in number of wellness campaigns and activities by 20% from 2012 and by 50% from 2011

Activity	2012 participants
1- Marathon	30
2 GCC	266
3- No smoking campaign	55
4- Travel health vaccination	33
5- Ramadan health activity	whole company
6- Flu vaccine	443
7- Healthy heart month	478
8- World sight day	140
9- World diabetes day	132 tests, 40 attended lectures
10- Du retail wellness activity	178 all across emirates

activity	Participants
1-Executive wellness program	31
2- Marathon	69
3- wellness drive	280
4- insurance workshops	29
5- dental screening	125
6- clinical workshops	64
7- stretch exercise	99
8- Ramadan Knowledge builder	all company
9- Biggest winner weight loss	225
10- Dubai women run	40
11-Flu vaccine campaign	220
12- Diabetes campaign	200
13- Movember- Men's health	85



Employees respond positively to organisations that are prepared to invest in their health and wellbeing. A positive work environment and a culture genuinely directed towards employee health and teamwork have been shown to improve not only employee wellbeing but also – critically – their job satisfaction, commitment and loyalty to their employer. Nurturing employee engagement typically supports improved business outcomes, including higher-level employee commitment and productivity, reduced employee turnover and overall increased company profits⁹.



61% of employees reported that they are now more aware of their employer's commitment to their health and wellbeing, having participated in GCC

60% of employees feel more connected to their colleagues

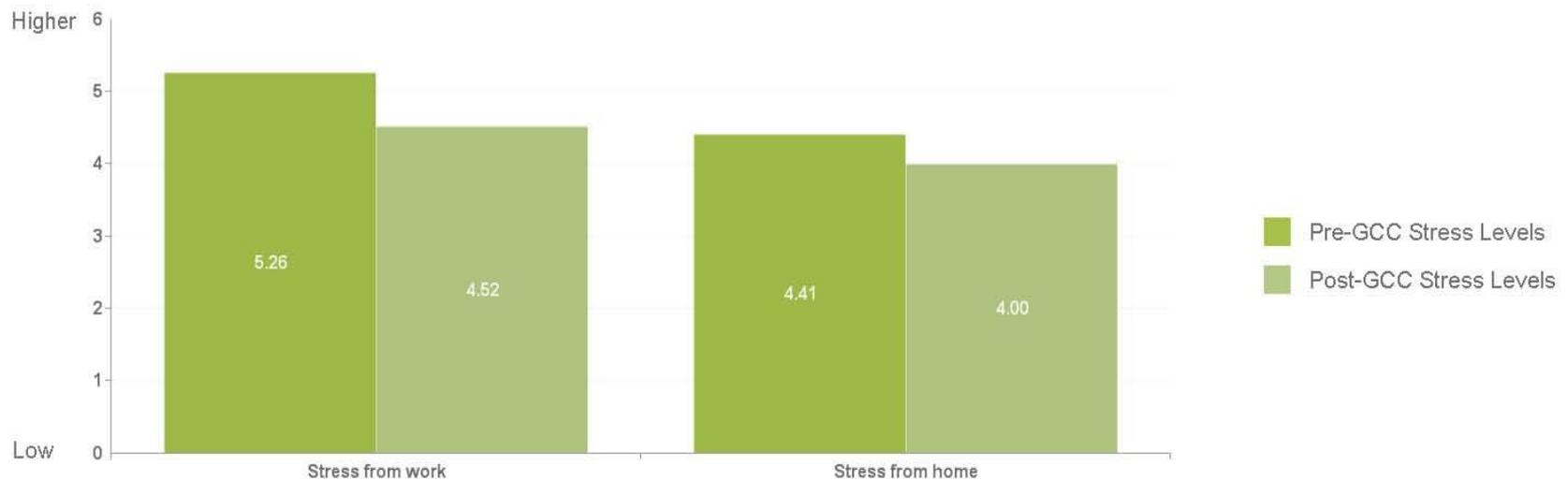
35% of employees reported that, since taking part in the GCC, they feel more connected to the company they work at

69% of employees would now describe morale in the organisation as good or excellent

79% would now describe their relationships within their team/work group as good or excellent

In the workplace, employees taking daily exercise have been shown to experience improved overall mental health^{9, 10}. Physical activity elevates the heart rate, increases blood flow to the brain and releases endorphins through the body which increase feelings of overall well-being and effectively reduce stress levels.

The following chart demonstrates the changes in reported stress levels pre- and post-GCC*:

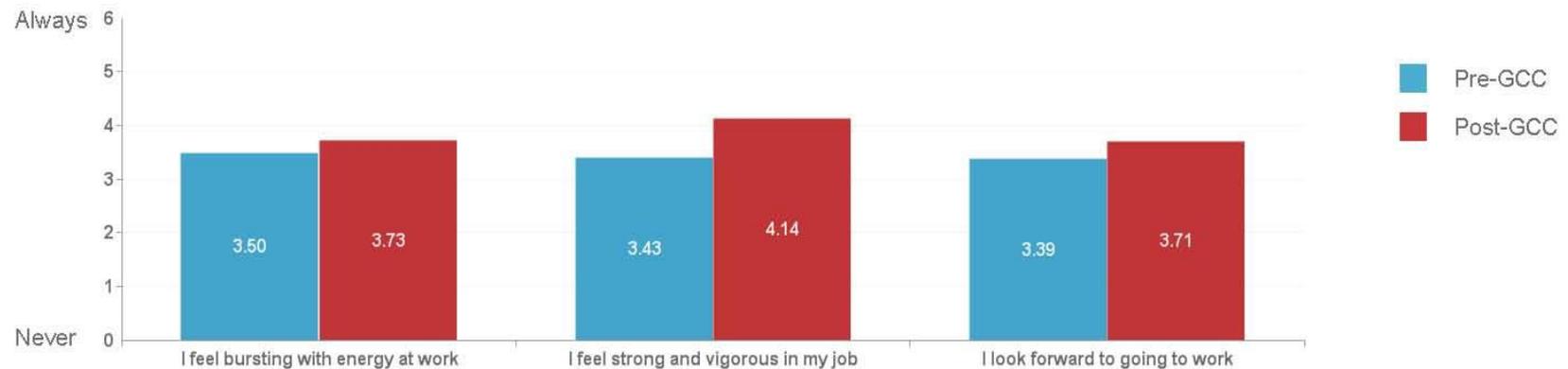


69% of employees reported a decrease in their stress levels at either home or work

**It should be recognised that factors other than participation in the GCC may affect these results.*

Employee energy levels and their workplace performance are tightly intertwined. Healthy employees typically have the energy and resilience to engage in their work with vigour and confidence; on the flipside, their sedentary counterparts suffer more sluggish progress. Regular physical activity has been proven to improve sleep levels, combat fatigue and effectively sustain high energy levels¹¹, supporting peak performance ability and positive engagement capacity.

The following chart demonstrates the changes in reported energy and vitality levels pre- and post-GCC*:



63% of employees reported the quality of their sleep to be either good or excellent, having participated in the GCC (compared to 43% prior to the Challenge)

**It should be recognised that factors other than participation in the GCC may affect these results.*

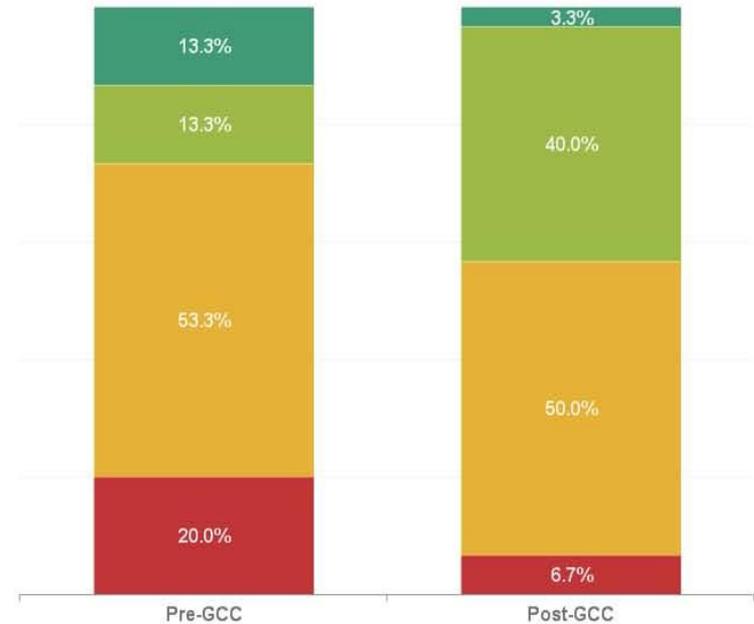
Daily physical activity directly – and positively – impacts employee and workplace productivity, both from employees drawing on improved sleep concentration levels and stamina to get more work done during working hours (ie. reduced presenteeism) and also from a reduction in absenteeism owing to physical or emotional illness¹².

43% of employees report their daily productivity to be above 90% (compared to 27% prior to the GCC)

For benchmarking purposes, results from GCC's global participant survey show:

56% of all GCC participants report their daily productivity to be above 90%, increased from 43% prior to the GCC

The chart below shows the changes in reported productivity levels pre- and post-GCC:



Summary

- Young field in the GCC
- Only small number of employers have the set up
- Evidence of the effectiveness of workplace health promotion programs is lacking.

- Current drivers of implementation:
 - CSR
 - Corporate image
 - Absenteeism
 - Productivity

- Challenge to SMEs for implementation until data is available to show the \$ savings.



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Thank you!!



2014 Dubai Marathon



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