

Individual motivation for involvement in health promotion activities

Oili Kettunen, Doctor of Philosophy, PhD
(health exercise)

Sport Institute of Finland/ Wellness Clinic



When to start at latest...

- Your 30-40's may be filled with responsibilities –
 - financial, career, family, taking care of children and/or elderly parents.
- Meanwhile poor lifestyle choices begin to catch up with you and chronic illness is not far behind.
- These stresses can add up and impact your overall health:
 - both directly and through poor lifestyle choices.



Importance of health promotion

- **Strong scientific evidence in prevention of:**
 - Heart and cardiovascular diseases
 - blood pressure, cholesterol, triglyceride
 - heart is a muscle- it needs exercise to get stronger
 - Metabolic syndrome
 - high blood sugar, hip- to- waist ratio
 - Diseases connected with overweight
 - Musculoskeletal disorders
 - Cancer
 - Mental health disorders

Importance and benefits of managing psychosocial risks

- Continuous, permanent change at workplaces, digitalisation, poor management and conflicts between people causes psychosocial stress among workers

Benefits of managing stress:

- for workers:
 - improved well-being and job satisfaction
- for managers:
 - a healthy, motivated and productive personnel
- for organisations:
 - improved overall performance
 - reduced absenteeism and presenteeism
 - reduced accident and injury rates and greater retention of workers
- for society:



reduced costs and burden on individuals and society as a whole

Health promotion at workplace?

- Easy to reach a large population
- Preventive work is cheaper than illness care and sick leaves
- Peer support/ group support



How to motivate?

- Targeting employees at high risk and great need is a challenge
- Individual differences
- Different kinds of actions are needed
 - Group actions
 - Individual actions-personal training
 - Face-to face / digital
 - Baby step actions, one improvement at time
 - Peer support- “agents” among workers
- Possibility to participate on working hours.
- Rewards
- Follow-up is important!
 - how the workers benefit/ how the company benefits?

Communication/ advertising health promotion campaigns is important!

- Make a good plan
- Make health promotion **VISIBLE!**
- Occupational health care involved
- Human resources involved
- Health and safety involved
- Managers involved
- Employees involved



Case example: Exercise intervention at Vierumäki (n= 340)

- * 12-month supervised **exercise program** and 12-month **follow-up** without supervision
- * **Small and medium size companies** from Southern Finland
- * Both **blue and white collar** employees, women and men
- * Targeting **inactive persons** (companies occupational healthcare were involved)
- * Funded partly from EU (the European Social Fund)

“Training camps” at Vierumäki

- 2 days (over night): 0-, 4-, 8-,12 and 24-months
 - Maximal oxygen uptake (**bicycle ergometer test**)
 - **Individualized exercise program for 3 months** based on estimated oxygen uptake
 - **Group exercise:** (nordic) walking, biking, gymnastic ,skiing and group games
 - **Lessons about health, exercise, nutrition, sleep, recovery**
 - **Managers and workers together** –good for motivation, example and **teamspirit**
 - **Coaching/ support via e-mail**

How to measure effectiveness ?

Questionnaires:

- Occupational Stress Questionnaire (OSQ)
- Workability Index (WAI)
- Health questionnaire (0 and 24-mo)

Other measurements:

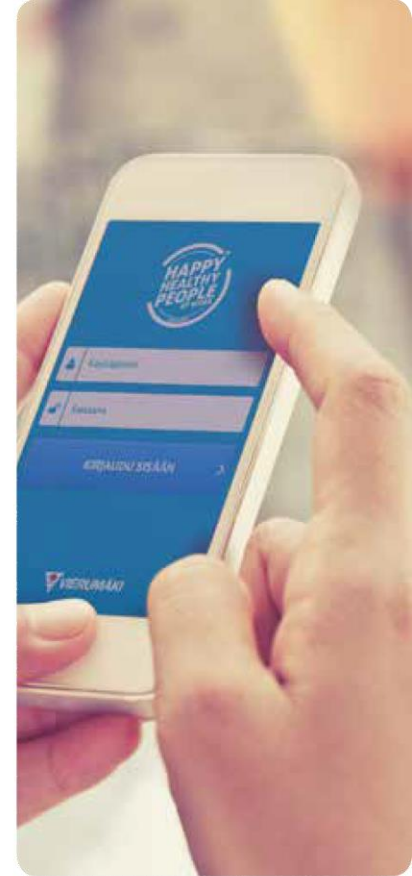
- Vo^2 max, muscle condition, flexibility
- Exercise diary
- Laboratory tests (kol, hdl-kol, trigly, b-gluc)
- Body composition (hight, weight, BMI, fett%)

Baseline (0-mo), 4-mo, 8-mo, 12-mo and 24 months.



Results

- Perceived Workability (WAI) improved 4% (n=371)
 - WAI poor-moderate improved 14%
- Physical fitness improved by 7%
- Stress decreased by 16%
 - The group with the most stress symptoms at baseline decreased their stress by 28%
- **Improved workability and decreased stress were associated to improved physical fitness**



Good practices followed.....

- Tailor made programs
- Exercise days/ training weekends
- Family weekends
- "Coaching" support
- Group exercise
- Personal training
- Health promotion events in Companies



Case UPM “Field clinic”

- * We go to workplaces with health promotion clinic around Finland
- * Fitness tests:
 - * Polar rest test
 - * Muscular fitness and flexibility
 - * Body composition with InBody
 - * Compressive force
- * Feedback from the results
- * Lesson about healthy nutrition, exercise, sleep and recovery
- * Happy Healthy People- mobile app
 - * Personal training program
 - * Support for goal-setting
 - * Support and instructions for exercise, nutrition, good sleep and stress
- * Follow-up tests after six months

Publications

- Physical fitness and volume of leisure time physical activity relate with low stress and high mental resources in young men. **Journal of Sports Medicine and Physical Fitness**, 2014; 54 (4):545-551.
- Greater levels of cardiorespiratory and muscle fitness are associated with low stress and high mental resources in normal weight men. **BMC Public Health**, 2016;
- 12-mo exercise intervention decreased stress symptoms and increased mental resources among working adults-results perceived after 12-mo follow-up, **International Journal of Occupational Medicine and Environmental Health** 2015;28(2):00–00
<http://dx.doi.org/10.2478/s13382-014-0350->
- 12-mo intervention of physical exercise increased work ability – especially subjects with poor to moderate baseline work ability. **International Journal of Environmental Research and Public Health**, 2014; 4; 11(4):3859-69. doi: 10.3390/ijerph110403859.

Thank you!

- * Try the Happy Healthy People-wellbeing app two weeks for free : hhp.fi/demo
- * Contact: oili.kettunen@vierumaki.fi

