



Well-being through work



Finnish Institute of Occupational Health




Living with Whole Heart

Promotion of health at work among entrepreneurs



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What are entrepreneurs like?

- up to their eyes in their work
- are taking the risks of economic profit and loss
- are off duty an average of 12 days/year
- their health is similar to like that of the rest of the working population
- they have no sick leave days
 - ➔ superwoman/superman ?



VIP/ Very Important Person



- No micro-scale enterprise without an able and healthy entrepreneur!
- A fit entrepreneur in a fit enterprise leads to good business!




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Living with Whole Heart – entrepreneurs' health promotion year 2011

Small steps in everyday life - the way to everyday well-being






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Living with Whole Heart

- Themes of the year
 - healthy nutrition and eating
 - physical fitness and how to maintain it
 - safe working habits and conditions
 - time management
- Implementation of the themes
 - open-access events with measurements of aerobic fitness and body composition
 - thematic articles with "ready-to-use information" in newspapers and on the internet
 - bulletins in entrepreneurs' meetings and for their business partners



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Living with Whole Heart:

Participants:

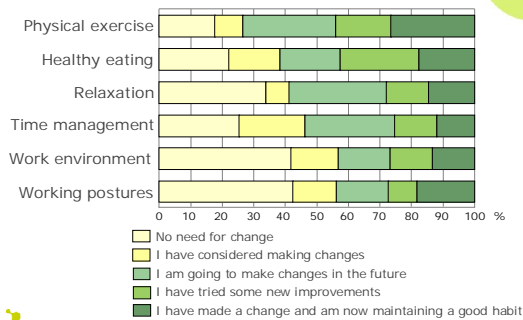
- women 63%, men 37%
- entrepreneurs 79%, employees 11%, other 10%
- age: over 45 years 90%
- micro-scale enterprises + self-employed 98%

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Participants and their lifestyle and working conditions



Conclusion

- theme year reached the target population planned
- the four themes were seen as important by the participants
- theme year activated micro-scale entrepreneurs and their employees to take care of their own well-being
- the model of this theme year is now being distributed around the whole country

Future challenges

- finding the most effective way to deliver information: written articles, internet pages, social media?
- time period for each theme: one month or a longer period?
- continuation after the main project: boosters? how to avoid "boring repetition"
- use of incentives: more social programmes to make the "facts" (information and meetings) more attractive
- competing for the time of entrepreneurs?
- individual or collective health promotion or both?
- health promotion from campaigns to everyday life?

Thank You!



Small steps in everyday life - the way to everyday well-being