Healthy Industry a comprehensive OHS program

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Brazilian non-profit private institution – 1946
Supported by 1,5 of Brazilian industry payroll

MISSION - Promote the quality of life of the worker and his/her dependants, focusing on education, health and leisure, and stimulate the socially responsible management of the industrial enterprise
STRATEGIC POSITIONING

INDUSTRY

- Reduce absenteeism due to health reasons in industry
- Reduce presenteeism in industry
- Increase the adoption of socially responsible practices
- Reduce accidents in industry
- Increase the educational level of the industry worker
JOBS AND ACCIDENTS AT WORK (AW) - INDUSTRY 2006-2010

From 2006 to 2008 accidents at work increase 45,4% in industry.

From 2008 to 2010, accidents at work decrease in industry 11,6%.

Year | Total of AW | Employers (1,000 workers) | Coef. Incidência AW
2006 | 239,207 | 8,515,982 | 28,0
2007 | 297,719 | 9,250,267 | 32,1
2008 | 347,804 | 9,805,742 | 35,4
2009 | 316,955 | 10,087,587 | 31,4
2010 | 307,620 | 11,008,124 | 27,9

* Anuário Estatístico da RAIS/MTE
Healthy Industry Programme

Objective:

Increase productivity of the industrial companies through actions that promote workers’ quality of life.

- Promote Occupational Health and Safety in Industry
- Promote workers’ adoption of a healthy lifestyle.

Term: 2008 - 2015
HEALTHY WORKPLACES: a model for action (WHO, 2010)
Free access to knowledge on themes related to Safety and Health at Work and Healthy Lifestyles.

- Educative materials
- Preventive national campaigns
- Websites with information and educational material
- Technical Publications, Studies and Researches
- Forums and Seminars
- Continuing Education (face to face and e-courses, theater sketches)

➤ using technology to achieve more people - virtual store

www.sesi.org.br/vitrinevirtual
2009  |  4,030 industries  |  1,077,592 workers
2010  |  6,826 industries  |  1,933,814 workers
2011  |  7,631 industries  |  1,548,464 workers
(2) Risk Assessment

- Identify and measure relevant conditions related to human resources in industries.
- Help industries to prioritize investments.
  - Health and Lifestyle
  - Safety at work and Ergonomics
  - Organizational Climate.
  - Sustainability at work

12,500 industries
1.6 million workers
Development of customized and integrated solutions based on the results of the risk assessments.

- Consultancies on:
  - Occupational Safety and Health
  - Health Promotion & Healthy Lifestyle
(4) OSH Services

- **Model of Integrated Attention in Occupational Safety and Health**
  - Risk Assessments on work environment.
  - Systematic occupational medical appointments (occupational diseases, general diseases)
  - Health educational activities.
  - 15,000 industries, 1,000,000 workers (2011)

- **Sectorial Programmes**
  Ex.: **Construction** – toolkit (3 specific tools + 50 short movies + 2 courses)

  **Slaughterhouse** - 2012
(4) Health Lifestyle Services

- Work-related physical exercises programs
  - Preparation to work, prevention
- Healthy-life events management
  - Motivational, family activities.
- Sports Competition for workers
  - 20 sports, 2 million workers.
- Workplace workout
  - 12 minutes/day; 950,000 workers
(4) Health Promotion Services

- Medical and dental assistance
  - Collective approach, mobile units.

- Alcohol and drugs prevention
  - 18 months programme, UNODC partnership.

- Immunization – influenza (2011 – 4,100 companies, 466,677 workers)

- Non Transmissible Disease monitoring

- Psychosocial risk factors – EU-PRIMA adaptation (2012)

- Men Health Program (2012)
Conclusion

- The WHO Healthy Workplaces Model is a good driver for organization of services and solutions.
  - Expands the traditional approach
  - Integrates different areas

- Focus on enterprises interests.
  - Best way to mobilize and assemble resources in favor of workers.

- Assess and prioritize.
  - Companies not always know what they need.
  - Resource is limited, must choose what is more relevant.
Conclusion

• Sectorial approach
  • More effective technical solutions
  • Best strategy for mobilization of companies.

• Information
  • Information technology allows knowledge generation and collective gains.
THANK YOU !

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