

ROMANIA



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Model of Good Practice

A. General information about the company

Company/organisation:	S.C. ROSU S.R.L.
Address:	Graului Street No 27, Sibiu, Romania
Name of contact person:	Ioan Fratila (Occupational Safety Advisor) Mihaela Stoia (Occupational Health Physician)
Function of contact person:	
Telephone number:	+ 40 0721 68 76 94
Email:	mihaelas_mm@yahoo.com
Sector:	Footwear manufacturing (including safety footwear), morocco goods manufacturing and steel erecting
Number of employees:	723 employees

Age	Sex		total
	male	female	
up to 35	108	222	330
35 to 50	126	183	309
50+	63	21	84
total	297	426	723

B. Integration of WHP in the company policy and culture

Rosu S.R.L. is a Romanian-owned company located in Sibiu, in the centre on Romania, and well established in the surrounding community as a good employer with the reputation of caring for its personnel. Its personnel mainly comes from the surrounding areas close to Sibiu and, as it could be seen in the table above, is in its vast majority a young workforce. Nevertheless, Rosu SRL has still preserved a certain old-fashioned style in taking care of its personnel (it has rather a paternalistic view regarding its workforce) coming from the communist past.

Since 2002 the company has launched various Workplace Health initiatives which were determined by 3 main categories of reasons:

- Complying with its own Health, Safety & Environment Policy as well as with the Standards of the Clients, among which are well-established European footwear manufacturers
- The need for improvement of some economic indicators affected by the health status of the workforce
- The need for better positioning in the local community in regards to social aspects at the workplace
- Among the comprehensive measures taken by the company in dealing with the health of its employees are the following:
 - Investing in the workforce using preventive methods and Health Education courses, in addition to the compulsory medical checkups foreseen by the Romanian OSH legislation
 - Setting up partnerships with various organizations (Public Health Authority, Romtens Foundation, various Medical Centers in Sibiu, etc) for accessing other resources, so as to improve the health status of its workforce
 - Providing medical services free of charge for the workforce during working time, so as to reduce lost time

As initiatives, Rosu SRL launched a Health Education & Information campaign regarding reproductive health for young women, a screening campaign for uterus cancer, built a new canteen and, not least set, up a comprehensive smoking cessation program.

C. Described health topics

X	Smoking-prevention
	Healthy eating
	Physical activity
	Stress

D. Smoking prevention

D.1. Organization & structures

Rosu SRL embarked on the initiative to control smoking on its premises in 2007 and the main reasons were lost time and absenteeism. The first step done by the company was to get in touch with the Public Health Authority Sibiu, Hospital for Lung Diseases Sibiu and with Romtens Foundation, which constituted a Working Group in charge of first analyzing the issue and then proposing a work plan to be approved by the management. It is very important to emphasize the very important role of the CEO of Rosu SRL, the real promoter of all health-related initiatives and a charismatic figure highly regarded by the employees.

A comprehensive analysis of the smoking phenomenon was performed at Rosu SRL, which included a Needs Analysis (see evaluation further on), a specific medical testing (specifically crafted for Rosu SRL and including lung tests for a sample of 250 employees) and an analysis of a possible non-smoking policy implementation.

These analysis performed in 2007 showed, among many other results, that smoking in Rosu SRL accounted in every working day for a total daily absenteeism of 16 persons (out of a total workforce of around 720), and total losses of over one hundred thousand Euro per year.

As a conclusion, the Working Group proposed a program spanning on 3 years, with 3 pillars listed below:

- Health Education & Information sessions (separate for managers and workforce)
- Support for smoking cessation through the Smoking Cessation Centre organized by the Ministry of Health within the Hospital for Lung Diseases, Sibiu
- Implementation of a Smoking Control Policy

The program will conclude in 2009 with an analysis revealing the impact on the workforce across the company.

D.2. Strategy & implementation

The program Smoking Control Policy at Rosu SRL kicked off in 2008 with the unfolding of the Health Education & Information sessions developed for groups of employees (20), organized as interactive sessions, by using printouts, PowerPoint presentations, movies (smoking cessation video clips translated in Romanian), the application of the Faggerstrom test, as well as a final evaluation test at the end. Moreover, testing the employees with Breath Carbon Monoxide Monitors (providing only qualitative determinations) is provided to all volunteers, with the declared purpose of raising awareness about dangers and distinguishing amongst heavy smokers and others.

At the same time, during the sessions, those smokers willing to give up were selected from the participants and were further on referred to the Smoking Cessation Centre organized by the Ministry of Health within the Hospital for Lung Diseases Sibiu. At this centre two lung specialists performed a trial and further on individual counseling and medication were offered to those willing to stop smoking.

Concurrently with the first two pillars of the project, the third one (Implementation of a Smoking Control Policy) also began by performing an analysis of the premises of the company and a map of the actual formal but also "informal" smoking places. Further on, an analysis of the actual level of enforcement of the current regulation was performed, revealing that few of the locations used are inappropriate while new ones should be proposed. It is important, however, to mention that all working places are smoke-free and the areas where smoking is allowed are outdoors. The aim of this component of the program is to regulate smoking in terms of timing and location, as well as discourage the breaching of new regulation through a penalty scheme.

D.3. Evaluation & results

The evaluation of the program is being performed by using a dual approach, namely an economic one and a medical one.

The first and probably the most desired evaluation component looks at the impact of the program on absenteeism rates and on the lost time. It is important to remember that the most important reasons for the WHP programs in general at Rosu SRL were absenteeism rates considered still too high (in 2007 was 6% average high figure, but still a 25% decrease compared with 2002) and lost time (an average 128 man-hours were being lost daily due to smoking). It is also important to remember that the company quantified its financial losses due to smoking and the conclusions drawn by the study were that immediate measures are necessary; these calculations were made with data gathered from the Needs Analysis (survey on 250 employees) and a further one combined with data from the financial department. Another important element, however, secondary to the envisaged evaluation, was the impact of the program on the turnover of personnel (which it was 5.66% in 2007).

The second component of the evaluation regards medical aspects and here a second phase of medical testing at the end of 2009 is foreseen for the sample of 250 employees, so as to analyze the impact of the program on the lung function (spirometry testing).

At the end of the program, participation rates will also be analyzed. However, they did not constitute an absolute indicator to be followed during the program.



Model of Good Practice

A. General information about the company

Company/organisation:	Unilever Romania S.A.
Address:	B-dul Republicii 291, Ploiesti, Romania
Name of contact person:	Felicia Steliana Popescu
Function of contact person:	Senior Medical Advisor
Telephone number:	+ 40 21. 303. 48. 00
Email:	felicia.popescu@gmail.com
Sector:	Industry, Home Care Products and Foods
Number of employees:	300 employees

Age	Sex		total
	male	female	
Under 35	33	12	45
35 to 50	115	77	192
50+	43	20	63
total	191	109	300

B. Integration of WHP in the company policy and culture

Unilever is a well-known company with a proven track record in addressing health at the corporate level and having it embodied in company policy and current practice. The mission statement deals with health and nutrition directly and mentions vitality as a precursor for good state of body and mind. Unilever Romania was awarded, within the Unilever Group (Europe area), the prize called Regional Health Award 2007 for outstanding achievements in managing occupational health as well as for its Vitality programs (unfolded at group level). Within the company the Human Resources department developed a specific management tool named “TPM” (which stands for “Total People Management” as well as for many other abbreviations), encompassing 8 pillars, of which Occupational Safety and Health (OSH) is one. Unilever has a strong (OSH) culture and practice at group level, as well as at national level in Romania, with the OSH department being oriented nowadays not only to fulfilling national legal requirements, but also to introducing health promotion amongst the workforce. Therefore, a Workplace Health Promotion Policy has been issued and emphasis is placed on supporting employees in making healthy choices their own ones, especially in what regards nutrition and physical exercise.

Over the years Unilever Romania has built an evolving company culture for itself, fostering and supporting organizational change, thus allowing all employees to participate in the elaboration of the company policies, as well as in involving them in health-related programs. With its continuous health education program (addressing not only nutrition issues but also smoking, physical exercise, occupational hazards, etc), Unilever seeks to adjust the process of conveying its health-related messages to all kinds of employees by using classical means (classroom sessions), as well as an intranet dedicated to health and other advanced means.

C. Described health topics

	Smoking-prevention
X	Healthy eating
	Physical activity
	Stress

E. Healthy eating

E.1. Organisation & structures

Healthy eating initiatives are being developed by the Medical Department, under the overall coordination of the Human Resources Department, and having an operative sub-group dealing with practical implementation organized under the framework of the company Occupational Health & Safety Committee; it is this sub-group that deals with the organization of the current activities and with its implementation.

The healthy eating initiatives mainly consist of three types of activities, interlinked one to each other, as follows:

- Individual counselling activities
- Health Education activities
- Canteen-related activities

The infrastructure required by the above mentioned activities consists of the medical office (well-equipped, located on the company premises and endowed with medical personnel hired by the company), of the training facilities (within the company and appropriately equipped), as well as of a newly built and modern canteen.

In terms of planning these activities, the Human Resources Department has the overall coordination; it is important to mention that these activities have been planned and developed on an ongoing basis for the past 5 years, a period during which the level of participation by employees has increased significantly year by year.

The required financial means necessary for these activities are provided by the company, and it is worthwhile to mention that all these activities are receiving the support of the plant managers (there are 2 separate plants on the same premises, and they are called “food” and “non-food”).

E.2. Strategy and implementation

The main groups of activities implemented under this initiative are individual counselling, health education and canteen-related activities. Individual counselling is an ongoing activity relying heavily on individual bio-data which is annually gathered for each employee during his/her medical checkups. This data (which is only a fraction of the data gathered during the check-up) provides employees a detailed and specific feedback regarding their weight; BMI (Body Mass Index) and is used as a means of control in individualized weight management schemes.

Health Education sessions are collective activities organized by the medical personnel with groups of employees, and are being held continuously on nutrition-related topics. Some of them, such as "The 10 Healthy Aliments", "The ideal body weight", have been very successful.

Also as a collective source of information, an interactive website has been constructed and lots of printed materials (leaflets, brochures and posters) are also made available and dispatched regularly across company premises.

As for the canteen-related activities, they started 4 years ago with the building of a new, modern and friendly canteen, and further on evolved in offering healthy options, displaying caloric content for foods served, and even recently introducing recommendations and recipes for cooking at home.

It must be also said that the activities devoted specifically to nutrition are combined with extensive ones dealing with physical exercise; here the new fitness centre, where a trainer is available, needs to be mentioned, as well as the 1-day activities (performed by employees but joined by families) and the soccer tournament.

So it should be obvious that synergy is sought through various initiatives all aiming towards the better physical condition of employees.

E.3. Evaluation and results

The Healthy Eating initiative has been established having in mind a continuous program, to be unfolded for at least 5 years, and aimed at involving in time the entire workforce. In this sense, the activities have been organized in having a certain crescendo with a basic start (as it was the canteen) and going towards progressive integration and refinement (as it was introducing recommendations for recipes and dietary choices).

Before proceeding on implementing any initiative, Unilever is performing a review and analysis of data. For starting Healthy Eating initiatives, as well as for adjusting and evaluating them, the company is using two sources of data which are the results of the yearly medical checkups (which are compulsory under the Romanian Occupational Health & Safety legislation) and the results of the yearly employees' satisfaction evaluations. These two annual evaluations provide invaluable information for the Healthy Eating initiatives in terms of medical impact of the initiative as well as desired methods/activities and level of satisfaction with it. While data gathered on satisfaction has a more statistical relevance for the initiatives (in the sense of the current uptake of the activities by the workforce), medical data is particularly relevant for individual counselling.

Evaluation is part of the activities and has been mainly performed by monitoring the initiatives as well as by assessing the variation of the following three main indicators: program attendance, absenteeism and personnel turnover.



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- The need for better positioning in the local community in regards to social aspects at the workplace
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