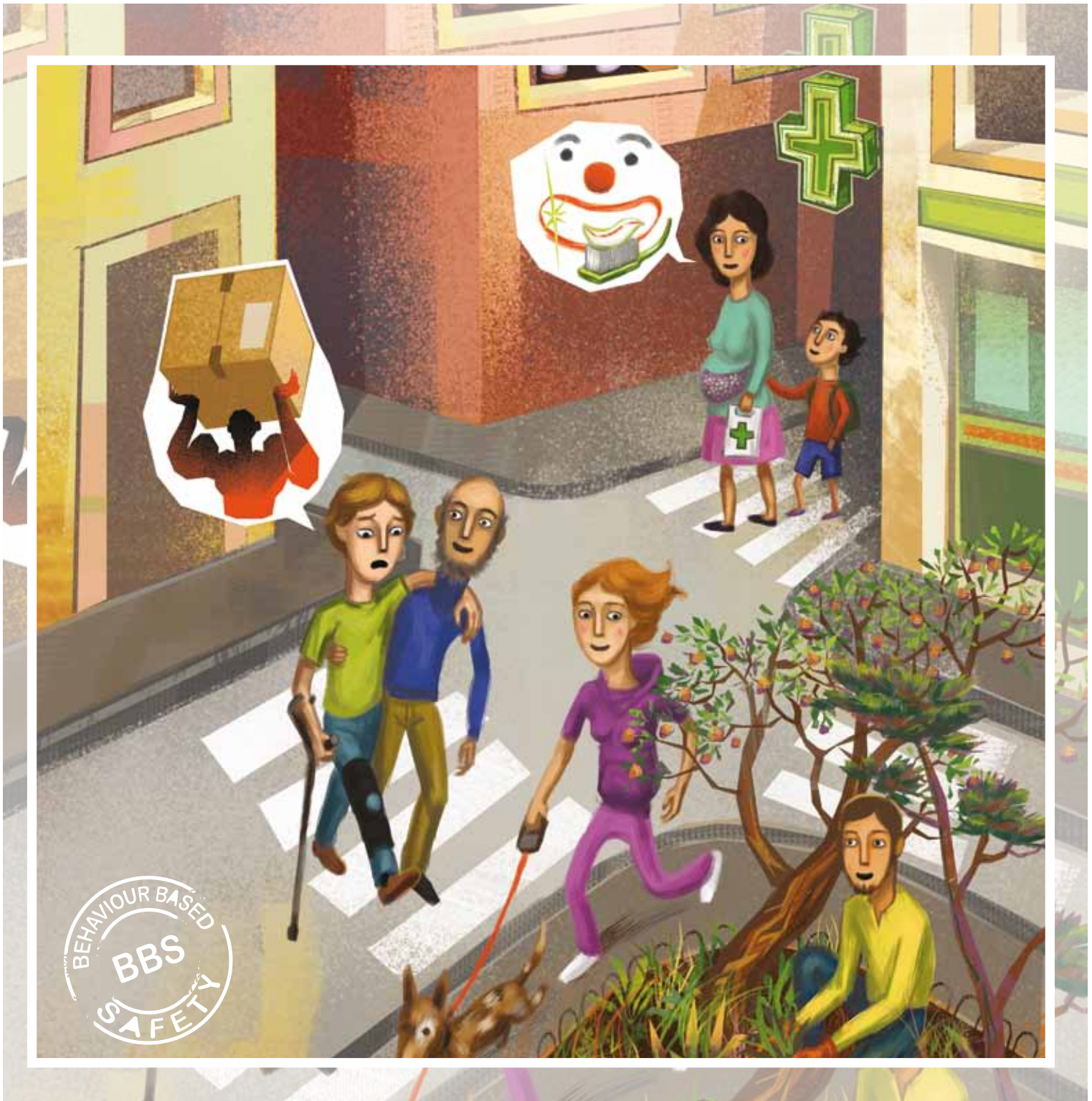


Wealth in health

Material for in-house communication

Investing in health... a profitable investment



**ALL COMPANIES
RESPOND TO
PROFITABILITY,
PRODUCTIVITY, QUALITY
AND EFFICIENCY
REQUIREMENTS.**

The tools

However, one inestimable value that deserves our undivided attention is that of the men and women who, through their daily work and contributions, make it possible for companies to succeed.

Investing in people means investing in the health and well-being of those at work, creating safe and healthy working environments in terms of physical, mental and social aspects. Such environments encourage people to choose healthy life habits, equality rather than discrimination against any group, and a balance between their professional and private lives.

► This material has been produced to help businesses raise awareness among their workers about the importance of certain healthy habits, and is designed as a support tool for health prevention and promotion actions. The aims are to stimulate discussions and the involvement of all workers, increase their knowledge on the health topics chosen, and work together to make the behavioural and attitude changes needed for better health and performance.

1) Posters

The 12 thematic posters and related messages are used to grab the workers' attention, trigger discussions between them and initiate the process of thinking about the topic covered. The posters can be printed in 40x60 cm format and displayed in the workplace, somewhere visible and accessible by everyone.



With clear, simple information, for use both at work and in the home, this is an ideal tool for getting workers involved. With the leaflets, workers are stimulated to think about the importance of the topic covered, thus taking an interest in it, and the impact it can have on both their health and that of their families. The leaflets can be handed out, sent by post or email, or uploaded onto the company's intranet.

3) Individual leaflets

2) Action sheets

This is a valuable resource for those running the campaign and the health meetings. The sheets serve as support material for the work, explaining the specific content of the poster and the key concepts of the topic covered, and suggesting further reading material and information to help with preparing the meetings. They can also be used to get managers involved.

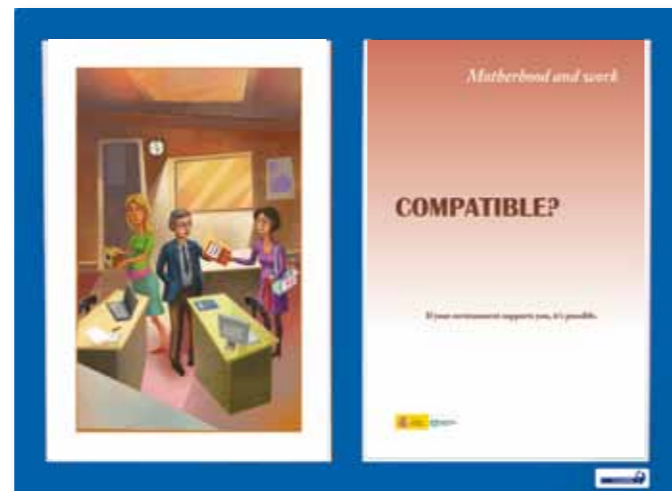


and the User Manual

... with recommendations to ensure that the health promotion campaign is seen, understood, accepted and remembered by everyone. The manual contains suggestions on ways the material can be used, in its entirety or just certain parts, and also on groups of topics, depending on the needs of the company.



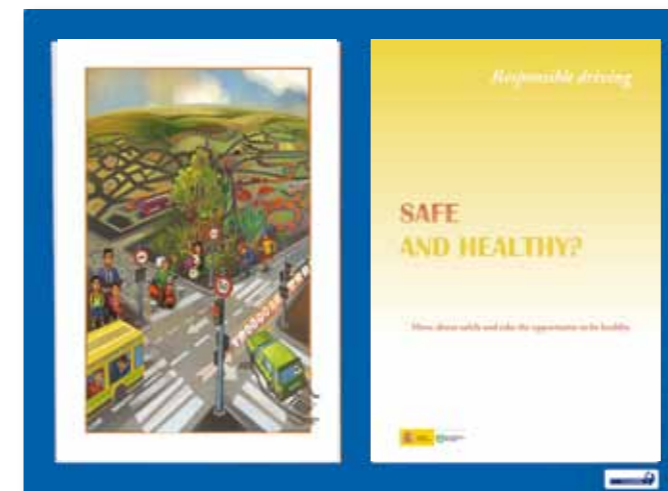
The 12 campaign topics



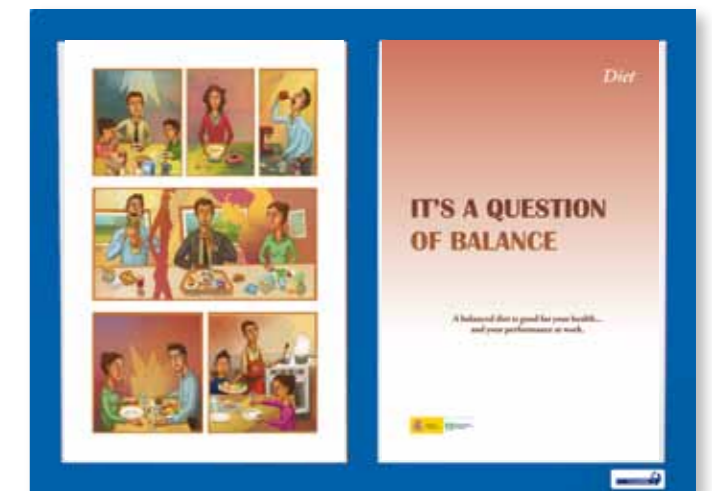
1. Health at work



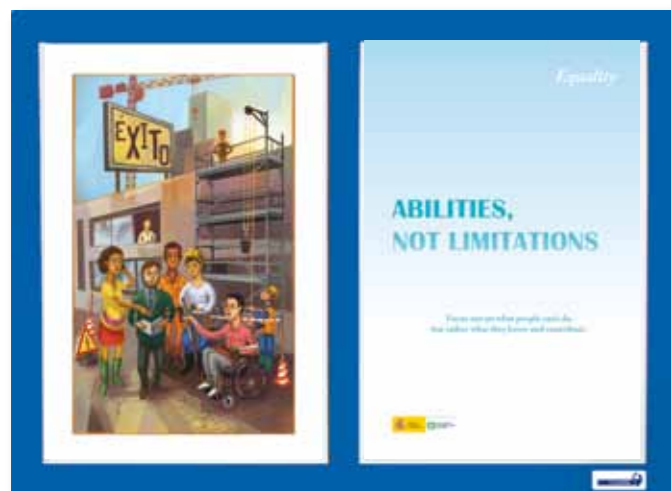
2. Motherhood and work



7. Responsible driving



8. Diet



3. Equality



4. HIV



9. Physical exercise



10. Sleep



5. Addictions



6. Vaccination



11. Healthy posture



12. Time management

Why a visual campaign?

The visual communication stems from the need to continually raise awareness among each and every member of the company and to create a genuine culture of prevention and health.

This campaign recognises a basic rule of communication: we retain 10% of what we read, 20% of what we hear and 30% of what we see. If we add active participation in face-to-face sessions (action sheets), where the worker listens, speaks and does something, to the image (poster) and written information leaflet, this retention rate increases to 90%.

“I hear and I forget. I see and I remember. I do and I understand”

The User Manual that comes with the material uses clear, direct language with the aim of conveying the message rapidly and ensuring that the actions and recommendations are into practice immediately.

Although some information may seem obvious, it should be remembered that the success of any visual campaign lies in not what people know, but rather what they do with that knowledge.

How to obtain and use the material

Description of the material format:

The material comes in PDF, JPEG... formats and can be viewed and printed from the INSHT website (<http://www.insht.es>).

If you want to adapt the material, you can request a high-resolution, editable copy by sending an email to promosalud@mtin.es.

The person making the request will receive the material in electronic format after completing a questionnaire containing some basic information.

Remember, you can always contact us for any clarification or any need that arises in the design or running of the campaign.

We hope that the recommendations contained in the User Manual contribute to a successful campaign in your company.

