

Elis has had its own health promotion department since 1989; it operates on principles developed by its subsidiary in the USA. The department is run alongside the company's regular facilities for occupational health and safety. Its main aim is to increase employees' knowledge on health matters.

Information campaigns run during working hours

At Elis an intensive campaign was launched on the prevention and early detection of breast cancer in women. A film on the subject was made and shown to all female employees in an information session lasting 90 minutes. The film was followed by a question and answer session. At the end of the information programme the employees filled in a questionnaire to consolidate the material they had learned. The event took place during working hours.

High satisfaction

Elis has examined staff reaction to its health-related activities. According to this analysis, over 90% of the employees are satisfied with the film campaigns and the newsletter and derive personal benefits from them. At present a means of analysing the exact information gain amongst employees is being developed.

Other information campaigns have been developed and organised along the same lines. For example: As numerous employees at Elis are involved in cleaning bed linen and towels from hospitals many are worried about being infected with AIDS, so a film was produced on this topic. The film is also made available to subsidiaries in other French-speaking countries and shown to the staff there. The sales proceeds are donated to the Laënnec Hospital in Paris. The company is currently preparing other information campaigns, e.g. prevention of back complaints and how to behave in emergencies. Inoculation programmes are being planned and a "Health" newsletter is sent to all employees four times a year.



Branch:

Textile industry

No. of employees:

**12.000 in the USA and Europe,
8.000 of whom in France**

Products/Services:

**Production and marketing of bed
linen, towels and sanitary
accessories for hospitals and
factories**

Locations:

80 centres and factories in France