



NIKE has corporate principles on workplace health promotion. The heads of department are responsible for continuous improvement in working conditions, and are supported by the management.

Employees active for health

The company determines the need for health-related activities on the basis of regular analyses of absenteeism and industrial accidents. Recently, NIKE formed a risk management team which provides continuity for the various health-related activities and programmes and which reports weekly to the management on the results. The team prepares a detailed overview containing recommendations for further activities every month. At the start of its work the team informed all employees in detail about workplace health promotion and advised them about the contribution they themselves could make.

NIKE implements a participatory model which includes regular surveys on working conditions. The results are incorporated into programmes which are aimed at both healthy working conditions and appropriate behaviour from the employees.

The NIKE employees get the opportunity to have a health pass filled in at the health centre, informing them about their general health status. Furthermore they can participate in an individual 10 week cardio fitness programme after performing a physical test. The programmes are overseen by professionals in the fitness room and

in the sports section (squash, basketball, badminton, volley ball). All the employees receive training about back health, which includes practical training in lifting techniques and theory. This continuous process is regarded in the company as a very effective measure to prevent accidents, strains and illnesses.

Appreciable successes

The workplace health promotion programmes at NIKE are subject to constant quality checks. The surveys at the company have shown that an increasing number of employees feel completely fit and healthy. Over 20% of them now participate in activities to promote their health. Numerous suggestions for improving working conditions have been put into practice over the last twelve months.

Absenteeism, days lost due to illness, and industrial accidents have fallen dramatically at NIKE.

Branch:

Distribution

No. of employees:

1.500

Products/Services:

Sports goods and materials

Locations:

Laakdal