



Become a “Move Europe Partner” – Join us now! Move Europe with us!

Enterprises can improve employees mental health in several ways:

- By taking organizational measures to reduce stress hazards, e.g. to adapt workload where possible, to increase employee control over their own work, to design work conducive to learning
- By training management in good leadership style
- By training employees to cope with stress
- By preventing employee drug abuse
- By giving support to employees suffering mental health problems

Workplace health promotion has been common practice for a long time in many companies and organisations. In line with the growing significance of health, health management has now become an integral part of corporate strategies and principles. The purpose of the “Move Europe” initiative is to publicise and disseminate already existing examples of good practice. Your company, too, still has the opportunity of becoming a “Move Europe Partner”.



Work. In tune with life. Move Europe – Step by step

Step I: Mental Health Check

You can complete our questionnaire for the “Mental Health Check” in your company online at www.enwhp.org. On the basis of the questions, you will be able to assess yourself the quality of the mental health promotion measures in your company or your organisation. Companies with particularly good health-promoting programmes are invited to join the campaign as “Move Europe Partner”.

Step II: Models of Good Practice

As an organization with a successful mental health promotion programme, you will receive our Best Practice Questionnaire. This will enable you to present your concept of mental health promotion at work in more detail. The concepts are evaluated by an expert team in your country.

Step III: An award for mental health promotion at work

Representatives of the best companies or institutions will attend the final ceremony of the campaign on a national and international level and receive the title of “Move Europe Partner Excellence” in the field of mental health promotion at work.



European Network for Workplace Health Promotion – ENWHP

The European Network for Workplace Health Promotion was founded in 1996 by a number of organisations in the field of public health and occupational safety and health. Today, members from 31 European countries share the common vision “Healthy Employees in Healthy Organisations”. In ongoing cooperation the ENWHP has developed uniform quality criteria and disseminates examples of good practice to elevate the importance of health at the workplace. The ENWHP Secretariat and the co-ordination of the “Move Europe” campaign is based at the BKK Bundesverband in Essen, Germany.

The campaign *work. in tune with life. move europe* is co-funded by the European Commission under the Public Health Programme 2003 – 2008

Work. In tune with life. Move Europe





Investing in people for better competitiveness

The innovation potential, quality and flexibility of a company have a crucial impact on its efficiency and sustainability in international competition. Human resource management plays an important role here in preparing employees to face the new challenges. It is their creativity that is the heart of a successful company. In the rapidly changing world of work they have to work efficiently, produce high quality products, be adaptable, react flexibly to changes and continuously undergo further training. Only healthy and motivated employees can rise to these challenges in the long term.

In global competitive markets, a healthy workforce is the key resource for a sustainable company. Workplace health promotion is gaining in importance. Individual interventions alone are not

enough to bring long-term success, i.e. maintaining future workability and performance. On the contrary, a holistic concept is needed which is deep-seated in the enterprise culture and aims its sights on both the physical and mental well-being of employees. Investing in people also means investing into their health and well being at the work place: designing a healthy psychosocial and physical work environment including basic conditions for the development of healthy life styles.

The intention of the present campaign, which will run under the slogan *work. in tune with life. move europe*, is to collect as many examples of good practice as possible in the field of mental health promotion at work. By disseminating these examples, we aim to accelerate improvements in mental health and consequently the competitiveness of the economy. Join us now! Move Europe with us!



Promoting and protecting mental health – why is it important?

Mental health is central to the human, social and economic capital of society. However, the incidence of mental distress and disease is increasing rapidly throughout Europe. Mental disorders are one of the most common reasons for sick leave and early retirement. People with mental health problems are generally absent from work for very long periods. European statistics show that around

10 percent of long-term health problems and disabilities can be ascribed to mental and emotional disorders. People with a mental disorder are at greater risk of contacting somatic diseases, such as heart diseases, strokes, diabetes, respiratory problems and cancer.

According to the European Agency for Safety and Health at Work, a quarter of new cases of disability retirement in the EU are due to mental disorders. They have also estimated that the costs to employers of lost productivity due to depression are several times higher than the costs of its treatment. In the EU, it is estimated that the economic costs of mental disorders, primarily as a result of lost productivity, are around 3 to 4 percent of the gross domestic product (GDP) per year, which is twice as high as the entire GDP of a country the size of Austria.

The number of suicides is also a very telling indicator of poor mental health. In 90 percent of cases they are a consequence of mental disorders. In EU almost 60,000 lives are lost per year due to suicide.



The World Health Organization defines mental health as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community. Employees with good mental health will perform better in their work.



Work. In tune with life. Move Europe – A European campaign

Under the leadership of the BKK Bundesverband (National Contact Office Germany), the 8th ENWHP pan-European initiative aims to:

- Increase the awareness of companies and the general public about the needs and benefits of mental health promotion at work
- Attract companies to take part in the campaign and to convince them that investments in workplace mental health promotion initiatives are worthwhile.
- Design practical measures and models for promoting mental health in workplace settings and encourage an exchange of experience in this field.

Based on the available literature and examples of good practices collected, materials will be produced to help employers and employees to implement measures to promote good mental health at work and to convince European stakeholders and companies that it is necessary and worthwhile to invest in programmes that help improve employees' mental health.