Enterprise Community Involvement
- the Growing Role of Employers

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Country Leader, Integrated Health Services, IBM India Pvt Ltd.
Agenda

- About India
- IAOH
- Drivers for ECI
- Common Programs
- Case Studies
- Conclusion
5,000 year old civilization
World’s largest democracy since 66 years
1.2 billion + people in 4th largest economy
Fastest growing service sector / knowledge industry
Phenomenal growth in women work force
6 to 9% GDP growth in last 10 years
Indian Association of Occupational Health (IAOH)

- Leading professional organization, 63+ years old.
- Active in Occupational & Environmental Health.
- Occupational Physicians
- 3000 members across 20+ branches in the country.
- Affiliated to ICOH.
- Proactively influencing policies in OEH thru appropriate linkages.
Key activities of IAOH

- Update knowledge base and skill sets of OH professionals by holding seminars and updates.
- National conferences on occupational health for last 63 years.
- Networking with National & International agencies to augment research and training in OEH.
- Publish position papers on contemporary issues in OH.
- Professional occupational health journal (IJOEM).
Current Trends in Workplace Health

- Greater awareness at all levels;
- Included in national and international agendas;
- Attitude changes
  - Accidents and diseases don’t go with a job anymore;
- Safety and health at work matters for businesses;
- Safety and health at work dealt with in a more structured way;
- A rights-based approach – now complemented by a promotional approach;
- Significant achievements, but not everywhere or for all aspects

*We need to do more and better*
Current issues in Workplace Health

- Traditional OH issues
- Chronic Disease Management
- Lifestyle Issues
- MSDs
- Stress
- Safety & Security
• The internal dimension of CSR policies covers socially responsible practices concerning employees, relating to their safety and health, investing in human capital, managing change and financial control.

• Recent Occupational health and safety promotion strategies by International Agencies have attempted to link OHS with CSR, establishing a business case of strategic importance for organisations.
Drivers for ECI

- Brand Image
- Traditional / Cultural Belief – Give back to society
- Public Sector Units – Community Welfare Activities
- Need for Community Support for expansion / sustenance
- Globalization
  - Entry of Global Companies
  - Indian companies competing globally
  - Global business / Global systems / Global benchmarks

- Game Changer - Companies Bill 2011 mandates 2% spend on CSR
  - Enterprises with turnover of > INR 50 million in preceding 3 years
Enterprize Health Approach

PSUs - Community Health Approach
– Prevention of communicable diseases
– Promotion of healthy workplace conditions
– Mother & Child Nutrition

Private Sector – Workplace Approach
- Wellness
- Chronic Disease Management
- Ergonomics
- Stress Management
Common Programs

- Community Hospitals – Tata Cancer Hospital
- Community Health Clinics
- Mobile Dispensary
- Health Camps
- Blindness Prevention / Correction Camps
- Drinking Water & Sanitation Projects
- Adoption of Government Primary Health Centres
- Collaboration with NGOs
CII Public Private Partnership Project

- **HIV AIDS Prevention & Treatment – ART Centres**
  - ACC, Reliance Industries, Godrej & Boyce, Bajaj Auto

- **Tuberculosis Control Programs – DOTS Centres**
  - Reliance Industries, Jubilant, Larsen & Toubro, Hindalco, NTPC, Becton Dickinson
Some Flagship Programs

- Hindustan Unilever - Lamplighter
- Reliance – CASHe, Wellness Missionaries
- Siemens – Fit 4 Life
- Indian Railways -
OH @ Reliance

- Strong HSE Policy & Systems
- Medical Surveillance
  - Work related,
  - Age & Personal Health related
- Occupational Health Center at sites, Hospitals in Employee Townships
- “RelFit”- Focus on Fitness
- CASH - Occupational Health Improvement Program
- Extensive Health Awareness Activities in employee townships
Focus

- Focus on promotion & prevention
- Focus on Non Communicable Diseases (NCDs)
- Health education & awareness
- Use of Intranet - Health tips, newsletters,
- Web based Medical Data Management
- Reaching out to family
Going beyond statutory requirements

- Annual Medical Check up at all sites
- 100% compliance at sites
- Contractors’ health check up
- Age based PME at all offices - not hierarchy but age based
- Post check up Counseling by RIL doctors
- Monitoring high risk cases
Innovative Wellness Strategies

- Health Awareness
- Health Diet in canteens
- Fitness incentives – To Fire & Security
- No Smoking Policy
- Healthy Employee Awards
- Emotional Health Champions
1. Emotional well-being

2. Health Risk Assessment
   - Online program

3. Screening programs
   - Cardiac & diabetes screening camps
   - Vision program
   - Oral hygiene program

4. Lifestyle management programs
   - Yoga & Pranayama program
   - Active for life: Fitness program
   - Diet & Nutrition program

5. Prevention Programs
   - Flu vaccination program
   - HPV vaccination program

6. Women Well-being program
   - Reproductive health program covering awareness on caesarean section & folic acid
   - Stress management program covering relaxation techniques & work life balance
   - Cervical cancer awareness
Health Risk Assessment
- A scientifically validated tool to identify health risks
- Help employees improve life styles and mitigate risks
- Program includes health screening

Health screening
- Focused on cardiac & diabetes
- To tackle growing risk of chronic disease
- Screening parameters include
  - Height, weight, BMI
  - Blood sugar
  - Blood cholesterol

Prevention programs
- Flu vaccination program
  - Free vaccination
  - Trivalent vaccine with latest strains
- HPV vaccination program
  - Vaccination program preceded by awareness
  - 3 doses spread across 6 months

Lifestyle modification programs
- Yoga & Pranayama program
- Active for life: Fitness program
  - Team based fitness program
- Diet & Nutrition program
  - Awareness sessions
  - Special calorie based diet counters
  - Onsite individual & group diet counseling

Value add wellness programs
- Vision care program
  - Vision screening, relaxation techniques
- Oral hygiene program
  - Dental screening & awareness
  - Discounted treatment options

Women well-being programs
- Reproductive health program covering awareness on caesarean section & folic acid
- Stress management program covering relaxation techniques & work life balance
- Cancer awareness
  - Focus on Cervical cancer
  - Awareness also provided on Uterine cancer
<table>
<thead>
<tr>
<th>Category</th>
<th>Profile of the program</th>
<th>Primary</th>
<th>Secondary</th>
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<td>Self screening</td>
<td>Pathways to resilience: Developed in association with Stress directions</td>
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<td>Mental health screening to be a part of HRA</td>
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<td>Mental health services &amp; resources</td>
<td>MiTR program</td>
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<td>Medical Case management</td>
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<td>High risk case intervention</td>
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<td>Gate keeper training</td>
<td>QPR training for first aiders, managers &amp; HR</td>
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<td>Manager training on stress management</td>
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<td>Life skills &amp; social network promotion</td>
<td>Foundational competency training</td>
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<td>Social skills &amp; family involvement</td>
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<td>Physical well-being &amp; lifestyle management</td>
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<td>Fitness champions program</td>
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<td>Leadership</td>
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<td>Engage with experts (Dr Gururaj)</td>
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<td>Education &amp; advocacy</td>
<td>Communicate it as an IBM value</td>
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<td>Communicate to family members - Calendars</td>
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<td>Use health camp platform to educate employees</td>
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<td>High impact campaign encompassing all items</td>
<td>Poster campaign</td>
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<td>Video shoot involving leaders &amp; experts</td>
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<td>Video display across locations</td>
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<td>Innovative promotional material &amp; events</td>
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New Initiatives

- Wellness Check point
- Wellness Advisor – Self & family
- Virtual Health Fair
- Driving Safety Policy
Conclusion

- Opportunities for better health
- Enterprise Community Link getting Stronger
- Employers are proactive & willing
- Regulatory framework supporting ECI
- Both National & Global Enterprises are engaged
- Public Private Partnership Model
- Helps employee morale & retention
Thank You!

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