



HWC 2014-15

“Healthy workplaces manage stress”

**SLIC Final Conference
Stockholm, 19 March 2013**



Why stress and psychosocial risks?

- **ESENER survey (2009): 79% of European managers are concerned about stress at work;**
- **Less than 30% of European organisations have procedures in place to deal with stress, workplace violence and harassment;**
- **Growing problem: changing world of work, economic crisis, restructuring (precarious employment, job insecurity, work intensification, etc.);**
- **The management of psychosocial risks varies significantly between EU countries and sectors;**
- **To benefit from the outcomes of the current HWC 2012 -2013 and build on the close cooperation between management and workers to reduce or even better abolish stress at work.**

Work-related stress: facts



- **Work-related stress: work demands (cognitive, physical, emotional) are beyond capacity to cope with them;**
- **Prolonged stress is detrimental for health and decreases effectiveness;**
- **Risk assessment: job (psychosocial risk factors) and workers (gender, age, etc.) characteristics must be considered;**
- **Work-related stress is not equal with challenging work environment, stimulating psychologically and physically, encouraging professional development and good performance.**

Campaign objectives

- Raising awareness about the **growing problem** with stress and psychosocial risks
- Raising awareness about the **positive effects** of reducing stress and psychosocial risks, including the **business case**;
- Increasing the enterprises' awareness and **practical knowledge** related to **recognising and preventing** stress and psychosocial risks at work;
- Promoting the use and development of simple **practical tools**, in particular for **micro and small** enterprises

Main messages



- **Healthy workplaces manage stress**
- Despite its sensitive nature, stress and psychosocial risks at work **can be successfully reduced and dealt with** in the same logical and systematic way as other OSH issues
- Effective practical tools for reducing stress **do already exist** and can be (easily) used.
- Tackling stress at the workplace is **worth the effort**; it leads to improved worker wellbeing and better organisational performance

Target groups

➤ **targeted primarily at intermediaries, which help the Agency to reach the campaign's direct beneficiaries at the workplace level:**

■ INTERMEDIARIES

- Focal Points and their networks
- Social partners (European and national)
- Policy makers (European and national)
- Large enterprises and sectoral federations
- European institutions and their networks
- OSH professionals
- OSH research community
- Media

■ BENEFICIARIES

- Workers and employers in general, with a special emphasis on those in micro and small enterprises.

Promotion material

- Logo, slogan, poster
- Campaign website www.healthy-workplaces.eu
- Campaign Guide
- Campaign leaflet
- Good Practice Award Flyer
- NAPO DVD
- PowerPoint presentation
- Internet banner
- Email-signature

❖ **FOP input:**

- Content: Campaign Guide (July/Aug)
- Translations: all (Sept/Oct)



Campaign information products I



- **Campaign toolkit for micro and small enterprises (2014)**

A portable application, 30 national versions

Introduction to psychosocial risk management in MSEs:

- **recognising** and **preventing** psychosocial risks
 - why managing psychosocial risks in MSEs is **possible** and **worthwhile**
 - employers' and workers' **concerns** related to stress and psychosocial risks
 - simple **definitions**
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- **EU, sectoral and national practical tools for managing stress and psychosocial risks (FOP involvement)**

Information products II



- **‘Costs related to stress and psychosocial risks at work’**
(State of the art review report, 2012-13)
- **‘Psychosocial risks in European workplaces. Organisational interventions’, followed by a seminar.**
(EU-OSHA and EUROFOUND joint report, 2013-14)
- **OSH Wiki articles (2012-13)**
- **Related EU-OSHA projects:**
OiRA: A module for assessment of psychosocial risks in small and micro enterprises (2012-13)
Workplace Health Promotion: ‘Wellbeing at work: policy, programme and practice overview’ (2012-13)

European Good Practice Awards Competition

- **Outstanding and innovative good practice solutions towards encouraging managers (and employees) to actively manage stress and psychosocial risks at work.**

- **Two-stage process**
 - Selection procedure at national level
 - Collection of Good Practice examples at national level
 - Evaluation of examples at national level
 - Sending to the Agency
 - European level evaluation
 - **New category for the EU campaign partners**
 - Collection and evaluation at EU level (EU-OSHA)

- **Time table: launch on 28 April 2014**
 - Publicity on Agency website – web teasers
 - Publicity at national MS level – web teasers, mailshots, articles and features in media, etc.

Submission deadline to EU-OSHA: 31 October 2014

HWC 2014-15 Provisional timetable & milestones

2013

- Q 1-4 Preparation of core Campaign products (online, print)
- 31 October Launch of the HWC 2014-15 “European Campaign Assistance Package” (ECAP) for FOPs

2014

- February Internal Campaign kick-off meeting with FOPs
- March EU partnership meeting (recruitment of official Campaign partners)
- 28 April Official launch of the Campaign & Good Practice Awards Competition
- Q3/4 Campaign promotion, including distribution of reports and other commissioned work
- Q3/4 National partnership meetings organised by FOPs
- CW 43 European Week for Safety and Health at Work
- Q4 Planning of regional, local and sector focused activities

2015

- Q1 Evaluation of Good Practice Awards Competition
- 28 April Good Practice Awards Ceremony with Latvian EU Presidency
- Q2/3 Campaign promotion, including distribution of reports and other commissioned work
- CW 43 European Week for Safety and Health at Work
- November Closing event (Healthy Workplaces Summit) with Luxemburgish EU Presidency

2016

- Q1 Reporting and evaluation

Thank you!

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