

Health Challenge

BridgendBusiness

December 2009

Health Challenge Bridgend Business is about helping businesses, especially small and medium sized enterprises (SMEs) to promote the health of their employees.



There are over 5000 such businesses collectively employing over 20,000 people within the county borough. As the recent government report 'Working for a healthier tomorrow,' (Dame Carol Black's review of the health of Britain's working age population) states, people spend up to 60% of their time in work and therefore business has an important role to play in promoting the health of the population.

Helping you to develop a healthy work place

Would you like to become a Health Challenge Bridgend Business (HCBB) and receive free support and discounts as a result?

If so, read on . . .

We are offering 80 SMEs within Bridgend county borough the opportunity to become a Health Challenge Bridgend Business (HCBB).

What will you gain?

We want to support you in improving the health of your workforce and as a result reduce sickness levels and increase productivity.

As a Health Challenge Bridgend Business you will be able to utilise all HCBB logos, receive early invites and discounts to HCBB associate events, plus when you become a HCBB, we will provide you with quarterly newsletters and a HCBB improvement pack for free (limited to the first 80 businesses in Bridgend who apply).

If you are interested, please e-mail David Parratt on david.parratt@bridgend.gov.uk



People who adopt healthy lifestyles are more productive and have less time off sick. According to the Welsh Health Survey, a substantial amount of people in the Bridgend county borough area are overweight, lack exercise, smoke, drink too much and adopt other unhealthy lifestyles. Keeping stress levels down is an important activity and businesses can help promote people's health by providing information on leisure activities, encouraging people not to smoke, and discouraging binge drinking.



Working towards a healthier workplace:

Why not try to make some small changes in your workplace to improve health, such as:

- Encourage staff to commute on foot or by bike to increase physical activity levels;
- Make sure your canteen or catering facilities follow healthy eating guidelines, and remove less healthy vending machines;
- Encourage staff to go out for a walk at lunchtime, and ask them not to work through lunch or stay at their workstations;
- Provide support for staff struggling with the pressures of work or personal life;
- Run occupational health events or themed health days;
- Provide literature about leading a healthy life;



- Ensure staff are fully trained to use any equipment;
- Provide a safe and tidy environment to work in.

Health Challenge Bridgend (which involves partners from the NHS, local government and voluntary sector organisations) has a website which is full of information on promoting healthy lifestyles:

www.healthchallengebridgend.org.uk

Health Challenge Bridgend will be launching a newsletter for local businesses; raising awareness of the important role business has in promoting a healthy lifestyle. It will also launch a Healthy Business Partnership Scheme for businesses interested in spreading the message.

Health Challenge BridgendBusiness

Health Challenge Business Partners

Would you like to become a Health Challenge Business partner?

In order to become a Health Challenge Business partner (and to use the logo for 12 months) an enterprise must:

- Operate within the Bridgend County Borough Council area;
- Comply with any statutory and regulatory requirements e.g. health and safety and industry codes of practice;
- Be committed to taking steps to improve the health of its workforce;
- Receive regular information on improving health including a regular newsletter;
- Pass on information to its workforce;
- Regularly access the Health Challenge Bridgend website: www.healthchallengebridgend.gov.uk;
- Complete the attached questionnaire.

If you wish to apply, please complete the questionnaire below and return it to the address at the bottom. You can also use this form if you just want to receive further information.

Basic information
Business name:
Business address:
Telephone number:
Email address:
Type of business (for example, shop, manufacturing, service etc):
Number of employees:

Am I a Health Challenge Business partner? (Please cross out which one does not apply)	
1. Have your staff got easy access to the Health Challenge Bridgend Website?	Yes/No
If not would you like more information?	Yes/No
2. Have you given your staff leaflets about the Bridge Card scheme?	Yes/No
If your answer to 2 is no, would you like some leaflets?	Yes/No
3. Do you encourage employees to use stairs instead of lifts where appropriate?	Yes/No
If not would you like some posters encouraging the use of stairs?	Yes/No
4. When at work, are your staff encouraged to eat healthily?	Yes/No
If not would you like more information?	Yes/No

Return by post to: David Parratt, Health Improvement Office, Wellbeing Directorate,
Bridgend County Borough Council, Sunnyside, Bridgend CF31 4AR

Healthy living tips

- 1 Eating a balanced diet:** research studies show direct links between what we eat, our health and how we feel. For more information visit: www.mind.org.uk for their useful guide to mood and food.
- 2 Drinking sensibly:** alcohol is a depressant drug and even though a small amount might make you feel good in the short term it can stop people getting enough deep sleep to feel properly refreshed. Avoiding too much alcohol is crucial for both mental and physical well being, particularly when people are feeling low or anxious.
- 3 Promoting social contact:** friends, colleagues and family members form the foundation of people's ability to cope with everyday problems. Expressing concerns to them can make a huge difference to mental and physical health and provide an important source of support.
- 4 Encouraging exercise:** the effects of exercise on mood and health are immediate. Whether it is a workout in the gym, a simple walk or bike ride, it can be uplifting, great fun and sociable.
- 5 Get enough sleep:** sleep allows the body to renew its energy store but also helps us to rebuild our mental energy. Working late regularly or partying into the morning cannot be endured on a regular basis.
- 6 Promoting the positive:** Helping people to see the positive side of things is important as some psychologists say that it's human nature to focus on the negative aspects of our lives. Try keeping some paper and a pen by your bedside and, every night for a week, write down three good things that happened to you that day. By the end of the week you may be surprised at how much more positive you feel. Organisations can also encourage people to value the positive things that happen.
- 7 Seeking help:** Anyone can feel low or get depressed so people should be encouraged to ask for help. Seeking help early is the best course of action to help prevent a problem getting worse. Asking for help is a sign of strength and responsibility, not weakness.
- 8 Setting realistic goals:** Rome wasn't built in a day – even the most ambitious and complex tasks can be broken down into smaller, more manageable chunks. Setting realistic, achievable goals is a good way of keeping spirits up and moving forward. Write down what they are and when you hope to have them completed. Don't feel bad if you have to change your plans along the way, as long as you're clear on the reasons why. Remember to congratulate yourself, colleagues, and friends every time a goal is reached!
- 9 Getting involved:** don't stand on the sidelines! Find a way to get involved and make a contribution, however little. This can be done at home, work or in the community. People are often happiest when helping others.
- 10 Keep an eye on personal stress:** some pressure is unavoidable and can be motivating – but stress, when it exceeds your ability to cope is harmful to both your mental and physical well being. If you find yourself or others are not sleeping, becoming ill-tempered, having difficulty concentrating, worrying a lot, eating a lot more or a lot less, or feeling 'on edge' all the time, then take a step back and consider how much pressure you or others are under.

