



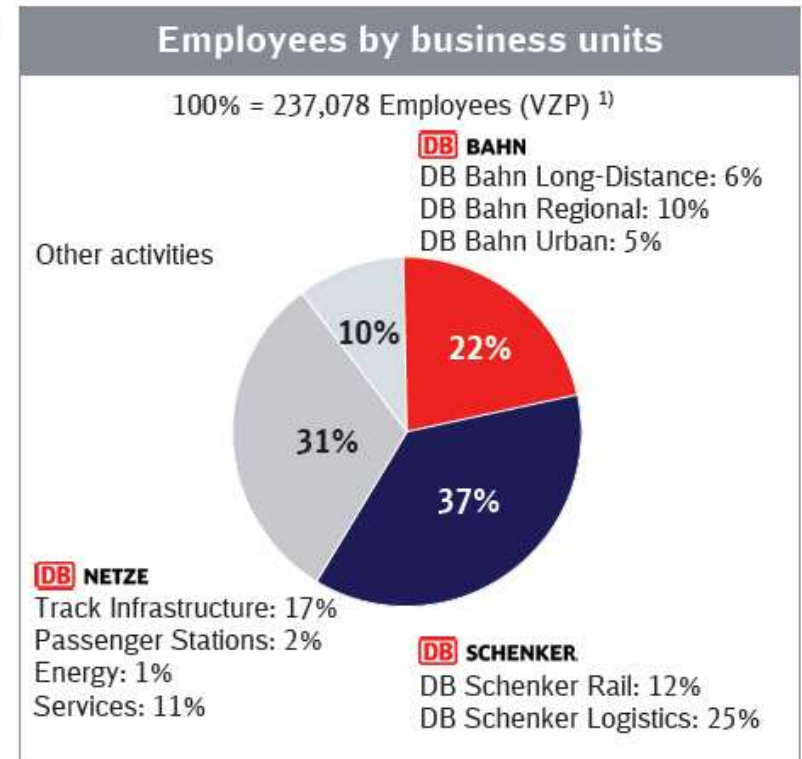
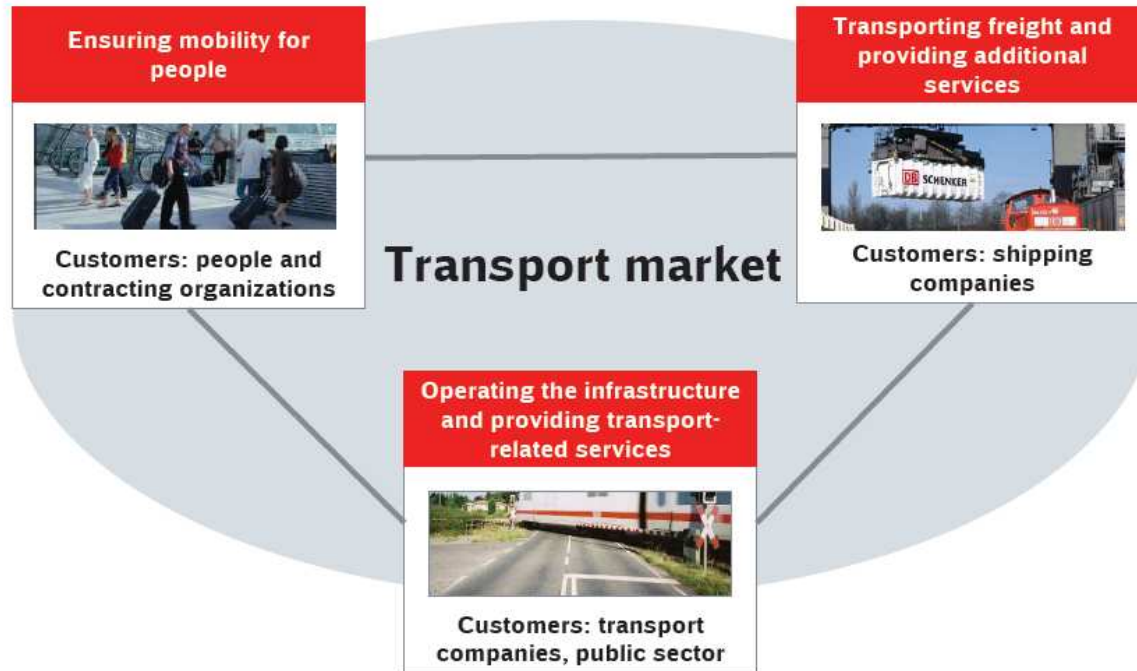
Lifestyle Intervention as an Important Part of HR Development at Deutsche Bahn

Deutsche Bahn AG

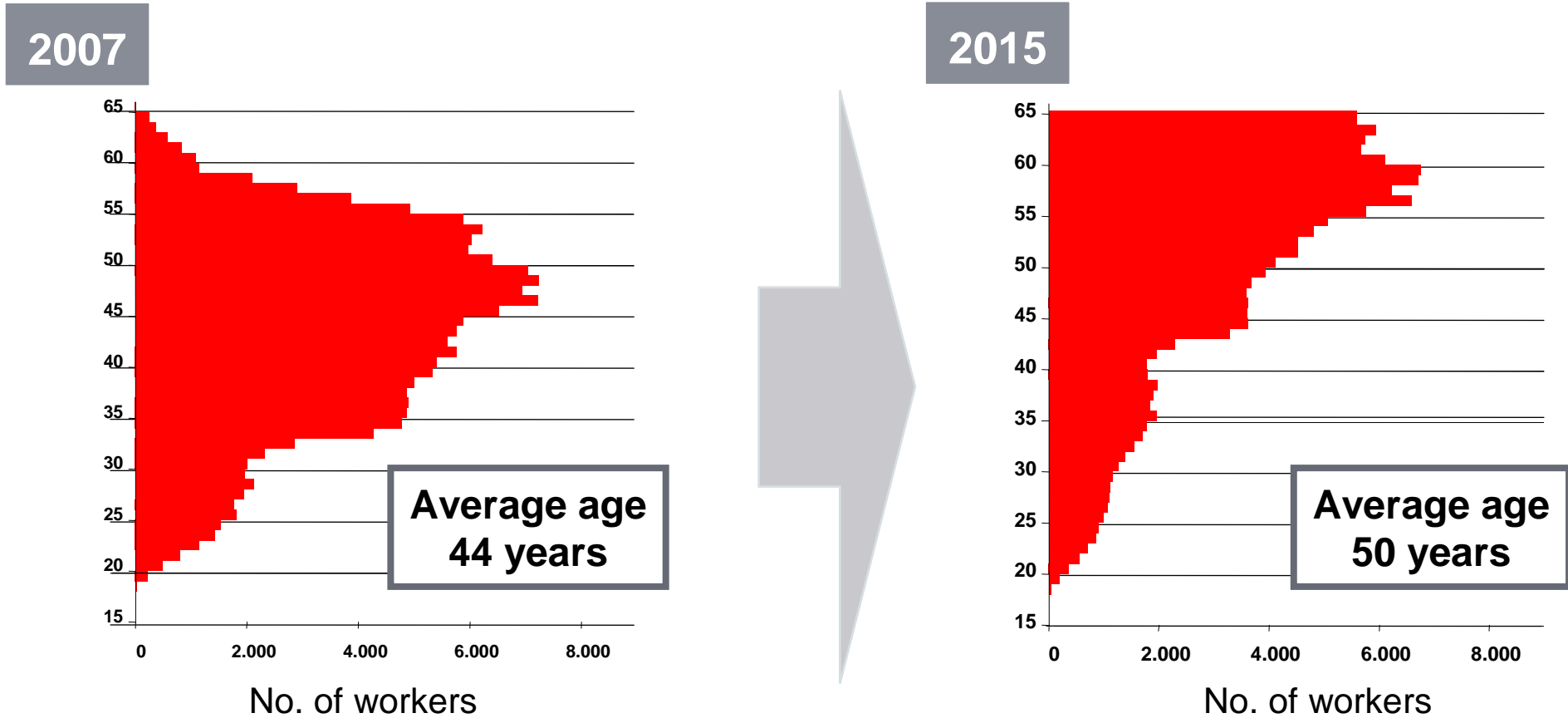
Health Management (ABG)

Berlin, April 2009

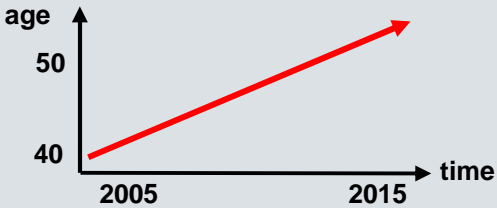
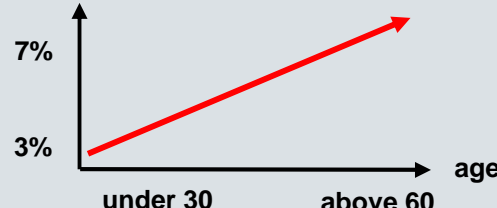
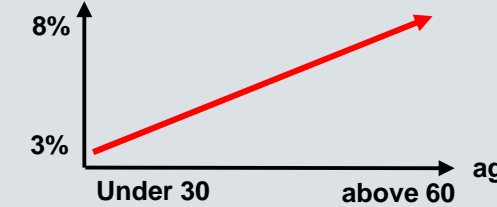
Deutsche Bahn Group today



Demographic change in DB as an additional challenge



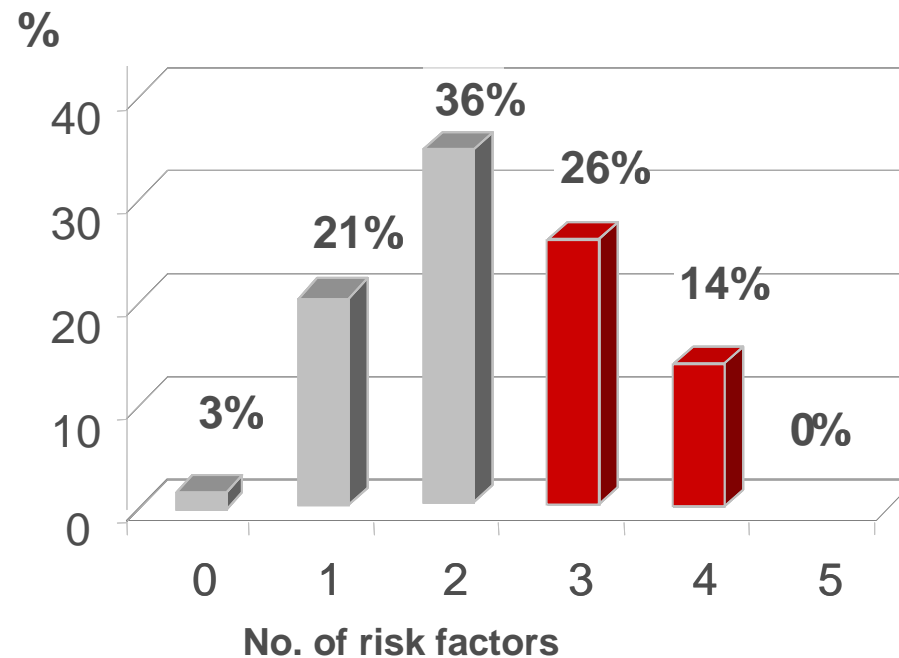
The Demographic Change at Deutsche Bahn has many consequences for HR management

<p>Increasing average age</p> 	<p>The average age of the workforce is increasing rapidly. Within a few years the average age will be above 50 years.</p>	<p>Challenge:</p> <p>Strengthen workability and employability. Balance the age structure.</p>
<p>Increasing sickness rate</p> 	<p>Sickness rate is increasing about 0.1 percent per year.</p>	<p>Challenge:</p> <p>Effective health promotion programs. Promote individual responsibility for health and lifestyle.</p>
<p>Increasing rate of handicapped</p> 	<p>Due to chronic diseases the rate of handicapped is increasing about 0,5 percent per year.</p>	<p>Challenge:</p> <p>Individualisation of work load, work time and work organisation.</p>

Challenges and Chances for Lifestyle Intervention at Deutsche Bahn



- high aptitude standards in safety related jobs
- continuous high demand for qualified personnel
- frequent shift and night work
- working in isolation, time pressure, climatic exposure
- long term employments, high employee loyalty



- Risk factors**
- BMI
 - Waist
 - Blood sugar
 - Cholesterol
 - Blood pressure

A strategic approach to health promotion is fundamental for sustainable success

Deutsche Bahn

goals:

soften demographic change

increase productivity

maintain employability



Strategic approach towards health promotion



Strengthen the role of first line management



Reach all employees with health promotion activities



Sustainable change of attitude



**Integration of health promotion in main structures
and processes of the enterprise**

Theoretical Background of Health Promotion at DB AG

The Health Action Process Approach: 3 motivational stages



A red vertical bar containing a white silhouette of a hand with fingers spread. Below the hand, the following text is listed:

- physical activity
- better nutrition
- mental stress
- addiction / smoking

Risk & Resource Communication: Healthy Lifestyle Education for 20.000 Train Drivers

- Objectives:**
- improve knowledge about major health risks and diseases mainly due to an "unhealthy" lifestyle
 - understand health as an important part of workability and employability



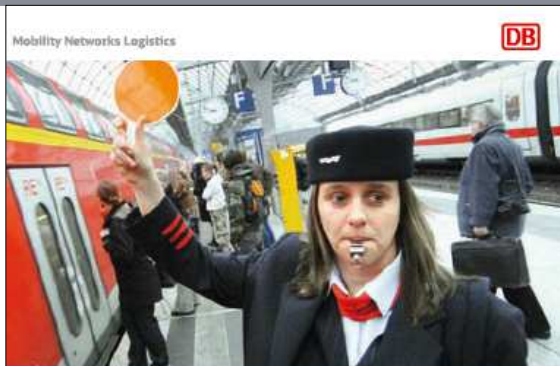
1. 90 minutes of self evaluation of health conditions and interests, helping to set a health goal in:

- physical exercise,
- healthy nutrition,
- stress management,
- smoking or alcohol misuse.

2. Offer additional trainings in the skills they need to improve health practices, and provide opportunities to maintain those behaviours.

3. Include health topics in annual interviews with management

Risk & Resource Communication: topic oriented Health Brochures for Employees



Eine Handlungshilfe für Mitarbeiterinnen und Mitarbeiter



Eine Handlungshilfe für Mitarbeiterinnen und Mitarbeiter

healthy nutrition

Stress erkennen –
Tipps zur **Bewältigung**

Den Stress kennen
Dem eigenen Stress
Strategien gegen de

stress prevention



Eine Handlungshilfe für Mitarbeiterinnen und Mitarbeiter

daily physical
exercise

Tägliche Bewegung –
Tipps für den Alltag

Warum Bewegung gut tut
Sie bewegen sich wenig
Übungen für den Alltag

Gesunde Ernährung –
Tipps zur Umstellung

Das brauchen Sie täglich
Gesund essen wäre schön
Gewohnheiten ändern
Ich esse gesund

stop smoking



Eine Handlungshilfe für Mitarbeiterinnen und Mitarbeiter

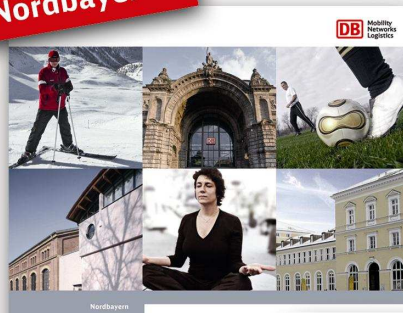
Rauchen aufgeben –
Tipps zur Entwöhnung

Ich rauche
Ich möchte aufhören
Ich bereite den Ausstieg vor
Ich rauche nicht mehr
Ich bleibe rauchfrei

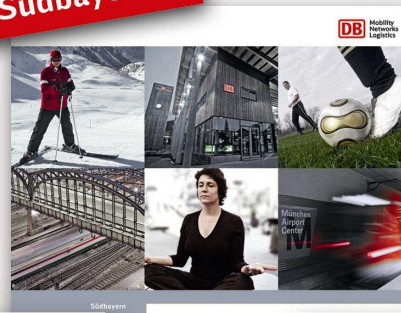
Risk & Resource Communication: Regional Health Prevention Brochures

Sie wollen mehr für Ihr Wohlbefinden tun?
Tipps und Partner für Ihre Gesundheit
in Ihrer Region.

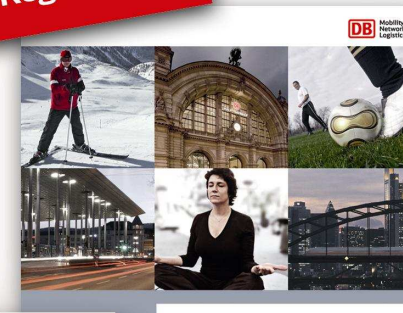
Region Süd Nordbayern



Region Süd Südbayern



Region Mitte



Sie wollen mehr für Ihr Wohlbefinden tun?
Tipps und Partner für Ihre Gesundheit
in der Region Süd.



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Tipps und Partner für Ihre Gesundheit
in der Region Süd.



Sie wollen mehr für Ihr Wohlbefinden tun?
Tipps und Partner für Ihre Gesundheit
in der Region Mitte.

Gesundheitskurse in Ihrer Region
Bonusprogramme der Krankenkassen
Informationen und Angebote der
Kooperationspartner der DB

Sie wollen mehr für Ihr Wohlbefinden tun?
Tipps und Partner für Ihre Gesundheit
in der Region West.

Region West

Gesundheitskurse in Ihrer Region
Bonusprogramme der Krankenkassen
Informationen und Angebote der
Kooperationspartner der DB

Sie wollen mehr für Ihr Wohlbefinden tun?
Tipps und Partner für Ihre Gesundheit
in der Region Ost.

Region Ost

Gesundheitskurse in Ihrer Region
Bonusprogramme der Krankenkassen
Informationen und Angebote der
Kooperationspartner der DB

Health Promotion Marketing: DB Healthy Lifestyle Campaign 2007



**DEUTSCHLAND WIRD FIT.
MACHEN SIE MIT.**



Goal

- special promotion of physical activity: „3000 steps extra every day“

Activities

- More than hundred activity days and events in most of the DB companies

Media

- Step counting devices, health promotion brochures; publications in intranet, internet, corporate TV, corporate newspaper; networking



DIE SCHRITZÄHLER
FÜHRE EIN BEWEGTES LEBEN.



a large portfolio of health promotion measures offers activities for all motivational stages and topics



DB Training, Learning & Consulting

Training and education programs to cope with stress, improve leadership, enhance physical activities

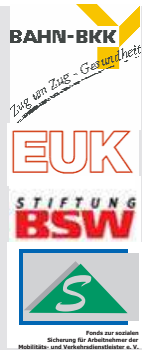


Sporting events



Catering services

Incentives for choosing healthy meals



Medical content seminars

Organized and paid by pension fund, health insurance and others



Health World DB



KlickShop

Easy procurement of fitness training devices via online shop.



Fitness studios

Easy and cheap access to fitness studios



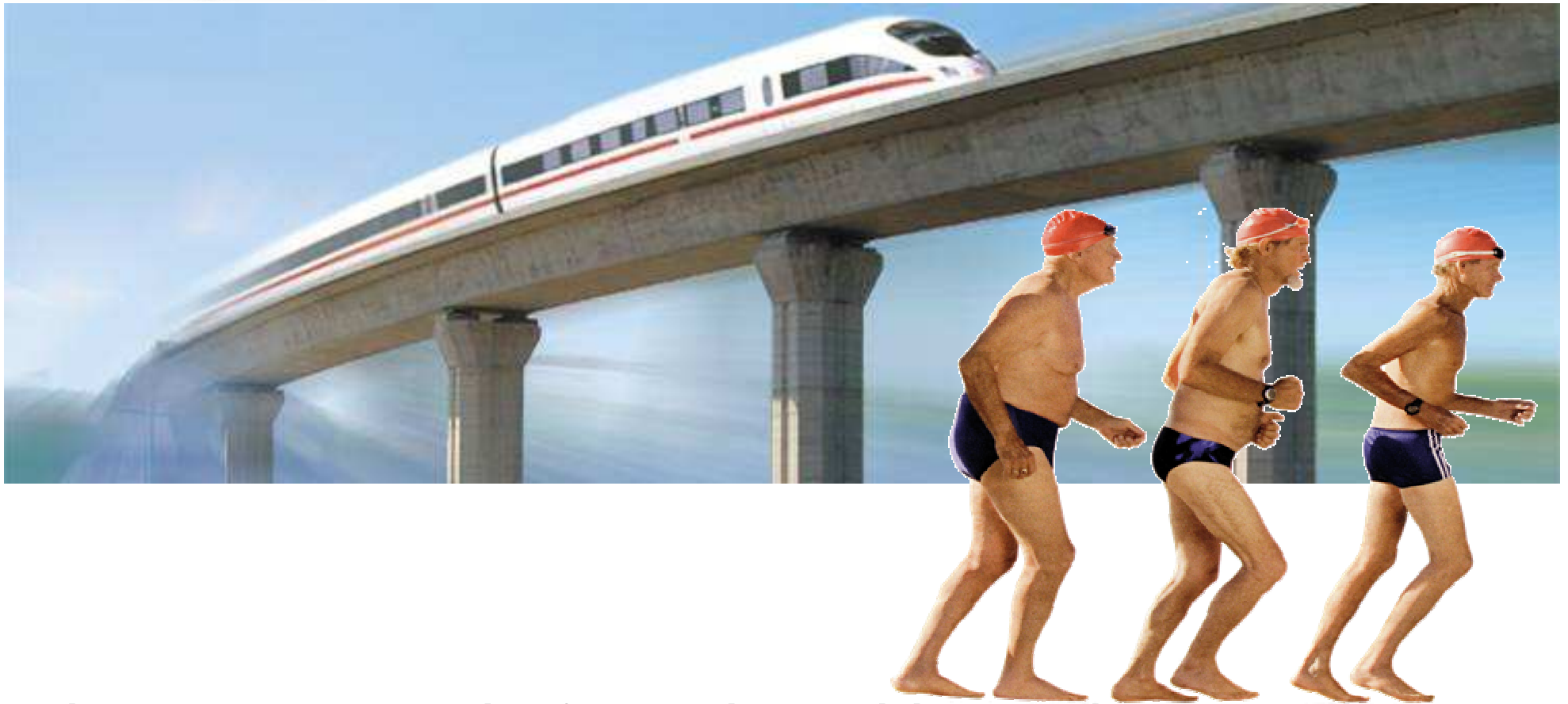
communications und marketing

Flyer, brochures, online portal, posters



8. Health promotion coaching

To reach on board staff by telephone

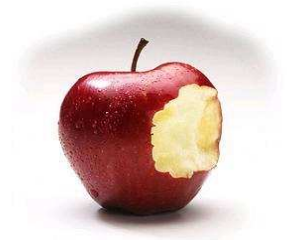
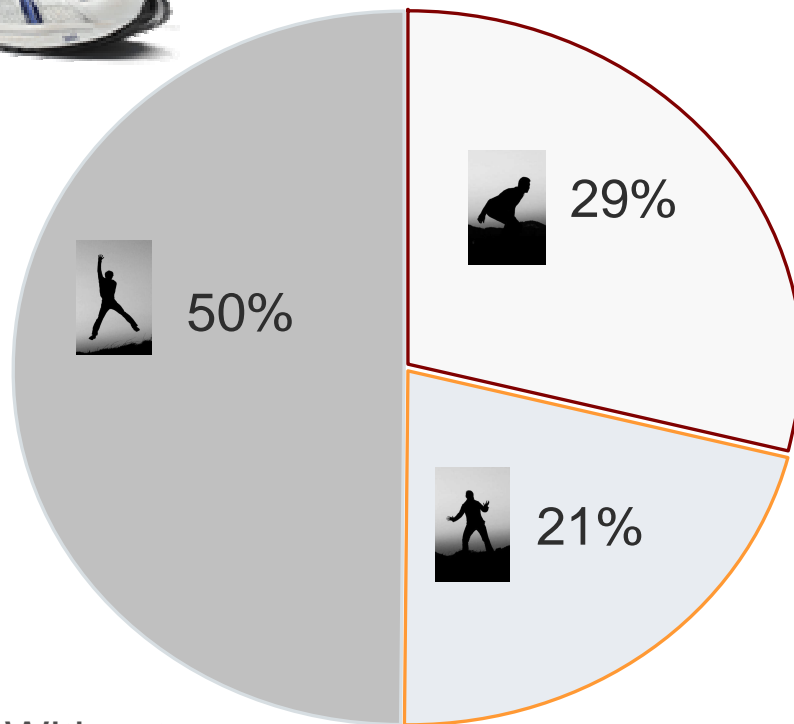


Tailored Health Promotion for Physical Activity and Dietary Behaviour

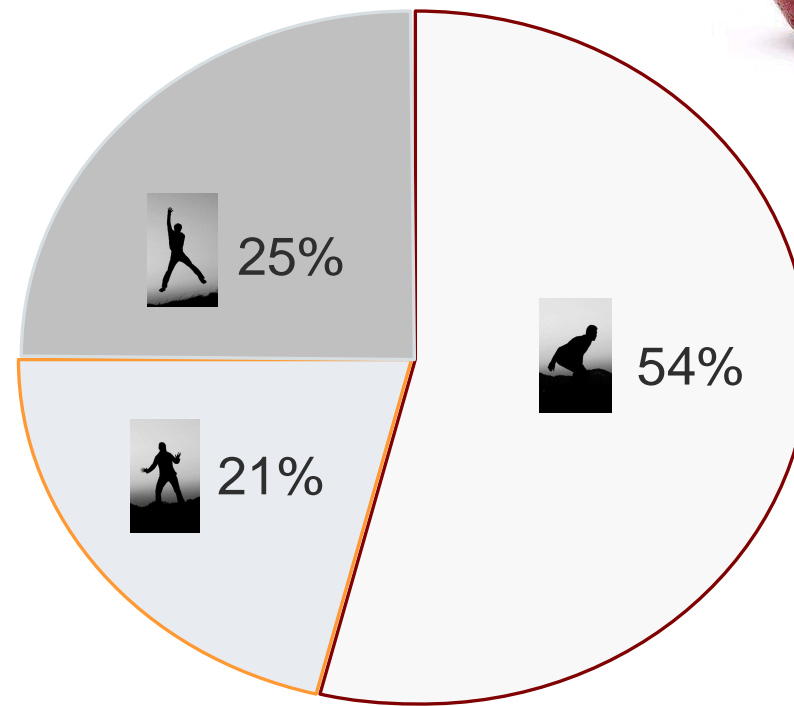
Distribution of attitude stages among employees at DB






„3 x 30 minutes“
physical activity per week

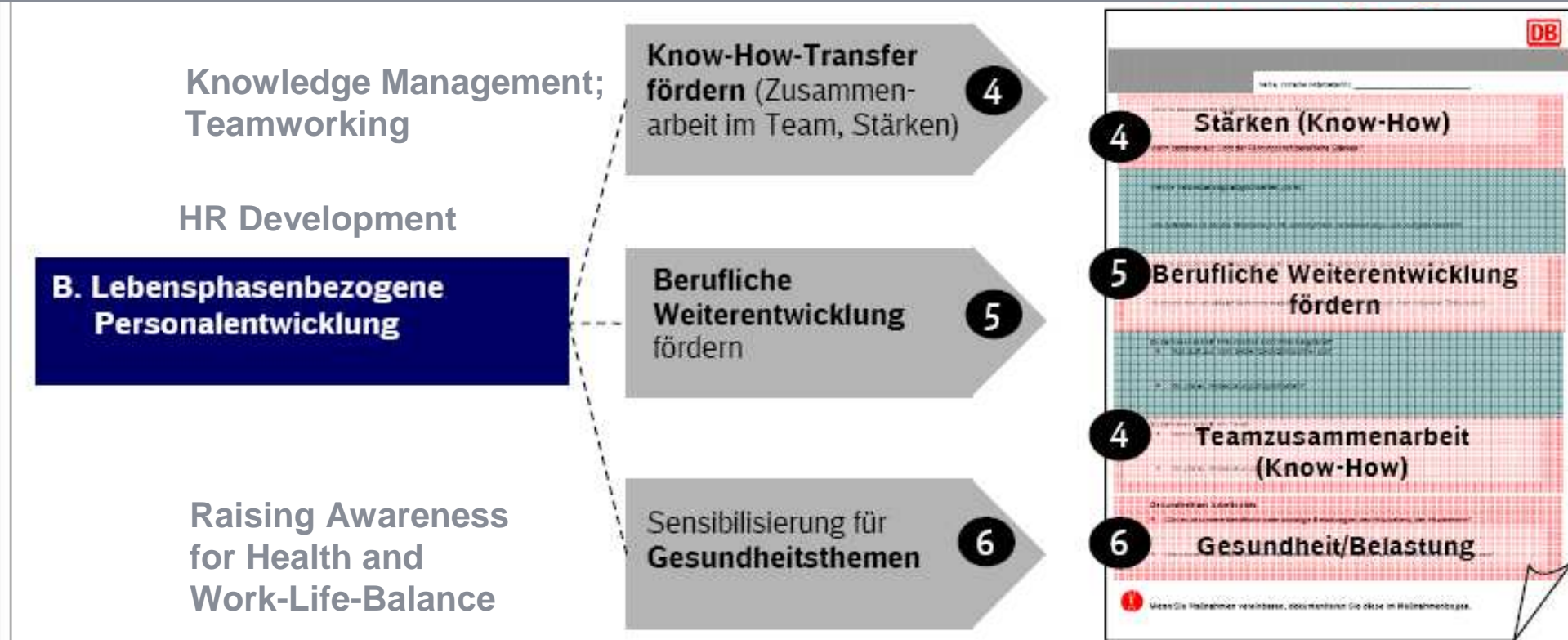


„5 a day“
fruit and vegetable



-  Without
-  willing to change
-  Regular activity

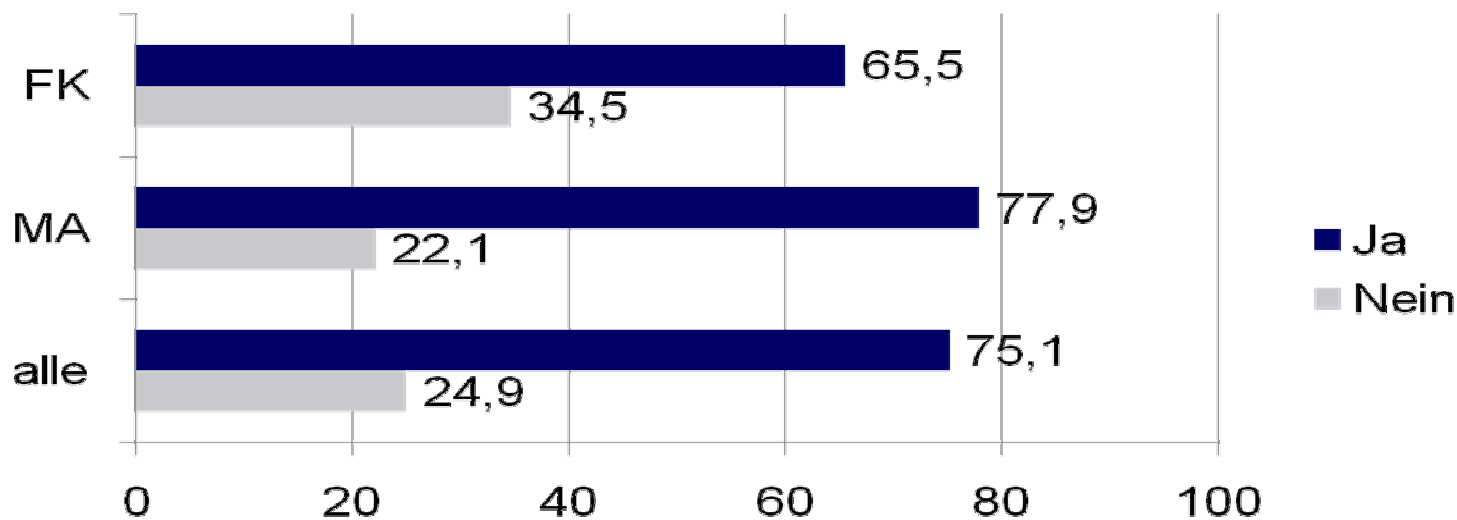
2008: Adaptation of annual appraisal interview (Mitarbeitergespräch MAG)



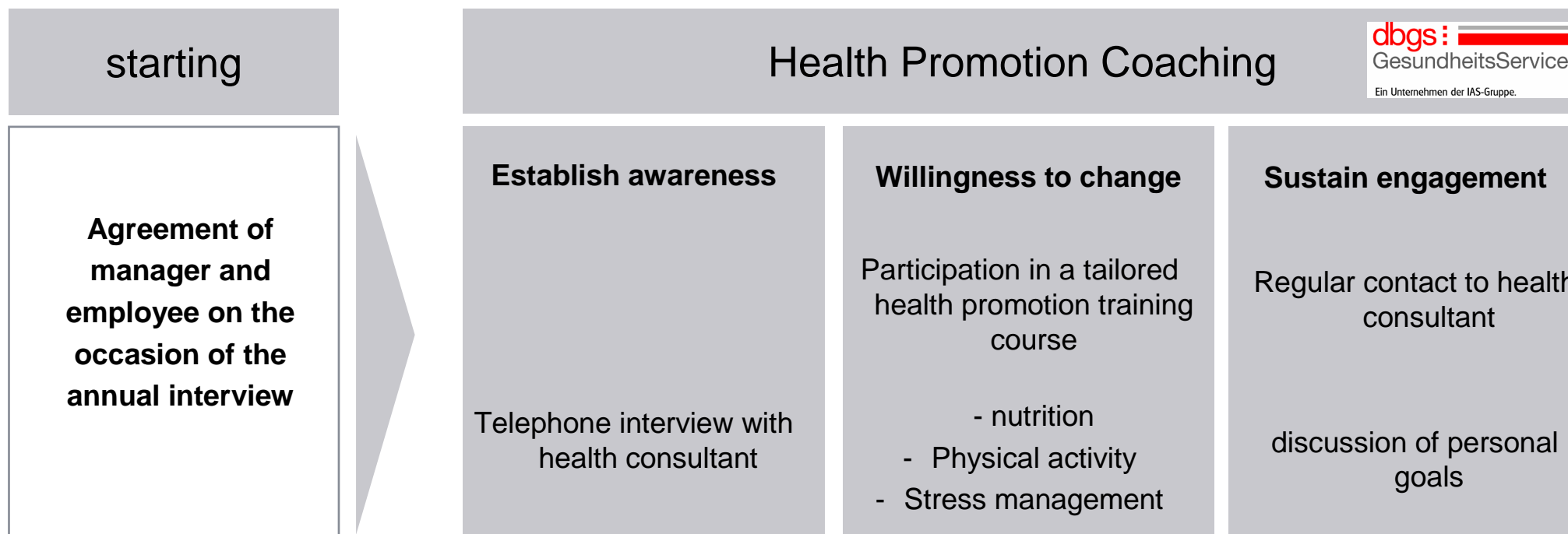
1. Do you have specific occupational or private strains?
2. How can we (your employer) promote your personal health and your work life balance?

Experience with new health topics in annual interview

- about 100.000 interviews documented since March 2008.
- about 1500 staff members and 400 managers were additionally asked for their opinions about the modified interview.
- 75% appreciate the standardized approach to discussion of health matters as very helpful.



process of the new health promotion coaching



In 2009 there are at least 2000 consultations for healthy employees planned

Thank you for your attention

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