

Integrated health management: experiences from BASF

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The Chemical Company

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6th European Conference on Promoting Workplace Health
"HEALTHY WORK - HEALTHY LIFESTYLE - HEALTHY BUSINESS"

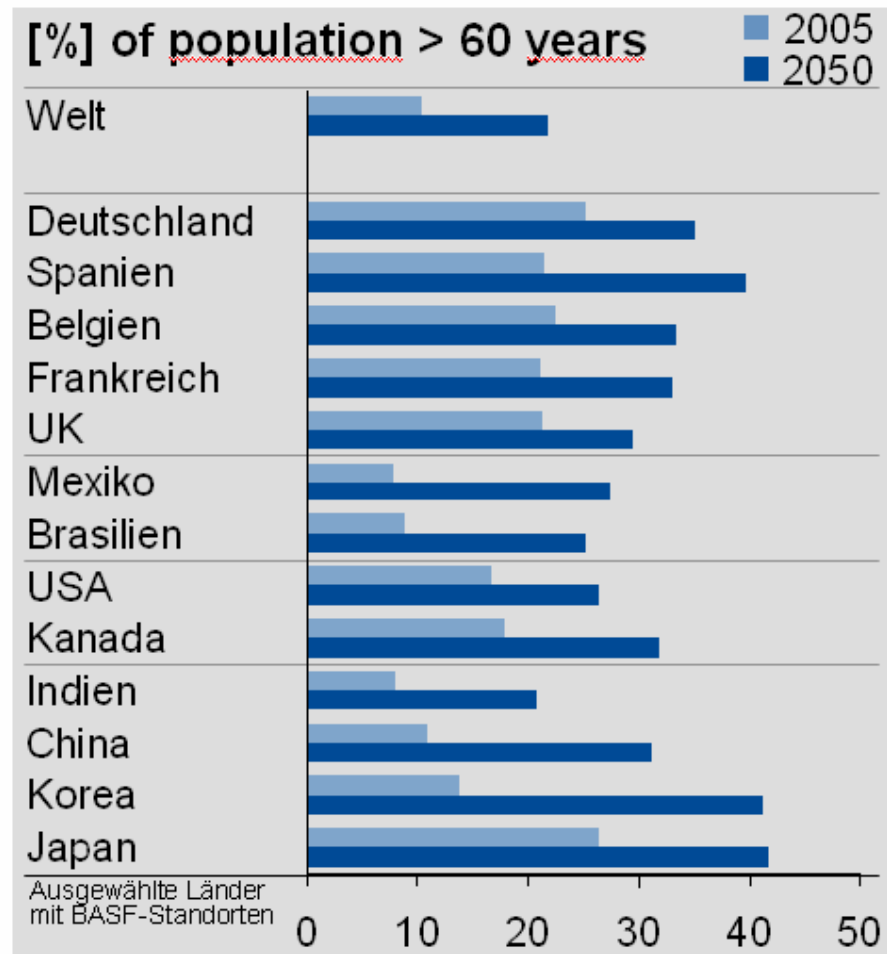
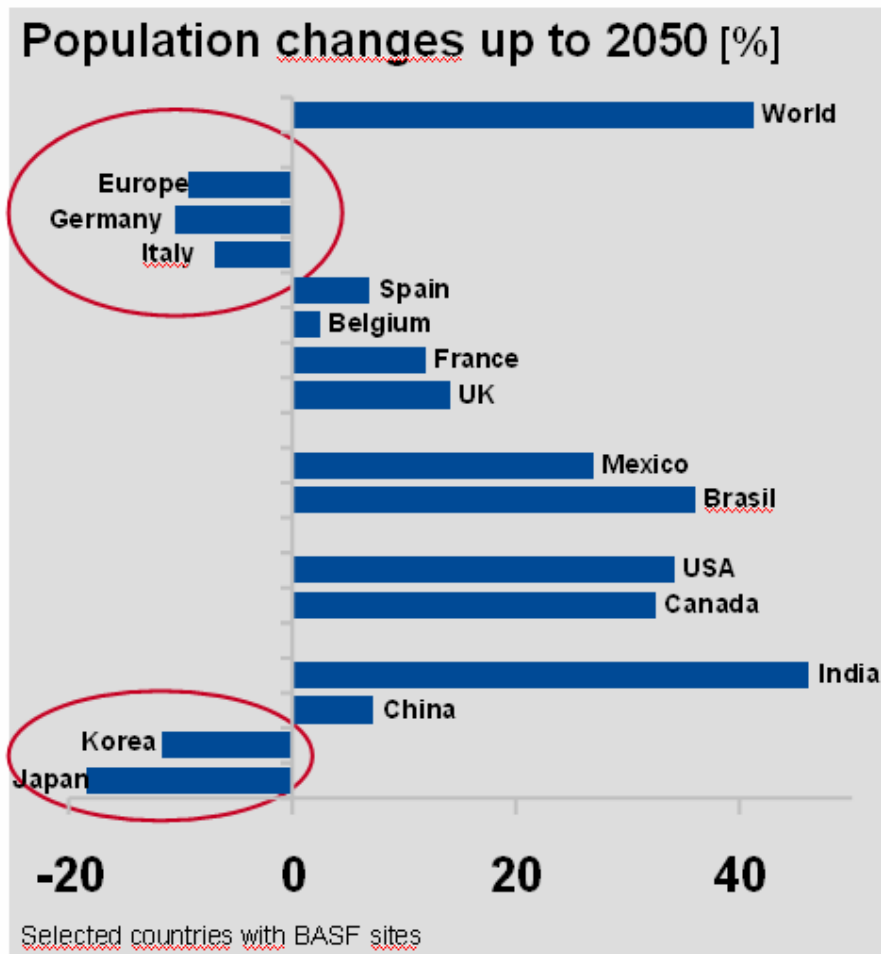
Demographic Change – an important issue for BASF?

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Background:

The population is shrinking in Europe and parts of Asia as life expectancy overall is rising

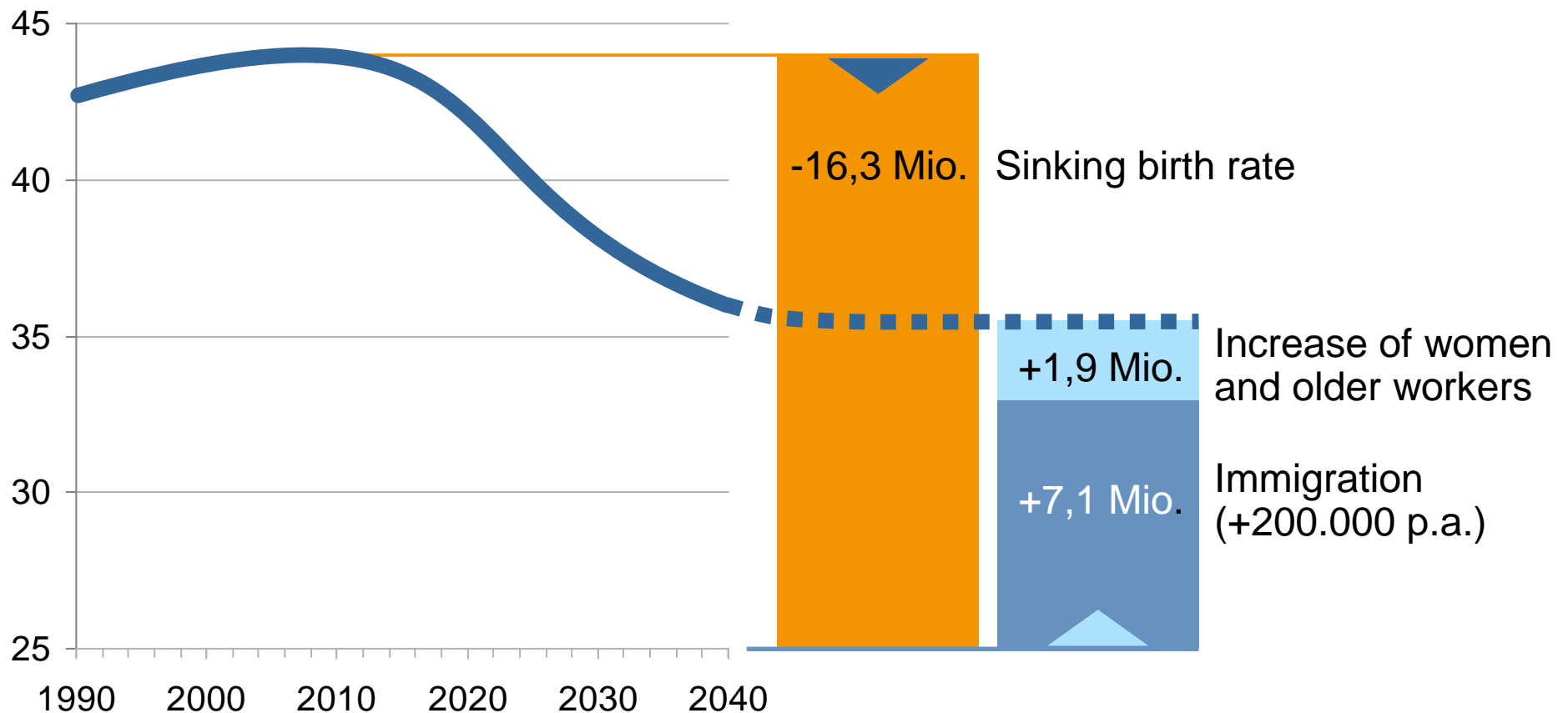


Source: UN World Population Prospects, 2006 Revision, Medium Variant

Background: Shrinking labor force from 2015 on – immigration not enough to halt this effect

Development of the labor force: Example Germany

[Millions]



BASF Corporate Report 2007

Demographic Change

20 BASF shapes the future

“By 2020, one out of three members in the workforce in the E.U. will be over 50. How are society and industry preparing for this and for other aspects of demographic changes?”



Vladimír Špidla was Prime Minister of the Czech Republic and since 2004 he is the E.U. Commissioner for Employment, Social Affairs and Equal Opportunity in Brussels, Belgium.

BASF in Brief 2007

BASF shapes the future 21

DEMOGRAPHIC CHANGE

BASF SHAPES THE FUTURE

The world's population is growing older and families are having less children. This demographic change is far advanced, especially in the Western world. But can't this process of change also be an opportunity? We believe it can, and that is why we are taking action – for our employees and for our company.

Keeping fit for the future with Generations@Work
In just a few years' time, the majority of the population in Western Europe and in Japan will be over the age of 50. Society is shifting, and this change is posing new challenges, many of which affect BASF: How can we continue to effectively facilitate work collaboration between younger and older employees? What training opportunities are available for our employees? And how can we succeed in both retaining competitive and continuing to attract talented professionals, now and in the future? We believe performance and the ability to generate innovative ideas is not dependent upon the age or origins of our employees, but upon working conditions and their commitment. That is why we set up the Generations@Work program.

Extensive program for job, training and family
Generations@Work is being implemented in a number of different projects at BASF. Teams of employees look at how to optimize workplace design for the future, how to enhance career-childrearing balance, how to promote health in the workplace, and the best ways to share work expertise. This will help us to continue attracting and developing highly qualified employees and ensure the consistent financing of pension schemes. We supply the tools and institutions and give our employees the opportunity to act on their own initiative.

Achievements: Learning Center and LuKids
The Learning Center in Ludwigshafen is a successful example. It enables employees to engage in learning throughout their professional lives. Working lives are extended for all of us, making lifelong learning all the more important. We can achieve our goal of forming the “best team in industry” only if we help all our employees to keep pace with the times. Another of our aims is to enhance the career-childrearing balancing act. Through our day-care centers, such as “LuKids,” in Ludwigshafen, we assist parents in returning to work sooner after having a baby. Since 2001, employees at our Wintershall site in Kassel have available to them the childcare center called “Kiwi.”

Projects at sites all over the world
The Generations@Work program was launched at the Ludwigshafen site and has now been extended to selected Group companies in all regions. We recognized the opportunities of social change early on and are now setting the scene for a successful future. //

corporate.basf.com/future/demography

BASF TAKES ACTION

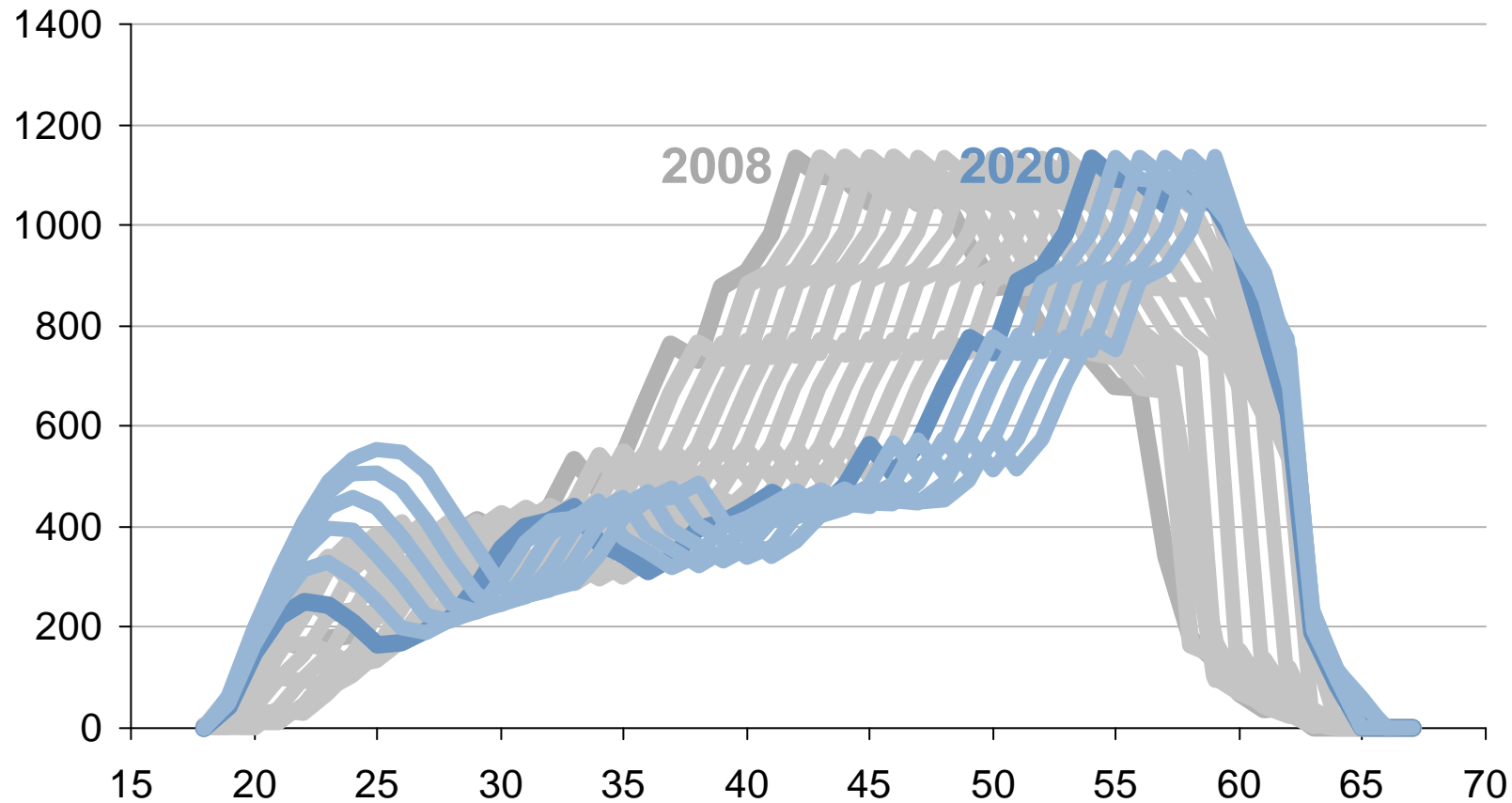
- Generations@Work: a program to secure our productivity and our innovation power
- Our goal: to support employees and secure profitable growth with a qualified team
- Worldwide implementation of Generations@Work at selected Group companies
- Together with partners we create additional trainee positions in our BASF Training Verbund



Lifelong learning: employees in BASF's learning center in Ludwigshafen.

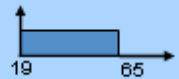
The workforce is getting older:
today 55 % are between 35 and 50 years old –
in 2023 this majority will be 50-65 years old

Total permanent Workforce



Demographic risk due to age structure varies greatly

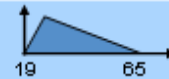
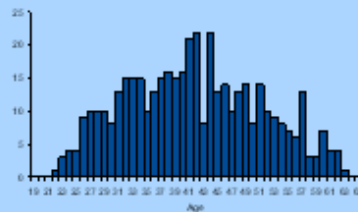
Age structure and demographic risk of selected BASF-sites in Europe



Balanced – no risk

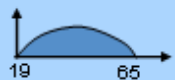
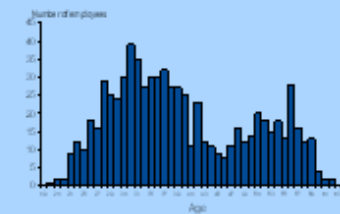
Example: Wintershall AG Kassel

Comparable:
Coatings Spain
BASF Antwerp



Youth centered – medium risk

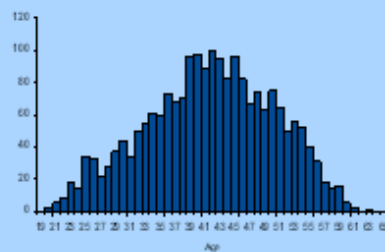
Example: Tarragona



Compressed – high risk

Example: BASF SE

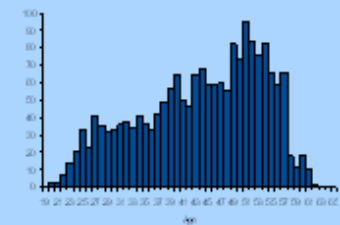
Comparable:
Coatings Münster
Coatings France
Elastogran Lemförde



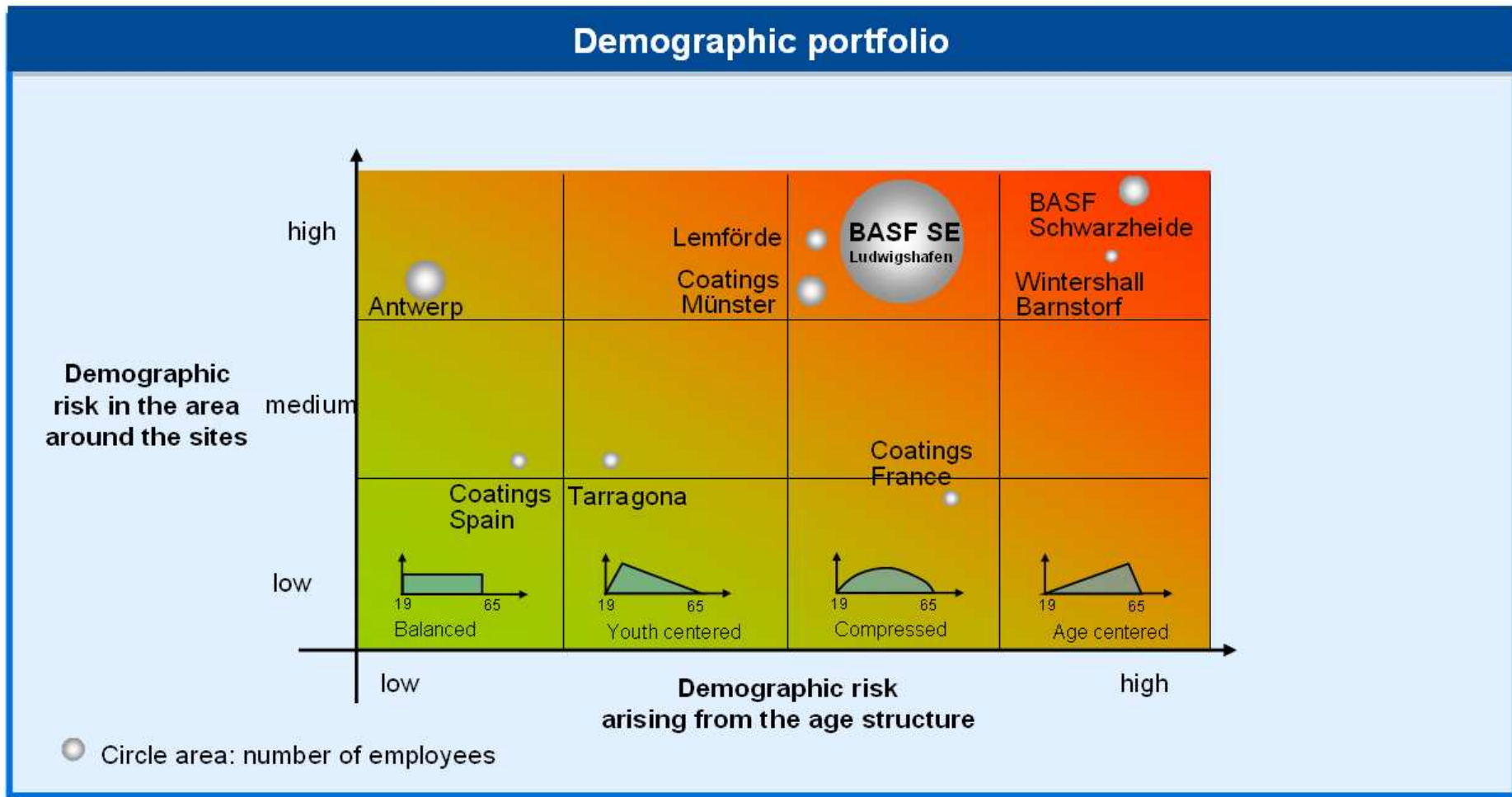
Age centered – very high risk

Example: Schwarzheide

Comparable:
Wintershall Barnstorf



The greatest need for action is on the Ludwigshafen site: high risk externally and internally – at the same time, the largest site



The GENERATIONS@WORK programme plans all areas of action early on and enables BASF to face up to demographic change



Effects of demographic change

Sites with a shrinking number of potentially employable people in the surrounding area

Increasing life expectancy and longer working life

BASF: older employees, fluctuating need for replacement

Areas of action in BASF

Employability

Recruitment

Productivity

Company pension

Social responsibility

Cultural change

GENERATIONS@WORK !

Aims of the GENERATIONS@WORK programme

Employability

- BASF employees are physically and mentally fit right through to retirement age – as a result of targeted measures by the company and their own initiative.

Cultural change

- As the result of a fundamental change in how we deal with aging, we are creating a motivating working environment for all generations.

Social responsibility

- Our social responsibility helps us to identify and realise the opportunities of demographic change in the surrounding area.

Sustainable recruitment

- We are an attractive employer in all relevant employment markets; we train continuously and appoint innovative management trainees.

Competitive productivity

- Our productivity and innovative power remains competitive on the international stage even with an increasing average age.

Financing of pensions

- The company pension scheme remains on a sound financial footing and will be safe in the future

Structure of the GENERATIONS@WORK programme

Aims	Project
Employability	Personnel development LU/Europe
	Health management 
	Occup. safety, ergonomics and work organization
	Working time
Sustainable recruitment	Personnel structure management
	Training 2015
	Agencies
	Best Employer BASF
	Work and family
Productivity	Performance Management LU/Europe
	Financing of company pension scheme
Cultural change	Communication & Change Management
Social responsibility	Social responsibility in the education field

Global Health Management

Occupational Medicine
and Health Protection

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Global Health Management Occupational Medicine & Health Protection



Global Occupational Medicine and Health Protection (OM & HP) Organization



Ludwigshafen site (BASF SE) (33,000 employees)

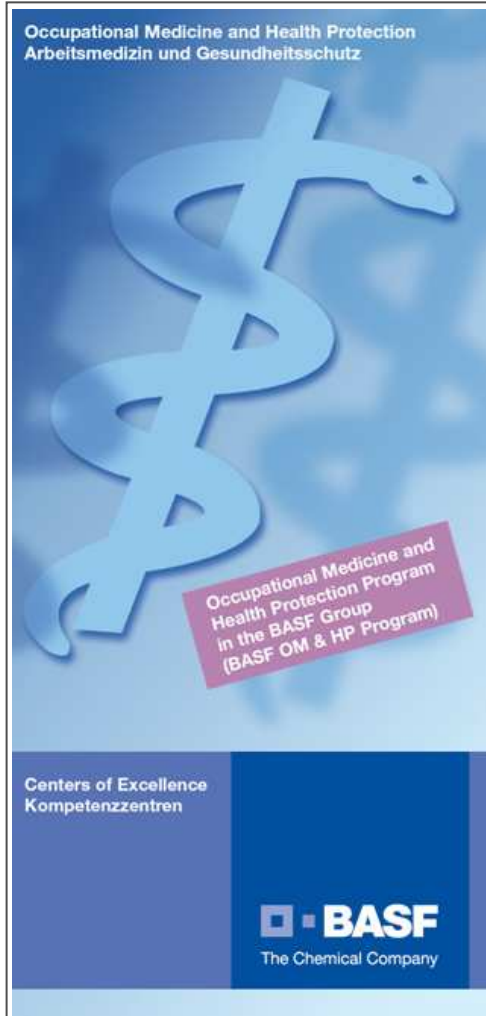
18 physicians (full time)
124 support personnel
(nurses, paramedics,
technicians, etc.)




100+ production sites in 40+ countries (62,000 employees)

appr. 180 physicians (full time, part time, BASF
employed, contract)
appr. 100 support personnel

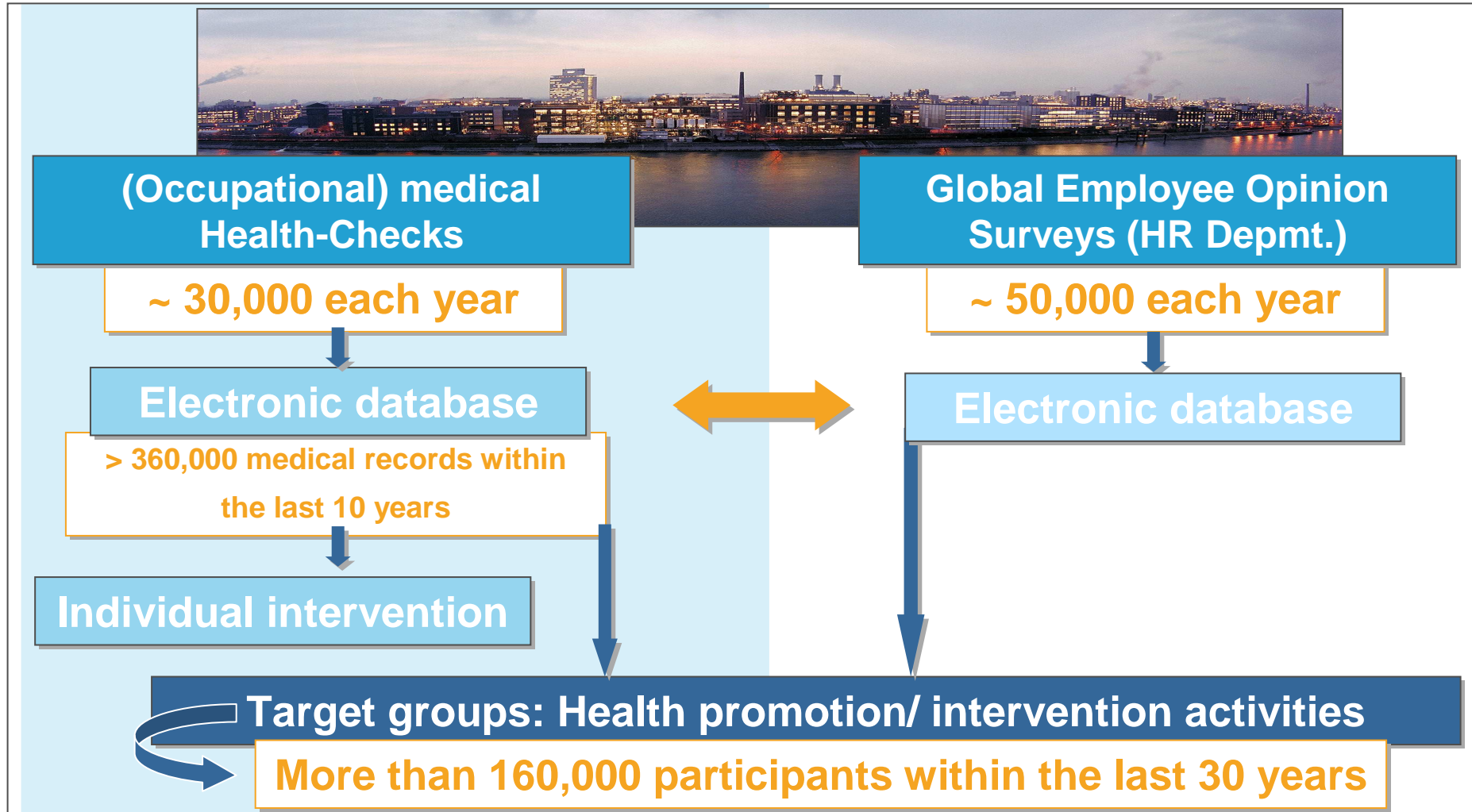
15 centers of Excellence:



- (1) **Organization and Management**
- (2) **Biomonitoring**
- (3) **Documentation and Biostatistics**
- (4) **Epidemiology**
- (5) **Emergency Medicine
and Disaster Preparedness**
- (6) **Environmental Medicine**
- (7) **Ergonomics and Rehabilitation**
- (8) **Health Promotion** 
- (9) **Human Toxicology and Product Stewardship**
- (10) **Occupational Dermatology**
- (11) **Occupational Pulmonary Diseases**
- (12) **Reproductive Health**
- (13) **Alcohol and Drug Abuse,
General Psychiatric Medicine**
- (14) **Health Management for Expatriates
and Travelers**
- (15) **Occupational Diseases**

Identification

(e.g. risk factors, chronic diseases, target groups for health promotion initiatives)



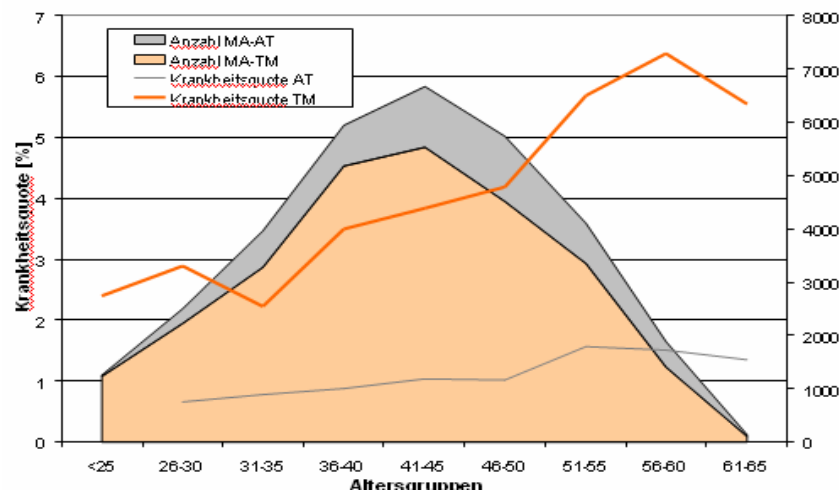
Analysis: Chronic Disease Prevalence within 25,000 employees (2003-2005)

- Prevalence of selected health risk factors and chronic diseases (BASF employees at the Ludwigshafen site, Germany)
- **Data Source:** AMEDIS (GUA)
- **Study Group:** 21,125 Men
2,862 Women
- **Period of time:** 2003 - 2005

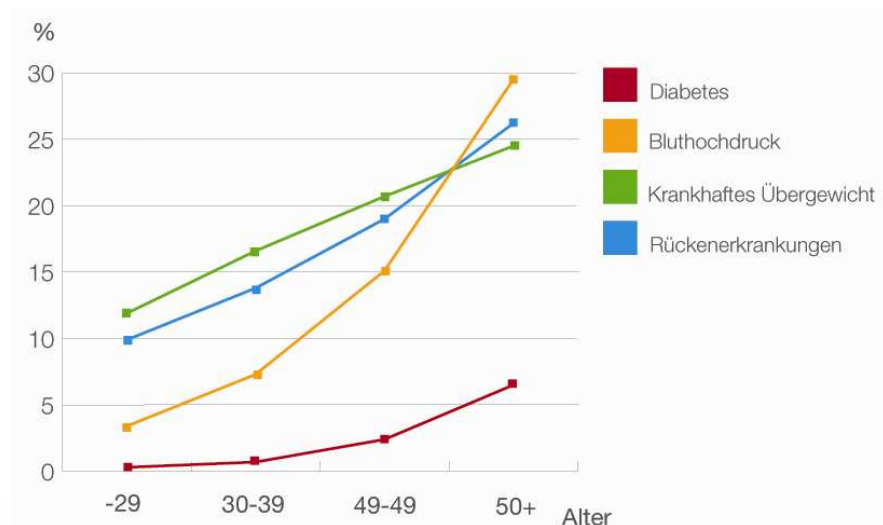


Current Situation: Impact of chronic diseases on absenteeism

Total Work Loss Days (2007)



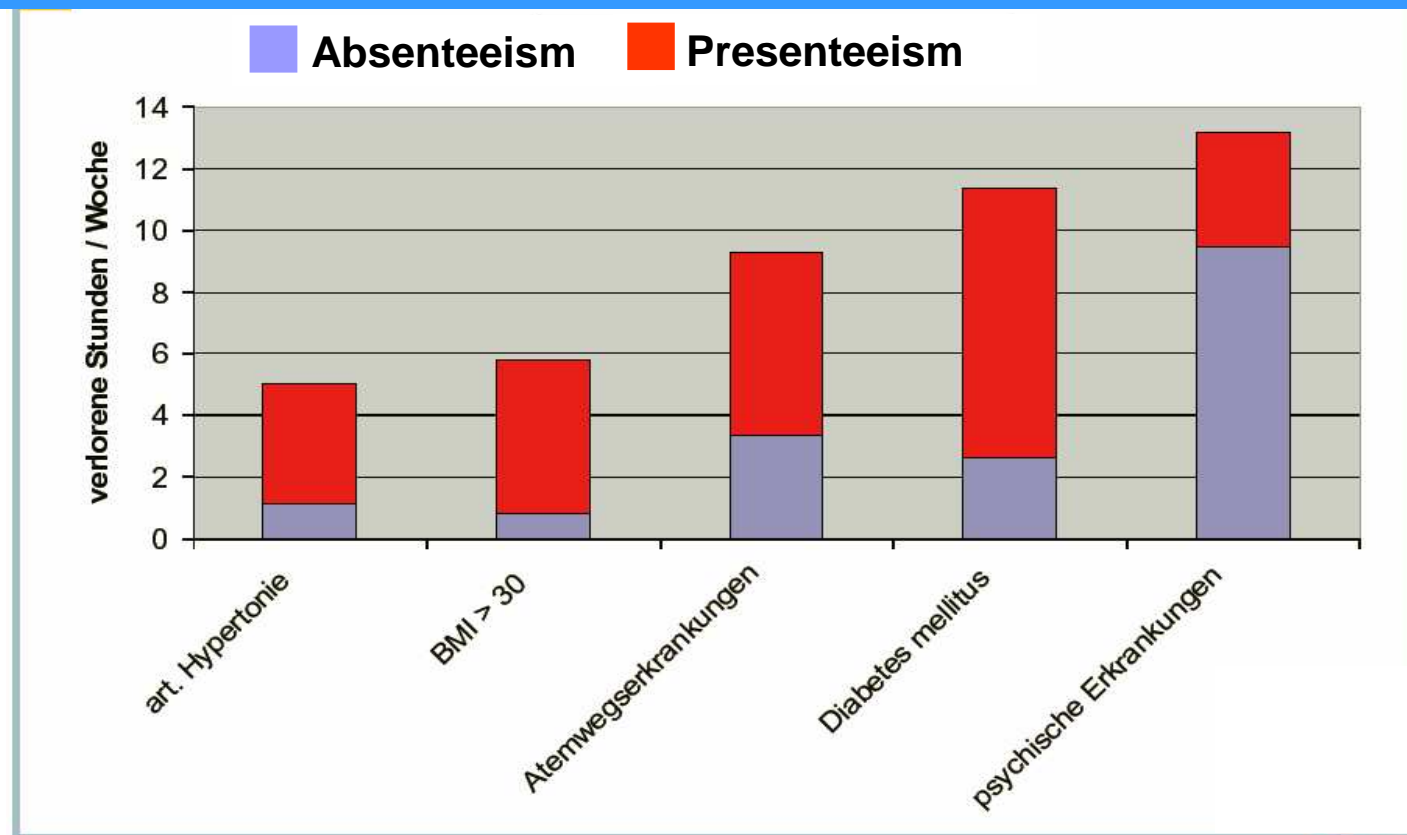
Prevalence of chronic diseases within
25,000 BASF Employees



Age-related increase of workloss-days due to an increasing prevalence of chronic diseases within our workforce

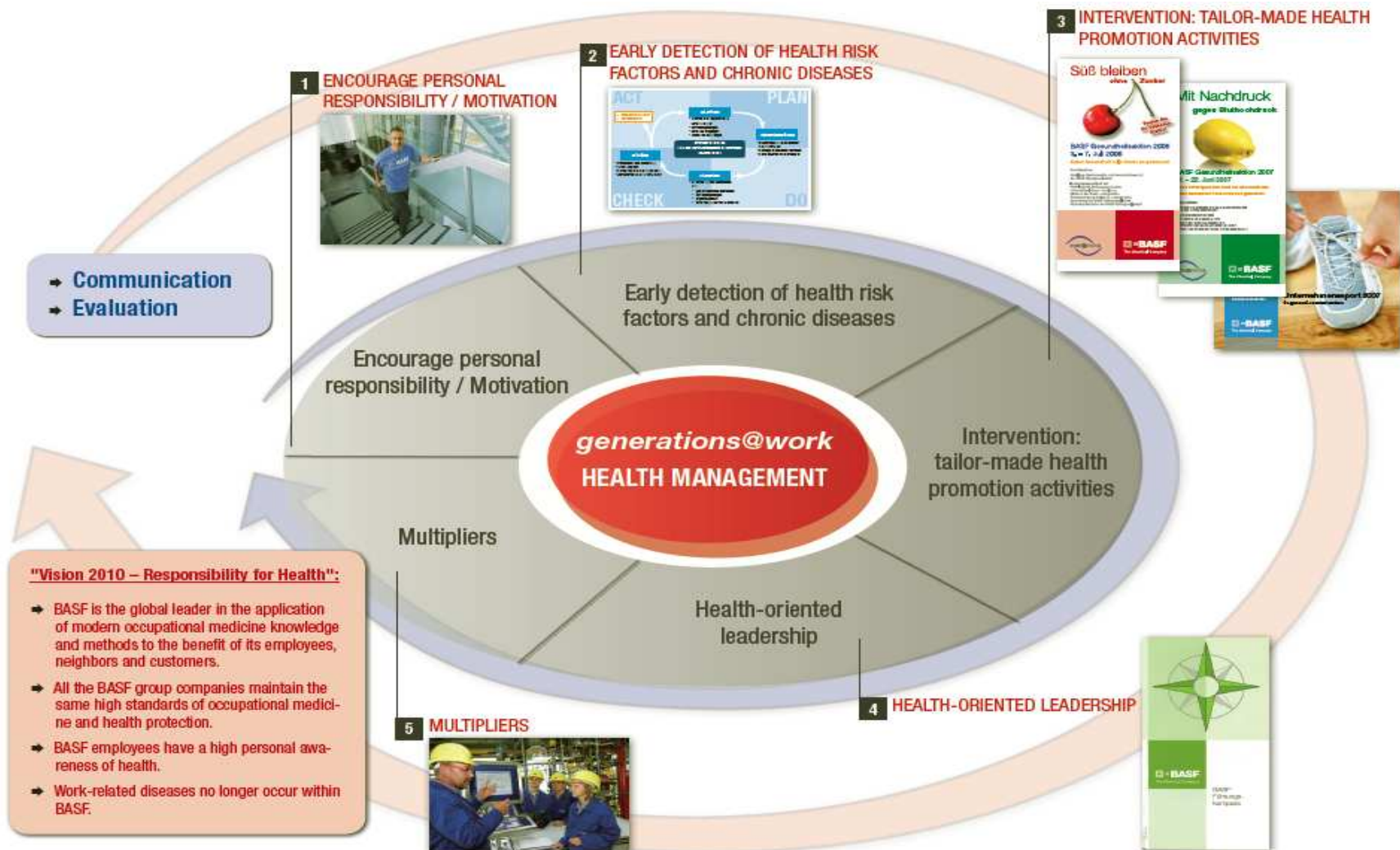
Absenteeism and Presenteeism: The Role of Health Risk Factors and Disease on Workers Productivity

Health Related Productivity Loss (Hours per Week)

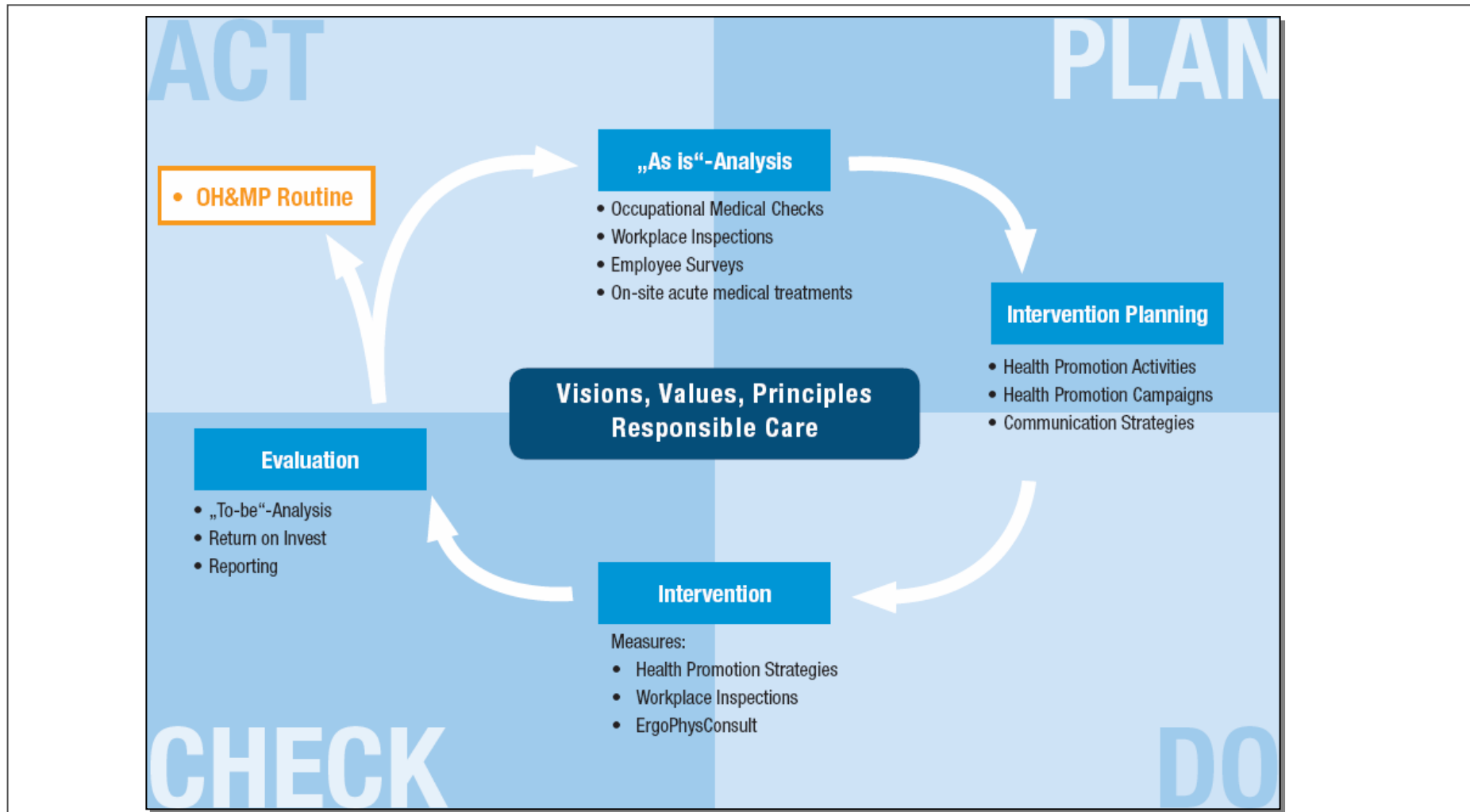


Burton et al., The Role of Health Risk Factors and Disease on Workers Productivity, JOEM 41:863-877

Generations@Work – Health Management



Important: Health Management System to achieve a sustainable effect on employee's health



Intervention: Selected Health Promotion Campaigns and Activities at BASF



Global Non-smoking Campaign “Smoke-Free 2008”

The High-Blood-Pressure Campaign 2007

The Diabetes-Screening Program 2006

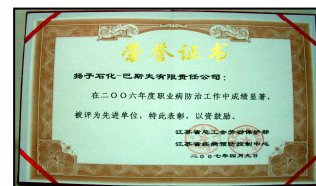
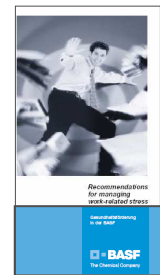
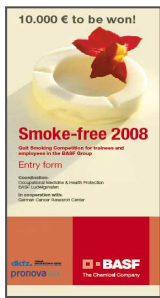
The Obesity Intervention Program 2005

The Reproductive Health Initiative

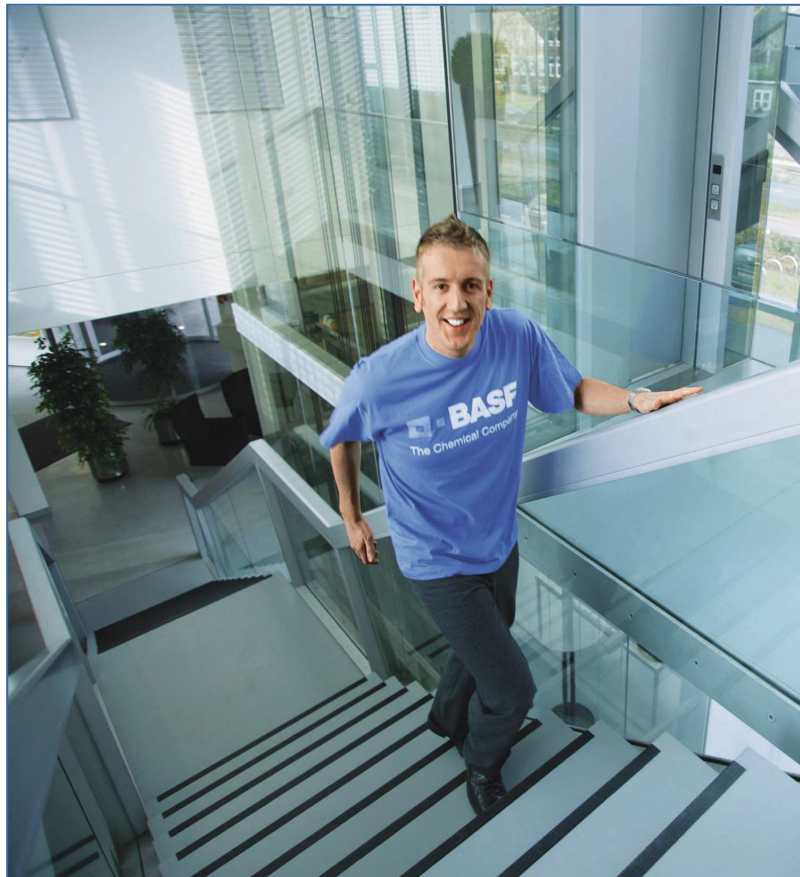
Recommendations for managing work-related stress

KEAP – Key Executive Annual Physical

女职工健康促进活动



Global Health Promotion Campaign Steps to Health 2009



Steps to Health










**Geh-
sund** in LU

Global Health Promotion Campaign Steps to Health 2009



Sie sind hier: [Home](#) » [Themen](#) » [Gesundheit](#) » [Gesundheitsförderung](#) » [Gesundheitsaktionen](#) » [Steps to Health 2009](#)

Globale Ziele Nachhaltigkeit Klima und Energie Gesundheit Die Abteilung GUA Vorsorge Akutmedizin Gesundheitsförderung Prävention von Erkrankungen GUA-Angebote Gesundheitsaktionen Umgang mit Stress Rauchfrei geht weiter... Ergonomie Hautschutz Wiedereingliederungsmanagement Reisemedizinische Beratung Globale Aktivitäten Sicherheit Produktverantwortung Umwelt Responsible Care	 Ablauf, Angebote und Zusatzinformationen zur Aktion Informationen zum Ablauf der Aktion und zum Thema Bewegung » mehr	 Laufportal Ihr persönliches Laufportal Als Teilnehmer der Aktion können hier Ihre Schritte eintragen. » mehr	↑ zurück zu Gesundheitsaktionen Steps to Health 2009 Ablauf der Aktion und Hintergrundinformationen Laufportal Ernährung Preise Schwarzes Brett Steps to Health weltweit
	 Ernährung Gut aber gesund essen mit Köpfchen! Nutzen Sie das reichhaltige Angebot der BASF-Wirtschaftsbetriebe » mehr	 Preise Was können Sie außer Gesundheit gewinnen? Unter allen Teilnehmern mit vollständigen Daten werden 47 attraktive Preise verlost. » mehr	Meine Links Neuer interner Link Neuer externer Link
	 Schwarzes Brett Fotos und Geschichten rund um "Steps to Health" » mehr	 Steps to Health Weltweit Sehen Sie, wie viel Schritte die anderen BASF Standorte bereits gelaufen sind. » mehr	Steps to Health 2009  Geh-sund in LU Downloads

Global Health Promotion Campaign Steps to Health 2009

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Steps to Health
Geh-sund in LU.
Die BASF Gesundheitsaktion 2009 vom 20. April bis zum 15. Juli

Anmeldung:
20. April - 06. Mai 2009

Schrittzähler solange
der Vorrat reicht

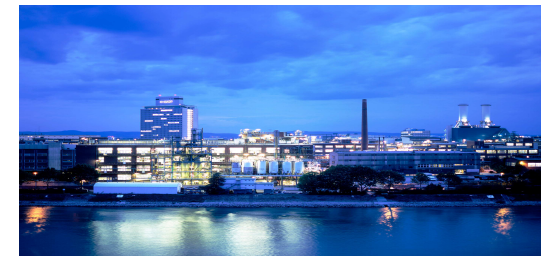
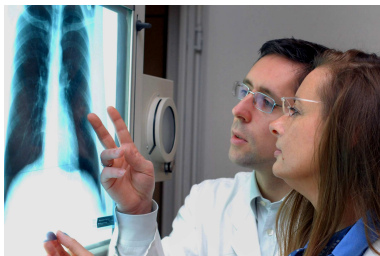
Nutzen Sie Ihren eigenen Schrittzähler und steigern Sie mit „Steps to Health“ Ihre Bewegung im Alltag. Machen Sie mit im Online-Laufportal und gewinnen Sie einen von 47 attraktiven Preisen.
Informationen unter: arbeitsmedizin.basf.net

GUA - Arbeitsmedizin & Gesundheitsschutz
GPS/KF - Sport und Gesundheitsförderung
In Kooperation mit den Wirtschaftsbetrieben der BASF SE
und der pronova BKK

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Results: Return on Invest of Selected Health Intervention Activities of BASF

Activity	Return on Invest	Scientific Paper
Backpain-Project	1:2	Pluto et al. 1995, 1997, 2002 and 2005
Colon-Cancer Screening	1:10	Webendörfer et al., DMW 2004
„Smokefree 2003“	> 1:15	Lang et al., ASU 2004, 2007
Diabetes Screening	1:15	Value Based Management Practice Group 2006 (BASF) and Oberlinner et al., Public Health (eingereicht)



Résumé:
Workplace Health Promotion is of value
for employees *and* companies:



1. Business Case

2. Corporate Social Responsibility (CSR)

3. Positive Image of Company

Internet: corporate.basf.com



Thank you for your attention!

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