

**FIVE SOLUTIONS TO ENHANCE WORK CAPACITY
THROUGH PHYSICAL ACTIVITY IN THE
WORKPLACE**



**ADULTS ON
THE MOVE**

Why?

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The sedentary behavior of working age people cannot be resolved with the traditional approaches and by the physical activity professionals alone.

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Broader solutions are needed.

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The ecosystem model was developed to identify the points of influence physical activity has within the existing structures of Finnish work life.



picture, Jussi Judin

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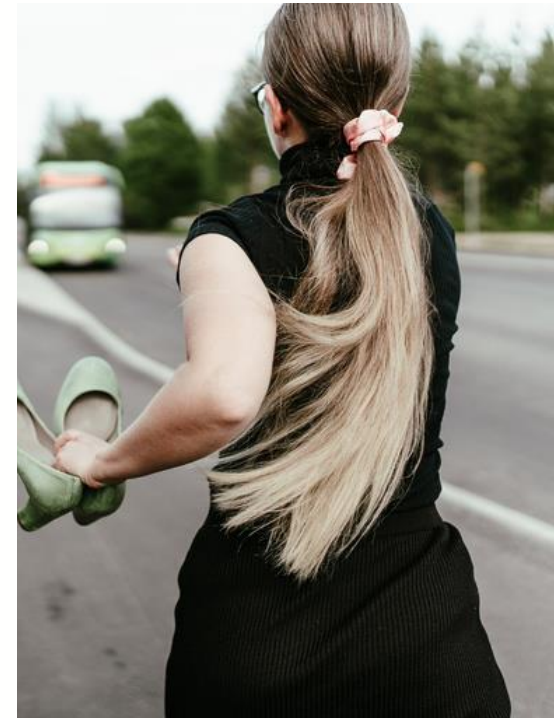
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How?

In collaboration with a working group consisting of specialists representing various stakeholders such as:

- *Occupational health care,*
- *The Finnish institute of occupational health,*
- *Employers' pension insurance,*
- *Trade unions,*
- *Employer advocacy organizations, and*
- *The Ministry of Social Affairs and Health.*



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pictures, Jussi Judin

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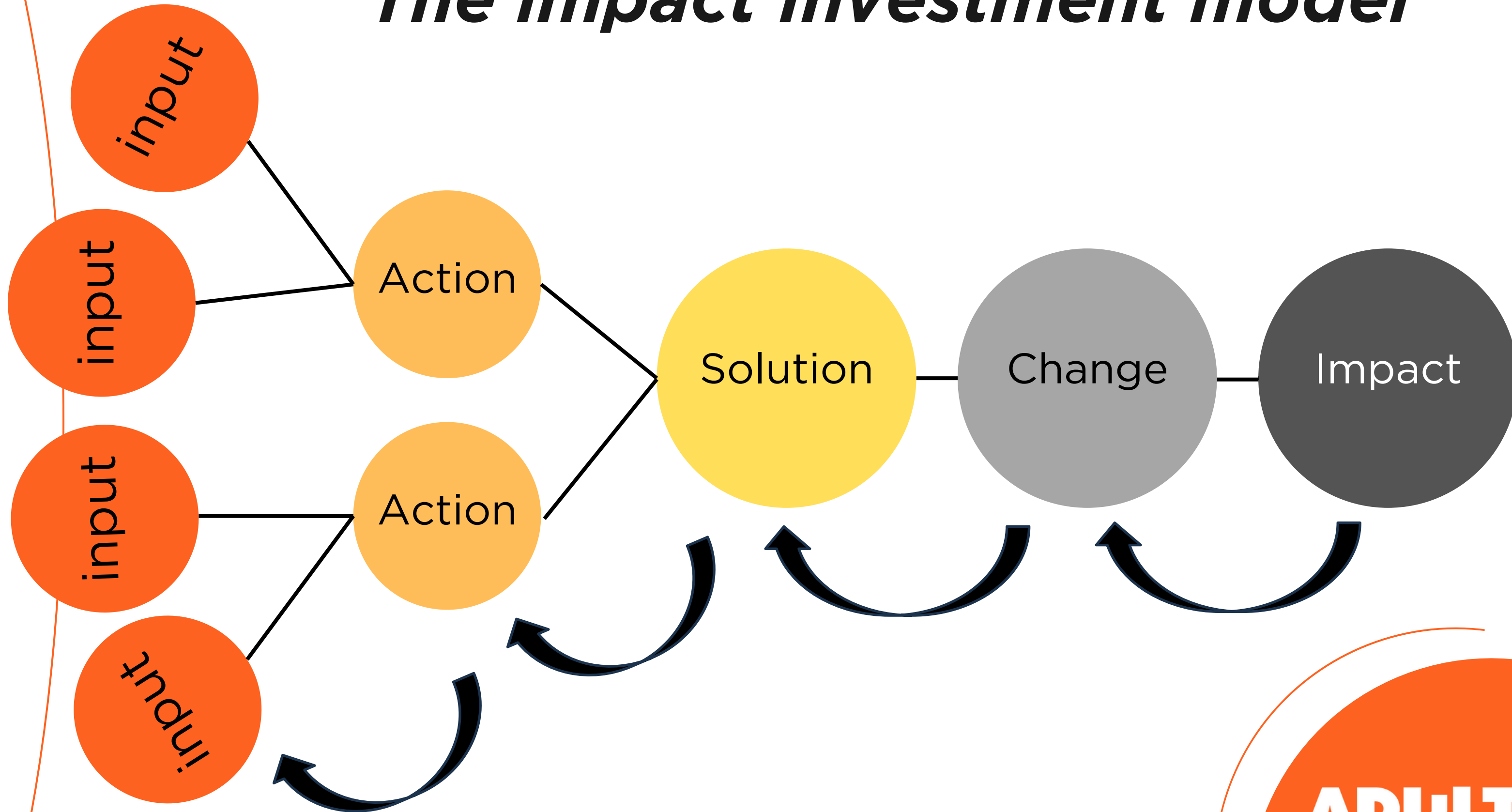
What?

Following the Investment Fund Sitra's and Ministry of Economic Affairs and Employments' impact investment model, the working group identified **5 distinctive impact pathways** for physical activity within the existing structures of the Finnish work life.



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The impact Investment model



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Solution 1

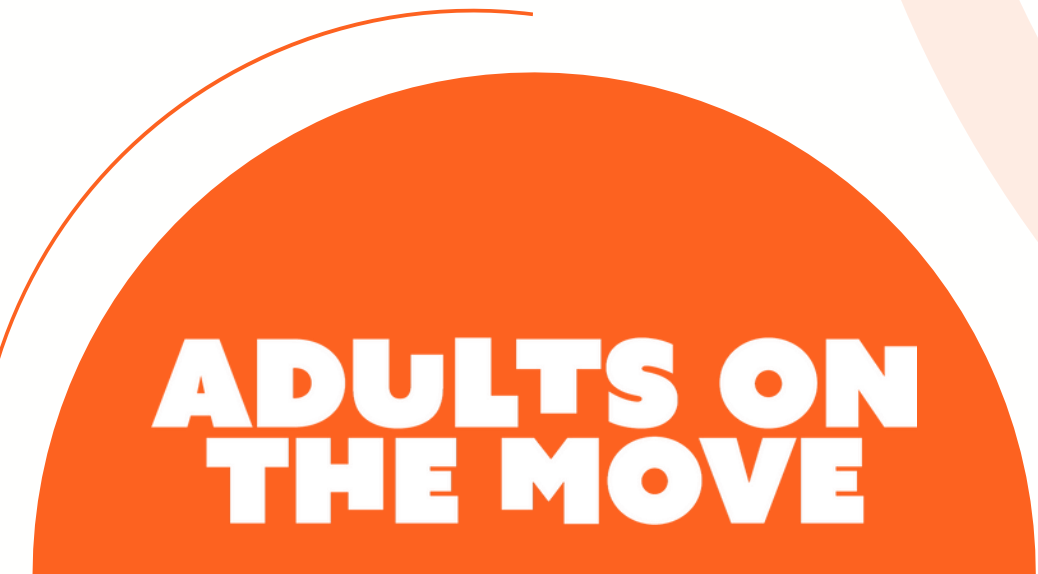
Society provides more incentives to employers



Such as tax cuts.

Currently in use:

- Tax-free bicycle benefit
- Tax-free Employee fringe benefits including sports & exercise.
- Free Physical activity counselling



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Solution 2

Workplace risks are assessed in a new way

The statutory risk assessment of work should include both physically demanding and inactive work. Physical activity can reduce risks in both.

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Solution 3

Collaboration with occupational health care is more consistent

By working together with occupational health care professionals, workplaces can:

- create effective strategies to promote physical activity,
- prevent sedentary behavior and
- enhance overall work capacity.



picture, Jussi Judin

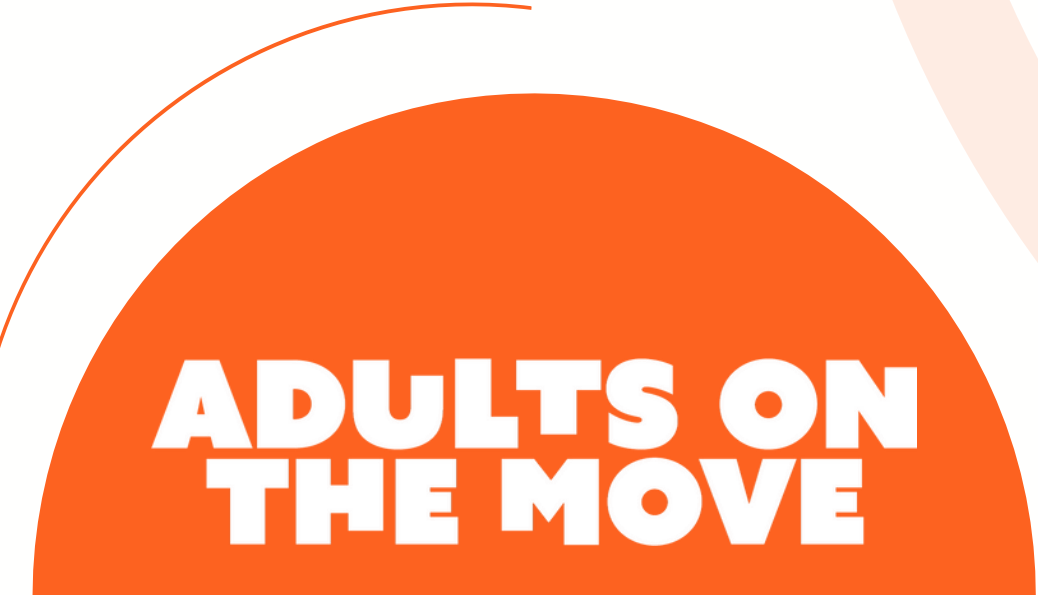
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Solution 4

Psychological, physical and social balance is improved in the workplaces



Physical activity is an effective way to improve the balance between all three.



pictures, Jussi Judin

Solution 5

Management training includes aspects of physical activity and recovery

Effective leadership plays a crucial role in promoting employee well-being and work capacity.

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Evaluation

The ecosystem model of five solutions was presented for comments and evaluations to several stakeholders such as:

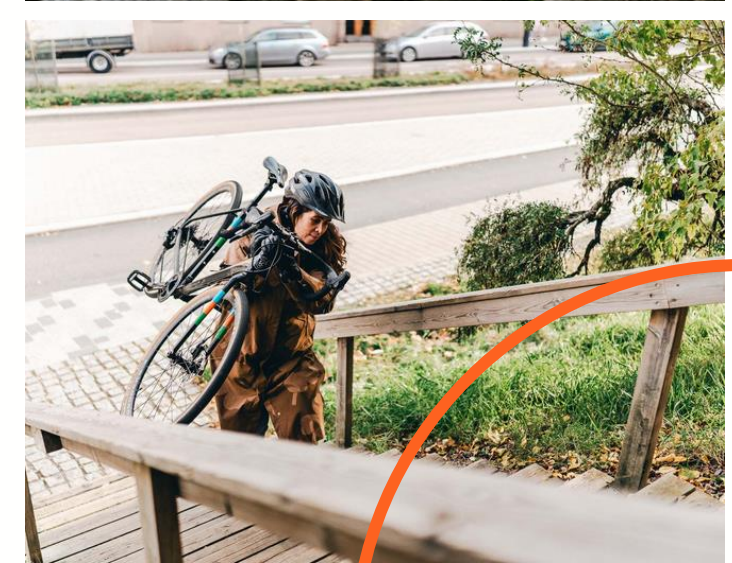
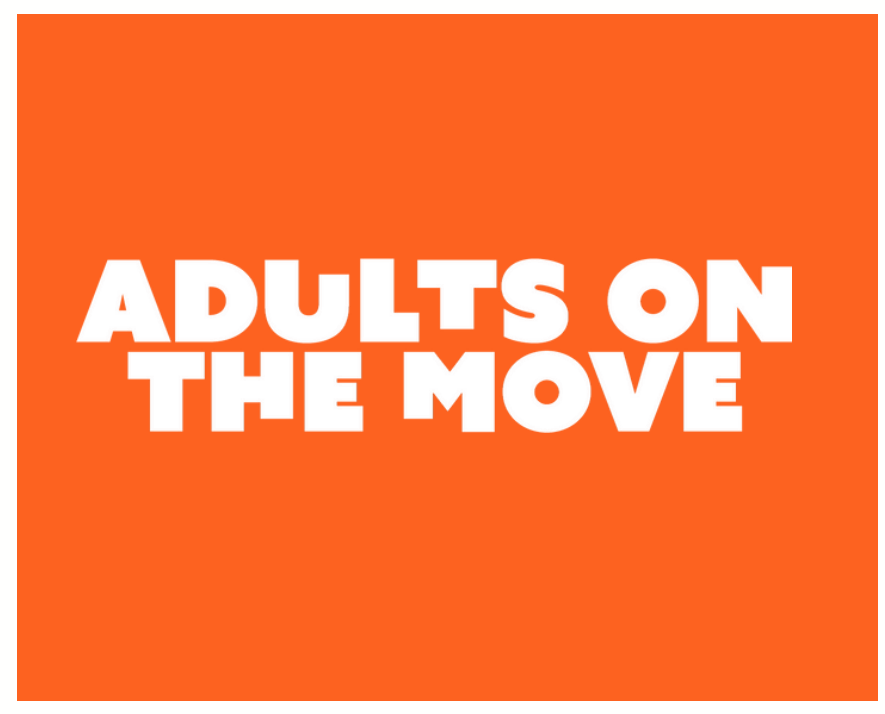
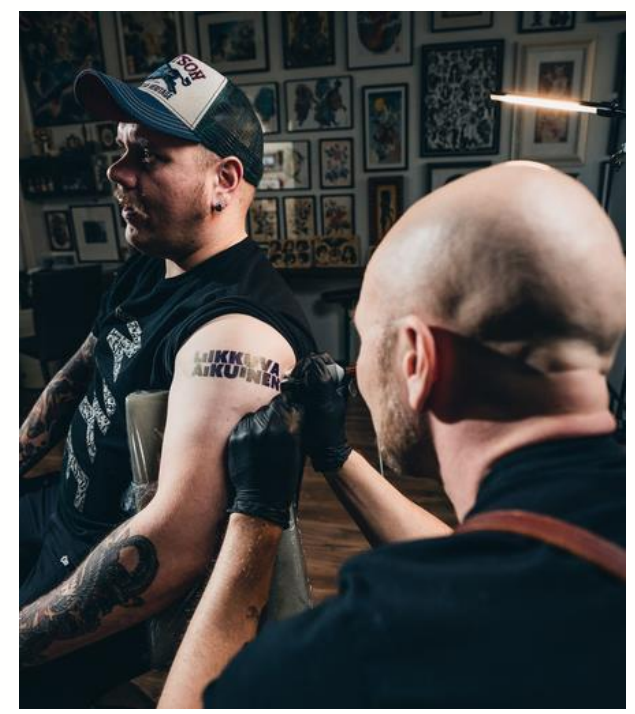
- Finland's largest business confederation,
- Confederation of Finnish industries,
- The Centre for Occupational Safety,
- The Central Organisation of Finnish Trade Unions,
- Ministry of economic affairs and employment of Finland.

Dissemination

Adults on the Move program finalized the work and disseminated it widely to stakeholders for their benefit.

As a result:

- the Ministry of Social Affairs and Health is strengthening the role of physical activity in occupational health care.
- Starting in the fall 2024, the 5 solutions will serve as a foundation for the extensive workplace development work led by the new government programme: Get Finland Moving.



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picture, Jussi Judin

Conclusion

Because physical inactivity is systemic problem among the working-age people, the impact investment model provides a useful framework to model it. This is the first time this topic has been modeled this way in Finland and the completed work has been well received among the stakeholders.

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