



2004/2005 SEMESTER 1 - SEMESTRAL EXAMINATION

Course : Diploma in Business Management
Diploma in Sport & Wellness Management

Module : BM0353 – Workplace Health Promotion

October 2004

Time Allowed: 2 hrs

INSTRUCTIONS TO CANDIDATES

1. This examination paper consists of **EIGHT (8)** pages including this page.
2. Section A and C are compulsory. Answer **ALL** questions.
3. Answer any **THREE (3)** of the FOUR (4) questions in Section B.
4. All answers should be written in the answer book provided.
5. Start a new question on a fresh page and indicate the question number clearly.

SECTION A – COMPULSORY (40 marks)

Answer all questions in this section.

Question 1

You just started work in the HR department of ABC company which is not promoting health to employees. You would like to propose to start workplace health promotion to the management. However, the company has its constraints in promoting health to employees.

- a. State five (5) possible reasons that ABC company was not promoting health to employees.

(5 marks)

- b. Briefly explain to ABC company seven (7) possible reasons why it should introduce workplace health promotion programme.

(7 marks)

Question 2

Based on the following 4 scenarios:

- i. Mr Lee is 40 years old. He has been smoking for 10 years and had never thought of quitting.
- ii. Mrs Quek has thought of quitting smoking after her father died from lung cancer recently.
- iii. Mr Lim has just quit smoking last week.
- iv. Mr Chong has quit smoking for 3 months and is finding difficulty in keeping away from the cigarettes.

- a. State the stage of change (transtheoretical model) in health behaviour for each scenario as mentioned above and briefly describe ONE (1) approach that you can use to move the person to the next stage of change.

(8 marks)

- b. Mrs Chiang has quit smoking for 1 year but recently picked up smoking again. State four (4) common causes of a relapse.

(4 marks)

Question 3

You represent the HR department in presenting the proposal for workplace health promotion (WHP) to the management. You are aware that the management has some concerns for implementing WHP and would like to prepare for it before you meet the management.

- a. Identify four (4) concerns management have in implementing WHP. (4 marks)

- b. State how each concern may be addressed.

(4 marks)

Question 4

The management has given the support to start workplace health promotion (WHP). However, you learnt that the next step is to set up a WHP working committee. You need to justify to the management for setting up such a committee.

State four (4) reasons for the need to set up a WHP committee. (4 marks)

Question 5

Besides increasing the knowledge and skills to cope with stress and encourage healthy eating, the WHP committee would like to establish health-linked and health-related policies to reduce stress and encourage healthy eating.

- a. State two (2) examples of health-linked policies. (2 marks)
- b. State two (2) examples of health-related policies. (2 marks)

END OF SECTION A



SECTION B (30 marks)

Answer any **THREE (3)** of the **FOUR (4)** questions.

Question 6

A health promoter learns about the precede model in his health promotion course and would like to use the factors of the model to help his colleagues to start exercising.

- a. State two (2) factors of the precede model. (4 marks)
- b. Give three (3) examples of each factor stated. (6 marks)

Question 7

- a. XYZ company would like to reduce the fat intake for the employees. They would like to start the program with some lifestyle and personal health skills interventions.
 - i. Identify the three (3) lifestyle and personal health skills interventions. (3 marks)
 - ii. Give one (1) example each for the interventions identified. (3 marks)
- b. A health promoter enthusiastically plans for the workplace health promotion program for his company but realizes that he faces many difficulties as he works in a manufacturing company that operates on 24-hour shift.

Suggest four (4) solutions to overcome problem of shift work in WHP. (4 marks)

Question 8

EFG company is a sales and marketing company. Employees travel frequently and are usually not in the office.

- a. Identify two (2) possible solutions to overcome problem of high mobility of employees in WHP. (2 marks)
- b. State four (4) incentive schemes that encourages participation of employees in the program. (4 marks)
- c. You would like to conduct a survey to find out the health needs of the employees before planning for the programme. State four (4) factors of consideration in determining and implementing such a survey. (4 marks)



Question 9

You are a committee member of the workplace health promotion committee in a Japanese electronics trading company. You are tasked to market more physical activities to your employees and increase their physical activities by the end of next year. In marketing, there are many different appeals which we can tap on for promoting physical activities.

- a. Identify the two (2) appeals you learnt in the context of marketing health programmes. (2 marks)
- b. State four (4) relevant examples for each appeal identified. (8 marks)

END OF SECTION B

SECTION C – COMPULSORY (30 marks)

Question 10

Read the following case and answer all questions in this section.

You are a health promoter of ABC company, a local listed information technology company with 150 employees located on a 14 storey-building in Shenton Way.

Most of the employees are white-collar workers who work long hours and spend a lot of time entertaining clients in pubs. The employees are mostly male who are in their mid-30s. About half of them are married with young children.

They are tertiary educated and enjoy a rather high quality of life. Most of them own cars and membership to country clubs. They generally enjoy good food and like to spend time with their family on weekends as they are too busy at work on weekdays.

You recently notice that many of the employees' pot-bellies are showing. You overheard in conversations that many have failed their annual IPPT test. The favourite activity for a group of employees when they take a break in their work is a smoke break at the open space on level 5.

Sick leave has been going up recently and the HR department is rather concerned. The HR manager has requested that the workplace health promotion committee to look into promoting health among employees.

The committee has recently conducted a needs assessment. Based on the survey results (please refer to page 7), your committee is required to identify the priority areas, set goals and objectives (long, term, mid-term, short-term), plan the intervention and evaluation for the workplace health promotion programme.

SURVEY QUESTIONS	%	SURVEY QUESTIONS	%
GENDER		AGE	
Male	82.47	Below 20n yrs	1.03
Female	17.53	21-30 yrs	41.24
Total (11 Blank Forms)	100.00	41-50 yrs	28.35
		51-60 yrs	8.76
RACE		Above 60 yrs	0.52
Chinese	67.01	31-40 yrs (Additional)	19.59
Malay	11.34		
Indian	19.59	HEALTH SCREENING RESULTS	
Others	2.06	High blood pressure	46.70
		High blood cholesterol	30.00
EXERCISE		High blood glucose	25.52
> 3 times a week	4.1		
Twice per week	7.8	BMI	
once per week	23.9	< 18.5 (Underweight)	2.6
None in a week	64..2	18.5-24.9 (Healthy)	43.0
		25-29.9 (Mild overweight)	28.4
INTAKE OF FRUITS AND VEGETABLES		>30 (Very overweight)	27.0
In all 3 meals of the day	11.8		
In 2 out of 3 meals of the day	31.7	SMOKING	
In 1 out of 3 meals of the day	56.5	Smoker	22.68
		Ex smoker (stopped recently)	1.55
WHAT TYPE OF MILK DO YOU DRINK?		Ex smoker (stopped smoking completely for at least 1 yr)	6.19
1) Full cream milk	60.2	Non-smoker	67.01
2) Skim milk or low fat milk	24.1		
3) Sweetened condensed milk	15.7	ABILITY TO COPE WITH FAMILY AND WORK DEMAND IN LIFE	
		1) Coping very well	10.3
		2) Coping fairly well	64.6
		3) Having trouble coping	25.1

National Average

- | | |
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| 1) National average for 3 times of exercise | = 17% |
| 2) National average who do not consume 2 servings of fruits each day | = 80% |
| 3) National average who do not consume 2 servings of vegetables each day | = 85% |
| 4) National average smoking rate | = 14% |
| 5) National average for overweight (BMI>25) | = 31% |



- a. Identify the health-related priority area for the Workplace Health Committee, and give two (2) reasons for selecting the priority area. (3 marks)
- b. Set one (1) long-term goal for the priority area identified. (2 marks)
- c. Set one (1) mid-term SMART objective for the programme. (2 marks)
- d. Set four (4) short-term objectives for each mid-term objective. (4 marks)
- e. Briefly describe briefly programme intervention in terms of
 - i. organisational policy (3 marks)
 - ii. supportive environment interventions (3 marks)
 - iii. lifestyle & personal health skills interventions (3 marks)
- f. Describe briefly marketing strategies for the lifestyle and personal health skills interventions applied above. (6 marks)
- g. Outline the evaluation methods for each of the goals and objectives set. (4 marks)

END OF SECTION C

END OF PAPER