

2005/2006 SEMESTER 1 - SEMESTRAL EXAMINATION

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

Module : BM0353 / 6353 – Workplace Health Promotion Management

AUGUST 2005

Time Allowed: 2 hrs

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**INSTRUCTIONS TO CANDIDATES**

1. This examination paper consists of **SIX (6)** pages including this page.
2. Sections A (30 marks) and C (30 marks) are compulsory. Answer **ALL** questions.
3. Answer any **FOUR (4)** of the FIVE (5) questions in Section B (40 marks).
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 (30 marks)**

Answer ALL questions below.

Question 1

Andrew Tan is a fresh graduate who has recently been hired as a HR Executive in a local ABC company. His supervisor, the HR Manager, wants to know more about Workplace Health Promotion (WHP) and has nominated Andrew to find out more about WHP from the Health Promotion Board (HPB). After returning from HPB, Andrew is tasked to provide WHP information to his HR Manager.

a. Explain briefly with relevant examples the term “workplace health promotion”

(5 marks)

b. State **any TWO (2) reasons** why a health promoter should not be discouraged if not all of the employees participate in the activity that s/he organises.

(4 marks)

c. Health promotion in an organization is usually promoted through a committee, comprising of representatives across departments. Identify and briefly explain **any FOUR (4) factors** that contribute to an effective workplace health committee.

(8 marks)

Question 2

Employees' health is important as it has an impact on the organisation. Give **ONE (1) example each** of how health affects work and how work affects health.

(4 marks)

Question 3

A workplace health promoter may face different scenarios of organisational readiness for Workplace Health Promotion (WHP). These scenarios may include from totally not interested, interested but not sure if it will work, to being convinced on the concept but has no program.

Briefly describe any TWO (2) approaches a workplace health promoter may take for each of the following scenarios:

- i. not interested
- ii. interested but not sure if will work
- iii. sold on concept, but has no program

(9 marks)

**END OF SECTION A**

**SECTION B (40 marks)**

Answer **ANY FOUR (4)** of the FIVE (5) questions.

Question 4

One of the first programs Andrew plans to implement in the organization is to reduce the stress level of the employees.

- a. State **ONE (1)** SMART mid-term objective for the above goal. (1 mark)
- b. List **ONE (1) method of evaluation** for the objective set. (1 mark)
- c. Below are the **types of intervention** that can be implemented to address the above objective.
  - i. For "Policy", give **ONE (1) example of**
    - A. health-linked policy intervention (2 marks)
    - B. health-related policy intervention (2 marks)
  - ii. For "Environment", give **ONE (1) example of**
    - A. Organisational environment intervention (2 marks)
    - B. Physical environment intervention (2 marks)

Question 5

Andrew has been tasked by his HR Manager to form a Workplace Health Promotion (WHP) Committee to initiate and drive the WHP in the company. He needs to present to his HR Manager the WHP committee members as well as the WHP committee structure.

- a. List and briefly describe **any FOUR (4) criteria** when selecting Workplace Health Promotion committee members. (6 marks)
- b. Draw an organizational chart that shows a Workplace Health Promotion (WHP) committee structure for a company that has 3 locations, including a canteen at its headquarters. (4 marks)

Question 6

- a. Andrew, a Health Promoter, is considering applying the Precede Model in trying to get his colleague, David, to quit smoking. Explain how Janice can apply **any TWO (2) examples** for each of the following factors below:
- i. Predisposing factors (Already in the person)
    - Personal Characteristics
    - Knowledge (4 marks)
  - ii. Reinforcing Factors (Encourage or discourage behaviour)
    - Family / media influence
    - Health care providers (4 marks)
- b. State **any TWO (2) possible areas of cost** (both tangible and intangible costs) to a company when an employee is on sick leave. (2 marks)

Question 7

Andrew, the HR Executive, has been instructed by his HR Manager to conduct a needs assessment for the company in order to determine what the various needs are before the implementation of workplace health programs.

- a. State **ONE (1) example** of a 'comparative needs' in assessing health needs of a workplace health program. (2 marks)
- b. Needs assessment
- i. Name **any TWO (2) types of needs assessment** for workplace health promotion programme. (2 marks)
  - ii. State **any THREE (3) components** of each of the needs assessment mentioned above. (6 marks)

Question 8

List and briefly describe the **FOUR (4) key areas** that comprise a comprehensive Workplace Health Promotion Program.

(10 marks)

**END OF SECTION B**

**SECTION C – COMPULSORY (30 marks)**

Answer the question below.

Company EFG is launching its weight management program. The management thinks that targeted intervention such as a weight management program is costly and would like to have good participation from employees.

*Company profile*

The company, which is located in Jurong, is a production plant with 200 employees. It has its own canteen and has a grass field that can hold about 50 people for a physical activity.

The management is rather supportive of workplace health promotion (WHP) but is not keen in having time-off from work for health programs. The senior management has endorsed the overall health program but middle management is not very supportive.

40% of the employees are overweight. All employees are aware of the importance of maintaining their weight through past health education programs held by the company, which has been conducting health talks for the past 3 years.

The company is constrained by the limited budget for the health program. The management has approved a budget of \$500 for marketing of health program for the whole year, including the weight management program.

*Employee profile*

There are production workers (who work on shift) as well as office workers in this company. Many employees are young parents aged between 30 to 40 years old. 70% of the employees are females. Many need to rush home after work to take care of their young children.

The health committee has observed that many employees are not very active physically and dislike being outdoors. Most employees love to eat. The most popular dish in the canteen is fish and chips, which is high in fat.

Attendance for health related talks has been good. However, attendance for physical activity has been poor.

Question 9

You are the chairperson of this health committee, which is tasked to come up with a promotion plan to recruit staff for the weight management program. You recalled that you have learnt about using the different appeals of promotion to market health programs to staff.

- a. Give **ONE (1) example** to the health committee of a suggested promotional message for each of the nine (9) approaches of appeal below in relation to the case study using the below table.

You are to reproduce the below table in your answer booklet and fill in the blanks under the right hand column of "Suggested Promotional Message".

Type of Appeal	Approach	Suggested Promotional Message (to be completed by student below)
Appeal to Sense	Highlight inconsistencies between beliefs & actions	
	Change of perception, not just behaviour	
	Relate to self-Interest	
Appeal to Social Needs	Sense of belonging	
	Need for models	
	Need for recognition	
Appeal to Novelty	Interesting message	
	Ride on popular trend	
	Fresh angle	

(18 marks)

- b. Briefly describe any **SIX (6) ways** to increase the employees' participation rate in physical activities.

(6 marks)

- c. As the chairman of the health committee in your company, briefly explain how **any SIX (6) ways** of an incentive scheme can increase participation rate among the employees.

(6 marks)

**END OF SECTION C**

**END OF PAPER**