

2003/2004 SEMESTER 1 - SEMESTRAL EXAMINATION

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

Module : BM0353 – Workplace Health Promotion

Oct/Nov 2003

Time Allowed: 2 hrs

INSTRUCTIONS TO CANDIDATES

- 1 This examination paper consists of **SIX (6)** pages including this page.
- 2 Answer any **THREE (3)** of the **FOUR (4)** questions in Section A (45 marks).
4. Section B (25 marks) and Section C (30 marks) are compulsory. Answer **ALL** questions in these sections.
- 4 All answers should be written in the answer booklet provided.
- 5 Start a new question on a fresh page and indicate the question number clearly.

SECTION A (45 marks)

Answer **THREE (3)** of the **FOUR (4)** questions in this section

Question 1

Health is a state of complete physical, mental and social wellbeing, not merely an absence of disease.

- (a) State the four (4) factors affecting health (4 marks)
- (b) Briefly explain the process of behaviour change in health using the Transtheoretical Model. (11 marks)

Question 2

Health promotion is a continuous process for the enhancement of the quality of working life, health and well-being of all working populations through environmental improvement, personal empowerment and personal growth.

- (a) List any six (6) advantages of implementing health promotion programme at the workplace. (6 marks)
- (b) Briefly describe the three (3) components of workplace health promotion programme advocated by the Health Promotion Board of Singapore. (9 marks)

Question 3

Local small and medium enterprises (SMEs) are an important part of the Singapore economy. They comprise 92 % of total establishments, employ 51% of the workforce and generate 34% of the total value added. However, their productivity is only about half that of the non-SME establishments.

- (a) Briefly explain any five (5) challenges faced by SMEs in the implementation of workplace health promotion. (10 marks)
- (b) State any five (5) advantages in implementing a workplace health programmes for SMEs. (5 marks)

Question 4

For health promotion programmes to succeed, they need clearly formulated action plans that are based on sound scientific theory and that are subject to thoughtful measurement and evaluation.

- (a) State any two (2) reasons for conducting an evaluation of workplace health promotion programmes.
(2 marks)
- (b) Briefly describe the three (3) levels of evaluation for workplace health promotion programmes and state one (1) example for each level of evaluation.
(9 marks)
- (c) List the steps involved in evaluating a workplace health promotion programme.
(4 marks)

END OF SECTION A

SECTION B (COMPULSORY – 25 MARKS)

Answer **ALL** questions in this section

Good Health Pte Ltd is a local firm supplying medical drugs and equipment with a staff strength of 120. The company recently organised a series of seminars on healthy lifestyles that costs \$1,000. Since then the company has experienced a fall in absenteeism, saving the company \$3,000 per year. At the same time, the twice-a-week evening walks cost the company \$500 and save the company \$5,000 per year in medical costs and absenteeism. The participation in evening walks attracted 60 employees whilst the healthy lifestyles seminars attracted only 30 employees.

Question 5

- (a) Using the cost-benefit analysis, compute the cost-benefit ratio and suggest which programme should be discontinued for the above case. (4 marks)
- (b) State the benefits of using the cost-benefit analysis for the above case. (3 marks)
- (c) Based on the employee participation rates, compute the cost effectiveness of both programmes and suggest which programme is more cost effective. (4 marks)
- (d) Briefly describe three (3) ways how Good Health Pte Ltd can promote its evening walks programme to attract more participants. (6 marks)
- (e) Suggest two (2) areas of improvement to increase employee participation for the evening walks programme in Good Health Pte Ltd and state the reasons for your recommendations. (8 marks)

END OF SECTION B

SECTION C (COMPULSORY – 30 MARKS)

Answer **ALL** questions in this section

Promoting Employee's Health – Holistically at DuPont Singapore

DuPont prizes its employees as its most important asset. Accordingly, programmes designed to enhance the 'value' of this asset are a 'top priority'. DuPont also strongly believes that all injuries and occupational illnesses can be prevented. Hence it regards as important the need to promote behavioural change for healthy lifestyle among employees. Healthy workers are more productive and can contribute more effectively to the organisation.

When asked what was the strongest aspect of DuPont's workplace health programme, Christine Wee, the full-time Wellness Network Leader, immediately replied, "DuPont's strong core value in employee safety and health. The DuPont culture in employee health through holistic approach – the strongest factor – and management support, these are the strengths. Our focus on employee health emphasises not only on-the-job, but also off-the-job. We do this by creating awareness through our health and safety training."

The other strength is the management's commitment and support in providing financial and human resources, and in permitting programmes to be organised during working hours.

Programme planning at DuPont is driven by needs analyses, surveys and feedback from staff. DuPont's Wellness Network Team mines the data from comprehensive health screening to unearth needs for which they can structure programmes. Health screening includes chest x-ray, mammogram, echocardiogram (ECG), and colonoscopy, depending on the age of the staff member. Annual cholesterol checks and biometric checks are also conducted.

Source: Health Promotion Board

Based on the above case, answer **ALL** the questions below.

Question 6

- (a) "The DuPont culture in employee health through holistic approach – the strongest factor – and management support, these are the strengths." From this statement, state the holistic approach to effective workplace health promotion. (7 marks)
- (b) Based on the case, briefly explain three (3) reasons why securing management support is crucial to the success of the workplace health promotion at DuPont. (9 marks)

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- (c) "Programme planning at DuPont is driven by needs analyses, surveys and feedback from staff." From this statement, list any four (4) types of needs assessment that DuPont can conduct.
(4 marks)
- (d) Briefly describe the three (3) advantages and two (2) disadvantages of conducting health screening at DuPont.
(10 marks)

END OF SECTION C

END OF PAPER