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PROMOSI K3

Konsep Dasar Promosi Kesehatan Pekerja PERTEMUAN 2

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Tujuan Akhir Pembelajaran

Mampu menguraikan konsep dasar promosi kesehatan pekerja: definisi, tujuan, ruang lingkup, program promosi kesehatan kerja

LATAR BELAKANG

(CDC, 2016)

- **The workplace is an important setting for health protection, health promotion and disease prevention programs.** On average, Americans working full-time spend more than one-third of their day, five days per week at the workplace.
- While employers have a responsibility to provide a safe and hazard-free workplace, they also have abundant opportunities to promote individual health and foster a healthy work environment for more than 159 million workers in the United States (Accessed US Bureau of Labor Statistics April 12, 2016).
- The use of effective workplace programs and policies can reduce health risks and improve the quality of life for American workers.
- Maintaining a healthier workforce can lower direct costs such as insurance premiums and worker's compensation claims. It will also positively impact many indirect costs such as absenteeism and worker productivity.
- To improve the health of their employees, businesses can create a wellness culture that is employee-centered; provides supportive environments where safety is ensured and health can emerge; and provides access and opportunities for their employers to engage in a variety of workplace health programs

Program Kesehatan Pekerja

Kurniawidjaja,
2012

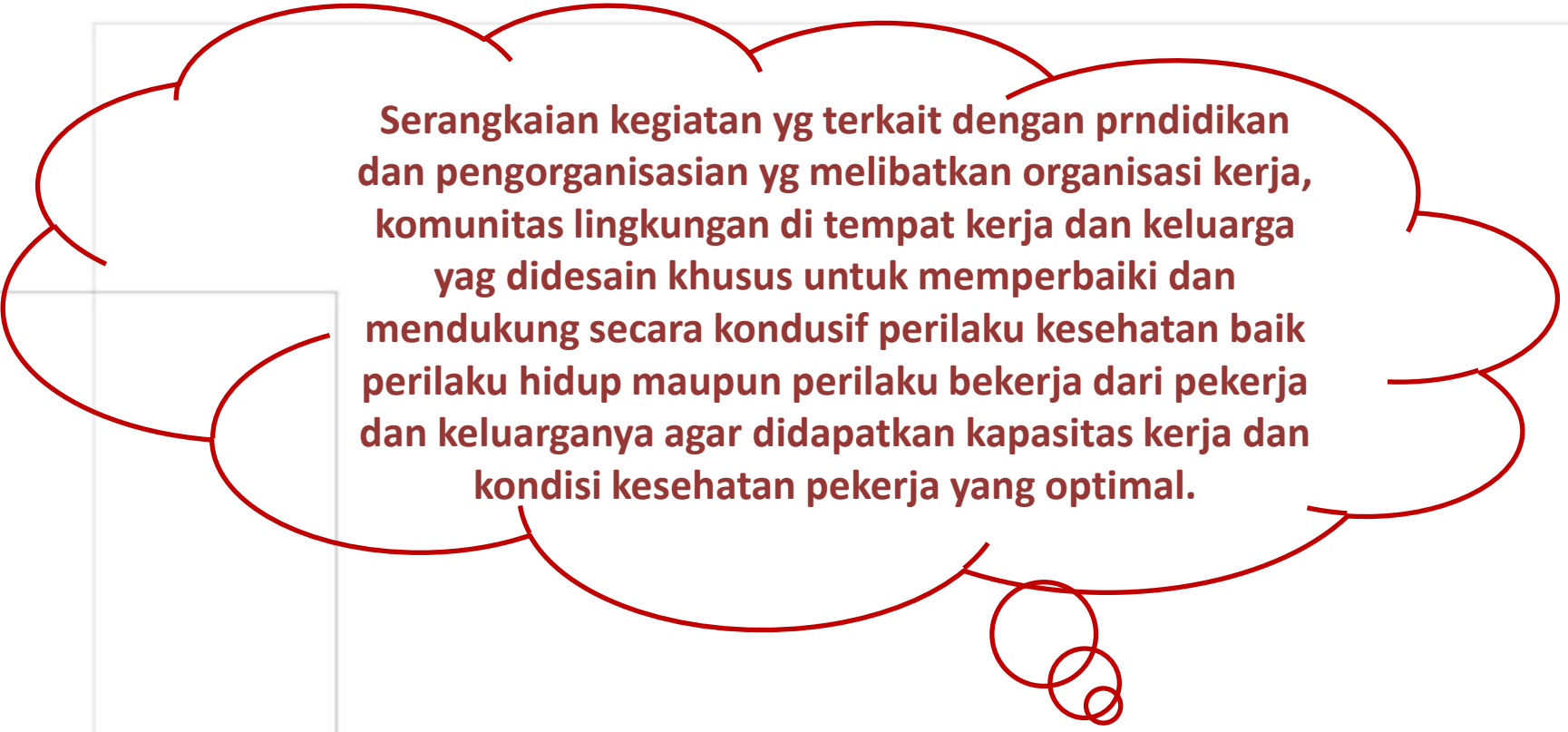
Ilmu dan seni yg membantu pekerja dan manajemen mengubah perilaku hidup, perilaku bekerja dan lingkungannya, untuk memelihara atau mencapai kapasitas kerja dan tingkat kesehatan yg optimal sehingga dapat meningkatkan kinerja dan produktivitas kerja.

Promosi Kesehatan di Tempat Kerja

Workplace health programs are a coordinated and comprehensive set of health promotion and protection strategies implemented at the worksite That includes programs, policies, benefits, environmental supports, and links to the surrounding community designed to encourage the health and safety of all employees.

CDC, 2016

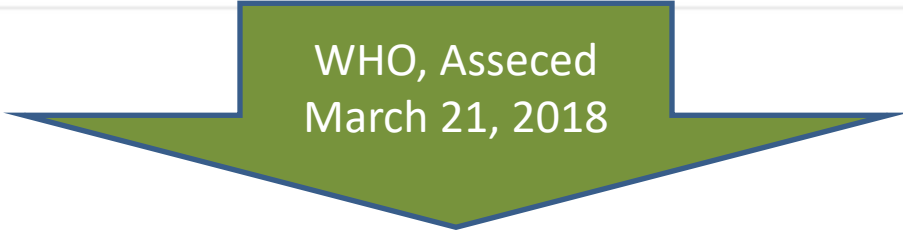
Promosi Kesehatan di Tempat Kerja



Serangkaian kegiatan yg terkait dengan pendidikan dan pengorganisasian yg melibatkan organisasi kerja, komunitas lingkungan di tempat kerja dan keluarga yang didesain khusus untuk memperbaiki dan mendukung secara kondusif perilaku kesehatan baik perilaku hidup maupun perilaku bekerja dari pekerja dan keluarganya agar didapatkan kapasitas kerja dan kondisi kesehatan pekerja yang optimal.

Kurniawidjaja, 2012

Promosi Kesehatan di Tempat Kerja



WHO, Asseced
March 21, 2018



**The combined efforts of employers,
employees and society to improve the
health and well-being of people at work**

Program Goals

Individual

employee's health, such as their health behaviors;
health risks for disease; and current health status

Organization

health care costs, absenteeism, productivity,
recruitment/retention, culture and employee
morale.

Benefits of Workforce Health Promotion

To the organization	To the employee
a well-managed health and safety programme	a safe and healthy work environment
a positive and caring image	enhanced self-esteem
improved staff morale	reduced stress
reduced staff turnover	improved morale
reduced absenteeism	increased job satisfaction
increased productivity	increased skills for health protection
reduced health care/insurance costs	improved health
reduced risk of fines and litigation	improved sense of well-being

WHO, Asseced March 21, 2018

WORKPLACE HEALTH MODEL

1 ASSESSMENT

INDIVIDUAL

(e.g. demographics, health risks, use of services)

ORGANIZATIONAL

(e.g. current practices, work environment, infrastructure)

COMMUNITY

(e.g. transportation, food and retail, parks and recreation)

4 EVALUATION

WORKER PRODUCTIVITY

(e.g. absenteeism, presenteeism)

HEALTHCARE COSTS

(e.g. quality of care, performance standards)

IMPROVED HEALTH OUTCOMES

(e.g. reduced disease and disability)

ORGANIZATIONAL CHANGE, "CULTURE OF HEALTH"

(e.g. morale, recruitment/retention, alignment of health and business objectives)

2 PLANNING & MANAGEMENT

LEADERSHIP SUPPORT

(e.g. role models and champions)

MANAGEMENT

(e.g. workplace health coordinator, committee)

WORKPLACE HEALTH IMPROVEMENT PLAN

(e.g. goals and strategies)

DEDICATED RESOURCES

(e.g. costs, partners/vendors, staffing)

COMMUNICATIONS

(e.g. marketing, messages, systems)

3 IMPLEMENTATION

PROGRAMS

(e.g. education and counseling)

POLICIES

(e.g. organizational rules)

BENEFITS

(e.g. insurance, incentives)

ENVIRONMENTAL SUPPORT

(e.g. access points, opportunities, physical/social)



Pendekatan

**Langkah
Strategi**

Area Prioritas

**Faktor
Pengaruh**

**Perilaku sehat
& Positif
Pekerja**

Visi/Harapan

Pendidikan
Kesehatan

Kedokteran
pencegahan

Kebugaran
fisik

Advokasi
Sosialisasi

Telaah
mawas diri

Musyawarah
masy.
Pekerja

Pelaksanaan
kegiatan

Memantau/me
nyesuaikan

Evaluasi

Pembinaan
& pengembangan

Physical
fitness

Nutrition
and weight
control

Stress
management

Smoking
cessation

Alcohol
and drug
abuse

Health
education

CPR and
first aid
training

Intervensi

Koordinasi

Mitra

Dukungan

Memelihara &
meningkatkan
kesehatan ¹

Mencegah
risiko terjadinya
penyakit ²

Melindungi diri
dari ancaman
penyakit ³

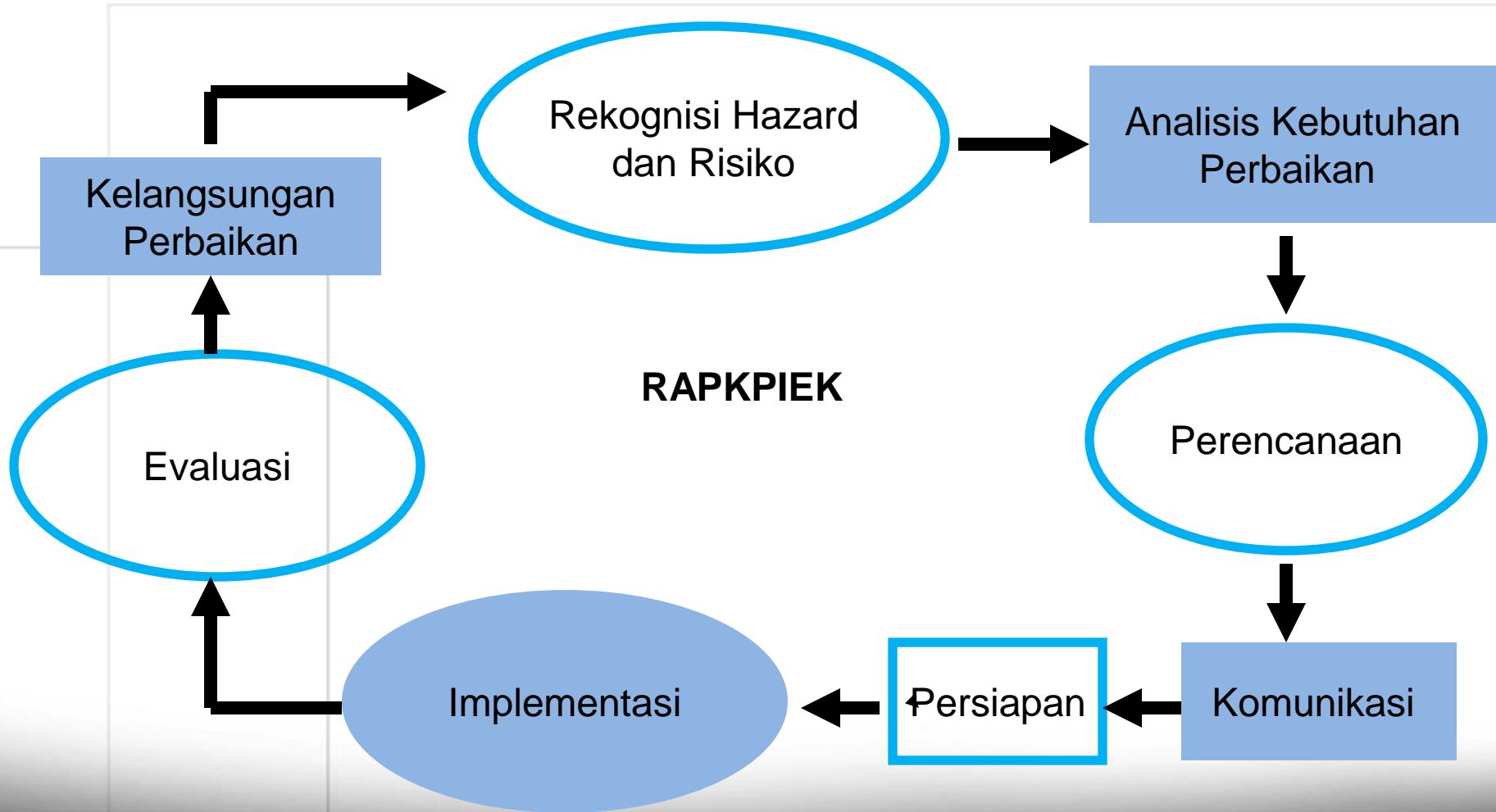
Peran aktif dlm
gerakan kes ⁴

Pekerja
sehat dan
produktifitas
kerja
meningkat

Prom.
kes di
tempat
Kerja

Konsep Dasar PKP

Langkah Strategi Pengembangan PKDTK



Referensi

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TERIMA KASIH