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PROMOSI K3

**Desain Program Promosi di Tempat Kerja
PERTEMUAN 3**

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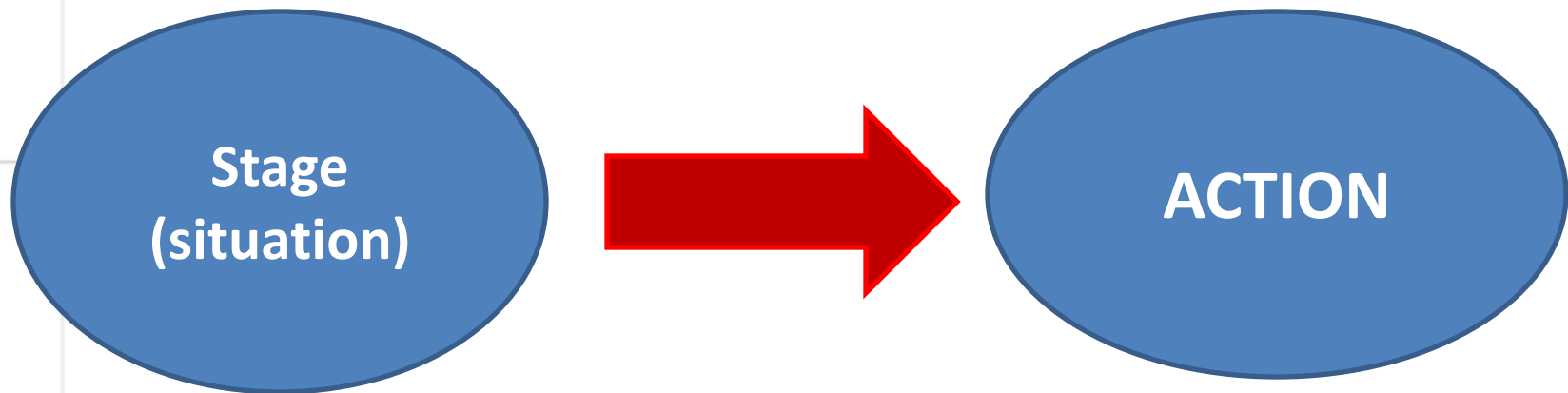
Tujuan Akhir Pembelajaran

**Mampu membuat desain program promosi di tempat kerja;
menyusun proses desain program; analisis kebutuhan
program; dan desain program.**

Basic questions

- How ready is it to develop an OSH promotion program?
- Is it sitting realistic goals for the program?
- How participative a process does it want to follow in designing program?
- How extensive a design process does it wish ti follow?

Stage Readiness



Stage Readiness

1. Not interested
2. Interested in the concept but not sure it will work at this location
3. Sold the concept but do not know that the program contents should be
4. Sold on the concept but little interest among employees because the lack of knowledge of program
5. Sold on the concept, strong support at all levels, want to have program soon
6. Research and design phase complete, want to have program soon

1. Focus on selling the concept or cancel the study
2. Conduct feasibility study and decide how to proceed
3. Follow up design process
4. Follow up design process and focus on participative decision process
5. Collapse research phase, proceed to design and implementation as soon as is practical
6. Proceed directly to implementation

Setting Goals

NOT REALISTIC

REALISTIC

Employee Involvement in the design
process

**EMPLOYEE
COMMITTEE**

**KNOWLEDGE &
EXPERTISE**

Conducting Research

- What are the organization's goals and motives for considering the development of a program?
- Is a OH promotion program a cost-effective investment for this O?
- What are the level of support, need, and interest among employees, middle management and top managers?

Conducting Research

- Does the O have access to the necessary resources within the O and the community?
- What are the key factors that should be considered during the actual program design process?

Factors Influencing Program Design

- Quality of the design process
- Securing employee support
- Impact of the program on design committee members' job
- Knowledge and experience of design committee members
- Profitability and organization transitions

Design Option

- Level of impact
- Program topics

Referensi

1. O'Donnell, Michael. (1994). **Health Promotion In The Workplace**. 2nd Edition. Canada : Delmar Publishers Ins.
2. Chenoweth DH. (2002). **Evaluating Worksite Health Promotion**. USA : Human Kinetics.

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