

## **Innovative perspectives on workplace health promotion across the lifespan. Psychological innovation and health related advocacy for Swiss UpStart SMEs**

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### **Introduction:**

Economic growth needs a new understanding and new concepts for sustainable health related advocacy. Corporate mental health approaches and workplace health promotion become an important goal of health promotion across the lifespan. In 2014/15 we introduce a corporate health policy to more than 100 start ups in Switzerland.

### **Methods:**

Training courses, blended learning, supporting programs and an award system foster workplace health promotion as an integral part of implementing new business plans, startups and spin offs.

### **Results:**

Introduction of a nine month training and coaching program for the promotion of corporate health related innovation as a part of innovative sustainable corporate policy.

### **Discussion:**

A burgeoning volume of research identifies social factors at the root of much of these inequalities in health. Social determinants are relevant to communicable and non-communicable disease alike. Health status, influenced by health promotion programs should be therefore of concern not solely for those involved in health policies but also for SMEs and innovative new companies. In valuing the ethical, economical, and social arguments for enhancing prevention and early intervention best practices have to be identified. In planning interventions, it becomes more and more evident, that a psychological understanding and scientific reconstruction of individual needs, motivation, cognitive processes and health promotion settings have to be a priority on the agenda for successful economic development. This encompasses behavioral health promotion approaches, promotion of healthy lifestyles as well as fostering healthy corporate environments and living conditions. Healthy societies and cultures are vital for the likelihood of intervention effectiveness. Developing new interdisciplinary interventions by connecting different services, using new social media, optimizing the management of services, preventing stress and burn out of the professionals, enhancing political knowledge about sustainable social development are the road maps for the next steps to health and well-being across the lifespan for more than 100 enterprises.