

Heart Caring Campaign – A People-Centered Approach to Promote Health and Wellbeing at work

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ABSTRACT

Objective: Most of the sudden workplace deaths not caused by accidents were found to be associated with cardiovascular and cerebrovascular diseases from a recent study by the OSHC. Most cases had personal risk factors related to unhealthy lifestyle, such as overweight, poor eating habits, lack of physical activity and chronic smoking. Study also indicated that construction workers and security guards were the higher-risk groups. **Method:** Hence, in 2022, OSHC, together with the Labour Department, embarked on a 3-year “Heart Caring Campaign” targeted at the higher risk groups. Through on-site health checks and health tips, the Campaign aims to achieve “3-Early- interventions”, namely, (1) Early Screening - identifying risk factors such as high blood pressure, overweight and central obesity; (2) Early Prevention - healthy eating and more exercises in pursuing a healthy lifestyle and (3) Early Management - seeking medical help where necessary. Those screened as “at-risk” groups during on-site health checks were invited to join a 12-week online weight-losing course through communication apps. **Results:** Within five months since its launch, nearly 1000 organizations joined the campaign, and more than 1200 individuals completed on-site health check. Over 86% were classified as “at-risk”, 68% of them joined weight-losing course, and 94% of the participants agreed the course helped them raise health awareness, most with health improved. The best performing participant achieved significant improvement by losing weight of 18 kg (-17% body weight) in 12 weeks. **Conclusion:** Through the campaign, we provide personalized support to workers and help prevent premature deaths at the workplace.

Keywords: Sudden workplace deaths, cardiovascular and cerebrovascular diseases, unhealthy lifestyle, overweight, poor eating habits
