

Improving the Health of Employees in Enterprises through Sports and Creating an Environment of Friendship between Employees through Sports

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ABSTRACT

Sport is a pledge of health. It is an important issue today to carry out sports health activities at the workplace in enterprises. In this article, the issues of creating a friendly environment and creating healthy competition in the enterprise by implementing sports health activities are considered.

INTRODUCTION

The notion of wellbeing in the workplace has been steadily expanding around the world over the past 10 years, the initial focus on the safety and physical health of employees has evolved to a more holistic approach that includes emotional, psychological, social and financial well-being.

With workplace wellness now becoming a priority for employers, companies are taking a broader and more inclusive view of employee well-being. In Deloitte's 2021 Global Human Capital Trends report, 80% of business respondents cited it as an "important" or "very important" priority that delivers long-term organizational advantage. Employee health management initiatives in the workplace pay off for modern business with such effects as increased employee loyalty, productivity and engagement [1, 2, 3].

MATERIALS AND METHODS

According to a study by McKinsey, businesses that implement workplace health initiatives can expect long-term benefits, including [4]:

- ✓ healthier employees with fewer days away from work due to illness;
- ✓ improving the ability of employees to concentrate on work;
- ✓ reducing the number of early retirements of employees;
- ✓ reduction of the company's expenses for the medical care of the personnel.

The impact of the COVID-19 pandemic has cost the global economy up to 8% of gross domestic product (GDP) in 2021, while ill-health in the workplace costs twice as much – about 15% of global GDP is lost from premature deaths of employees and a decrease in the productivity of the labor force [4].

According to a study by Frost & Sullivan, employers annually lose about \$300 billion in medical and production costs due to an increase in the number of employees suffering from serious illnesses [5].

According to the data of the World Health Organization, 37% of all cases of back pain, 16% of hearing loss, 13% of chronic obstructive pulmonary diseases and 8% of diagnosed depression are associated with adverse occupational factors. Workplace health measures help to reduce employee absences from work due to illness by 27% and reduce companies' health care costs by 26% [4].

It is expected that by 2027 the volume of the global corporate recovery market will grow to 87.2 billion US dollars, which is 5.4% more than in 2021 [2].

RESULTS AND DISCUSSION

Corporate health management is a coordinated set of strategies and actions that reflects the overall policy of an organization to create a healthy environment, implemented to meet the needs of employees in the field of health, safety and well-being in general.

Examples of corporate health management components include: health education sessions, arranging employee access to fitness centers, company policies promoting healthy behavior such as no smoking in the office, arranging preventive employee check-ups, stress management sessions, organization of access for employees to healthy nutrition, creation of a safe working environment, a digital school free from health hazards.

Corporate health management programs in the workplace can lead to change both at the individual level – influencing health behavior, reducing the risk of disease, improving the current health status of an individual employee, and at the level of the entire organization.

For organizations, health management programs can positively change factors such as company health care costs, employee absenteeism, worker productivity, recruitment and retention of employees in the company, corporate culture and employee morale.

The implementation of corporate health management programs should contain a combination of strategies and actions both at the individual and organizational levels, including [3]:

- activities that change the behavior of employees. Individual (personal) counseling on quitting smoking, reducing excess body weight, changing diet, increasing physical activity;
- activities aimed at all employees. Corporate ban on smoking and alcohol consumption, programs to increase physical activity, reduce overweight (changes in the diet of employees, increased physical activity);
- educational programs, information and motivation campaigns aimed at raising employees' awareness of risk factors (smoking, alcohol, unhealthy diet, physical inactivity, stress), health days, special seminars, use of online resources, etc.;
- measures that change the working environment, in particular in the area of employee nutrition, such as measures that encourage employees to walk more and be physically active at work.

The World Health Organization (WHO) defines a “healthy workplace” as a place where workers and managers collaborate to continually improve measures to protect and promote the health, safety and well-being of workers, taking into account the physical and psychosocial work

environment, personal workplace health and participation in the wider community process [4].

Developed countries consider personnel health management as one of the main approaches that increase the motivation of employees and reduce the economic losses of companies. The rational organization of the health management system of workers leads to an increase in labor productivity, efficiency and effectiveness of the work of workers, a decrease in their morbidity and a decrease in the period of temporary disability.

Among developed countries, Singapore demonstrates a modern, wide-ranging approach to the implementation of public policies to promote health in the workplace. Health Promotion Board (HPB) is a government organization that promotes a healthy lifestyle in the country, develops and implements a wide range of corporate programs for disease prevention, workplace health, and increased physical activity [2].

Over 60% of Singapore's population is in the active labor force. As part of the Healthy Workplace Ecosystem program (Figure 1), HPB is working with landlords and business center developers to offer workers and tenants healthier food options, free exercise, educational seminars and medical examinations at their workplaces. This collaboration aims to create healthy workplace ecosystems with a comfortable and supportive environment for workers who want to live healthier lives.



Fig. 1. Healthy Workplace Ecosystem website on the Singapore Health Promotion Board Portal (<https://www.hpb.gov.sg/>)

Among the initiatives of other countries, it is worth noting the Australian Department of Health, which implements the Healthy Workers initiative at the federal level. The initiative provided A\$222 million in funding for health promotion in the workplace, with a focus on lifestyle changes and chronic disease risk reduction.

In Canada, the Canadian Center for Occupational Health and Safety (CCOHS) administers the federal Healthy workplace program with a major focus on citizen mental health, which is a priority for the Canadian government.

In Scotland, the National Health Service - NHS Scotland implements the Healthy Working Lives program, which includes a reward system for the Healthy Working Lives Award Program, the necessary tools and resources - Workplace Services (the tools and resources), and See also the Learning and Development Program [2].

The following table shows the wellness program that can be used in enterprises.

Table 1. Enterprise wellness program

Physical well-being	• Telemedicine. • Clinical examination of workers, cancer screening. Sports activities and competitions. • Program for quitting bad habits (smoking, alcohol) with individual support. • Webinars on proper nutrition, giving up bad habits. • Week of health - bioimpedansometry, posture diagnostics, consultations with a nutritionist, vertebrologist, fitness trainer. • Healthy eating habits marathon (28 days) with exercise, one-to-one support and group chat. • School of health on various topics. • Days of health on various topics.
financial well-being	• Assistance to employees in obtaining personal income tax deductions. • Webinar "Filing tax deduction 3 personal income tax". • Monthly webinars on financial well-being: budget planning, savings and financial instruments, the pension system and the formation of a "pension cushion", etc.
social welfare	• Webinars on family, inheritance law. • Safety of children in the real and virtual world: simple rules, ready-made solutions for parents. • Online safety lesson for younger students. • Volunteer and charity events. • Family workshops.
Emotional well-being	• Line of psychological support of the company. • Development Day: webinars on what emotional intelligence is, how to deal with stress, get into a resourceful state after leaving self-isolation. • Individual consultations of a psychologist. • Office of psychological assistance in the office.
Occupational well-being	• Individual career counseling.

CONCLUSION

The well-being of staff and the way a modern person works is crucial to the development of the economy and society in every country. There is a growing global understanding of what strategies, conditions or activities in the work environment can motivate people to make changes that will not only improve their personal health and well-being, but also enable them to be productive employees, and that most importantly, happy and fulfilled personalities. In the process of creating well-being at work, the role of everyone is important: politicians, businessmen, managers and ordinary employees of companies. Despite the strong growth in recent years of the corporate well-being market, this area is currently at an early stage of development and is in need of innovative thinking, creative solutions and implementation of measures that should take place in all sectors of the economy and at all company sizes, such as among both large and small enterprises.

The system of corporate well-being of employees is becoming one of the key elements, along with wages, in the struggle for the best personnel in the labor market.

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