

# **SESI Healthy Industry Programme**

**World Day for Safety and Health at Work Celebration  
Washington, DC – April 2010**



## Brazil

**Total Area: 8,514,877 sq km**

**Population: 190.820.145 inhabitants**

**States: 26 - Federal District: 01**

**Industry Workers: 7.868.407**

*Sources: IBGE e RAIS/2007*

# WHAT IS SESI?

**The Social Service of Industry - SESI** is non-profit private institution established in 1946, by Brazilian industry, to study, plan and take measures that contribute to the social well-being of the industrial workers.

# MISSION

Promote quality of life of workers with focus on basic education, health and leisure, and stimulate the socially responsibility management of the industrial enterprise.

The SESI's budget is funded by a tax of 1.5 % on the payroll of all industrial companies.

SESI National Council (Presidents of the Industry Federations of all States, government and workers representatives) approves and supervises the SESI general budget.

## Facilities

Units

Amount

Activity center (CAT)

324

Operating Unit (UOP)

891

Mobile Units

748

**TOTAL**

**2,584**

Present in all  
Brazilian States

**2,006 municipalities  
reached  
47,789 professionals**

# **LONG STANDING TRADITION ACTIVE COOPERATION WITH**

- **THE MINISTRY OF HEALTH**
- **THE MIN. OF LABOR AND EMPLOYMENT**
- **FUNDACENTRO**
- **THE BRAZILIAN SOC. OF CARDIOLOGY**
- **PAHO**
- **ILO**
- **UNODC**

# “BRAZIL / CANADA PROJECT” 2003-2009

**RYERSON  
UNIVERSITY**

**CCOHS**

**IAPA**

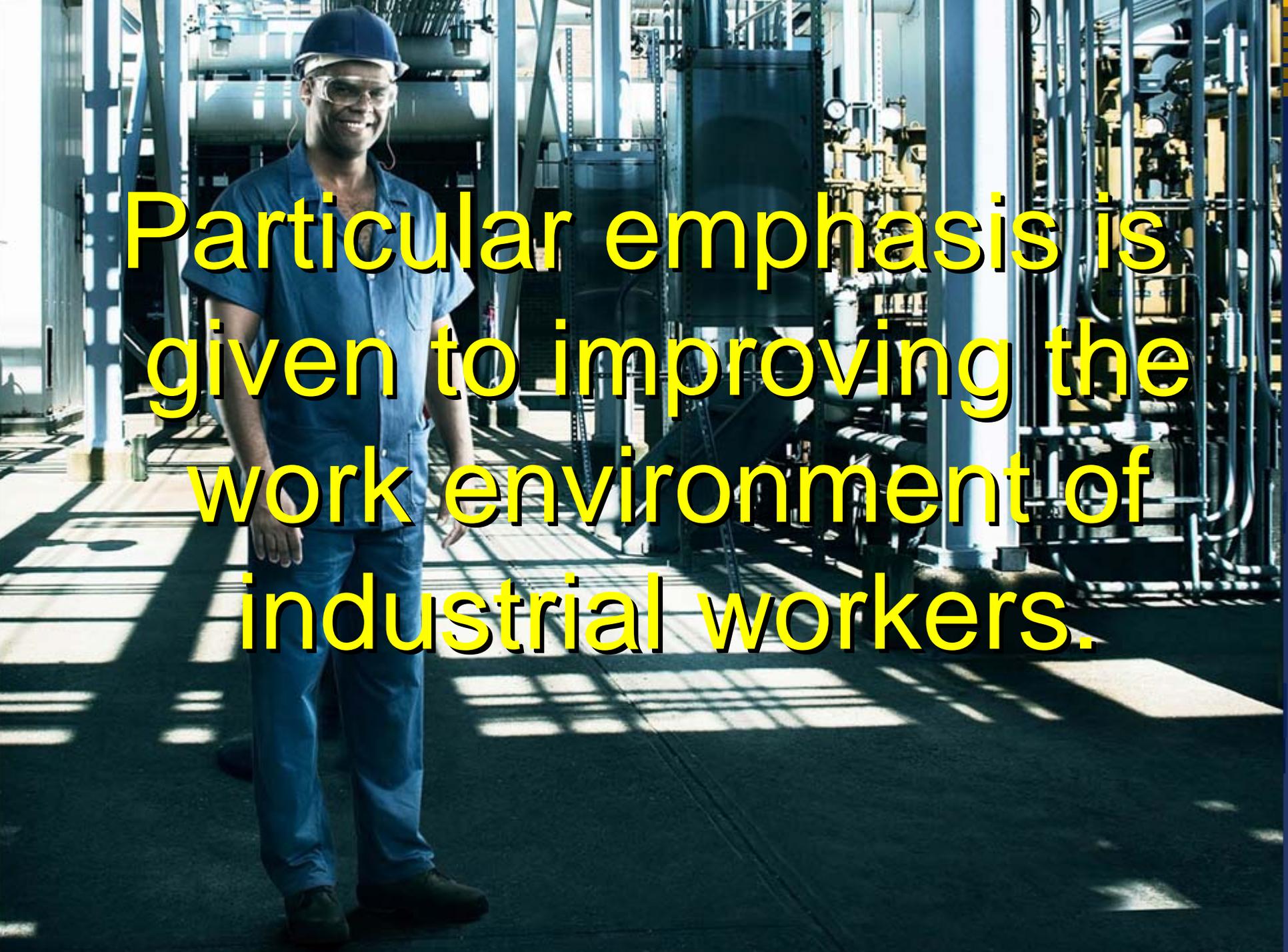
**IRSST**

**SMALL AND MEDIUM  
SIZE ENTERPRISES**

**PAHO  
OIT/Brasil**

**FUNDACENTRO**

**ENHANCEMENT OF OCCUPATIONAL  
HEALTH & SAFETY**

A smiling male industrial worker wearing a blue hard hat, safety glasses, and a blue short-sleeved work shirt and pants. He is standing in a large industrial facility with complex machinery, pipes, and structural beams. The scene is brightly lit, with shadows cast on the floor.

Particular emphasis is given to improving the work environment of industrial workers.

# PAHO - SESI

**Effective cooperation since 1999**

- **The Healthy Workplace Initiative**
- **CARMEN Strategy**



# Healthy Industry Programme

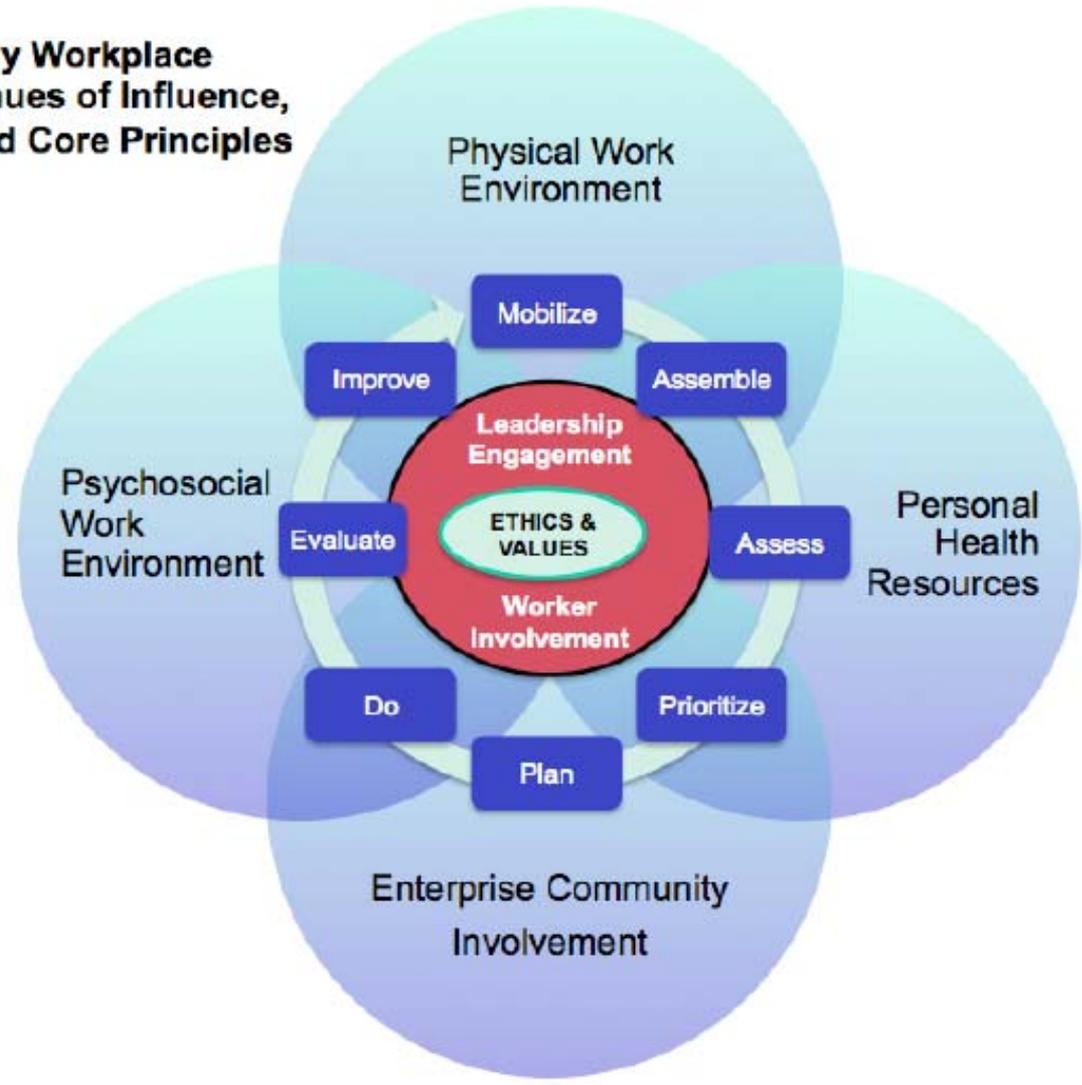
# HEALTHY INDUSTRY PROGRAMME

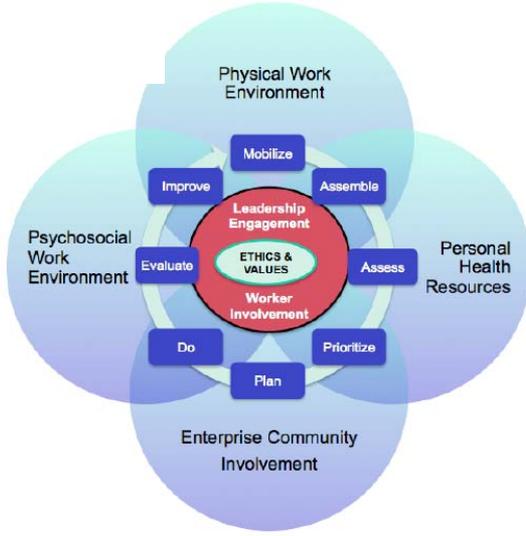
## Objective:

Increase productivity of the industrial companies through actions that promote workers' quality of life.

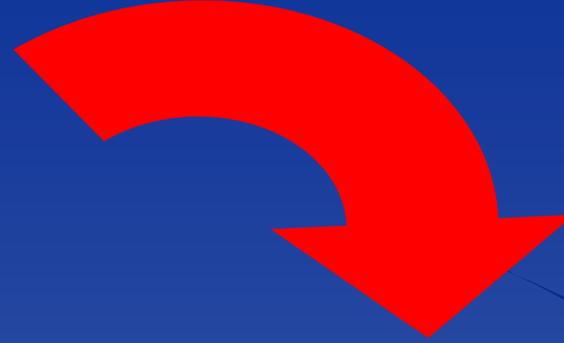
- Promote Occupational Health and Safety in Industry
- Promote workers' adoption of a healthy lifestyle.

**Figure ES1**  
**WHO Healthy Workplace**  
**Model: Avenues of Influence,**  
**Process, and Core Principles**





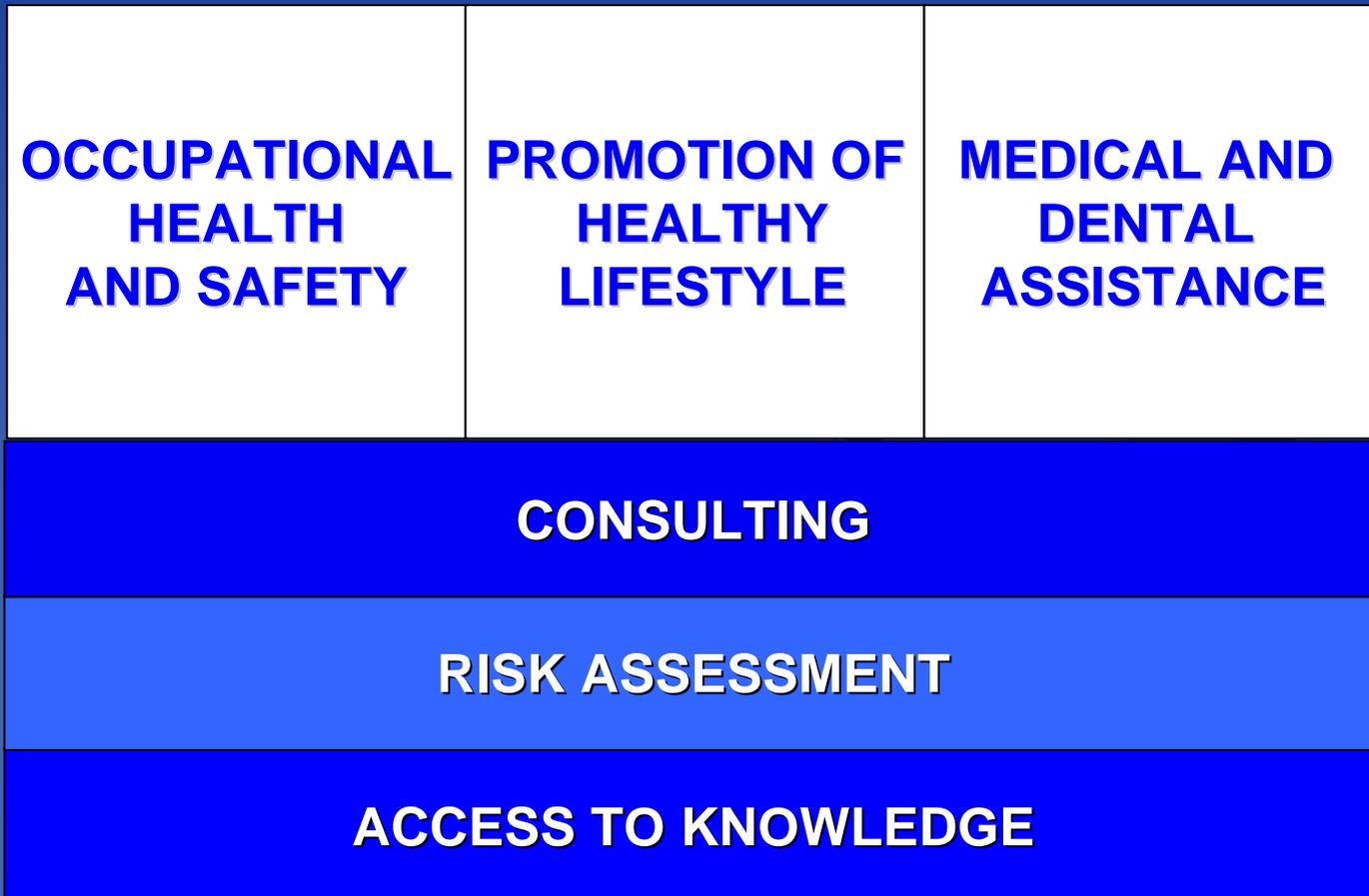
## CONCEPTUAL FRAMEWORK



## SERVICES

OCCUPATIONAL HEALTH AND SAFETY	PROMOTION OF HEALTHY LIFESTYLE	MEDICAL AND DENTAL ASSISTANCE
CONSULTING		
RISK ASSESSMENT		
ACCESS TO KNOWLEDGE		

# HEALTHY INDUSTRY PROGRAMME



## ACCESS TO KNOWLEDGE SERVICES

Actions that bring to industries and their workers free access to knowledge on themes related to health, healthy lifestyle and safety at work.

- Educative and Preventive Campaigns
- Websites
- Technical Publications, Studies and Researches
- Forums and Seminars

## OHS educational materials: Booklets



EMPLOYER



WORKER



YOUNG WORKER

**Achieved in 2009:**  
**4.307 Industrial Enterprises**  
**1,14 Million Workers**

# OHS Web-portal

## PRO-SST Web-portal

- 15 e-learning courses
- 2.000 technical articles
- 6.000 OHS FAQs
- E-Facts of EU-OSHA (adapted Brazilian laws)
- NAPO's films
- Videos
- Forum and Chats

[www.sesi.org.br/pro-sst](http://www.sesi.org.br/pro-sst)

SEGURANÇA E SAÚDE  
DO TRABALHO

Cooperação Brasil/Canadá

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[Cursos a Distância](#)[Banco de Textos](#)[Notícias](#)[Eventos](#)[Galeria Multimídia](#)[Dicionário SST](#)[Fórum](#)SESI no seu Estado Selecione Enquete 

Voce acha que o Governo adota politicas eficazes para a redução do número de

## Publicações em Destaque

### Legislação Comentada: NR 10 - Segurança em Instalações e Serviços em Eletricidade

Desenvolvido pelo SESI-BA, este documento objetiva facilitar o entendimento da legislação em SST apresentando em formato de perguntas e respostas algu... [Veja mais](#)

#### Dúvidas ou Problemas em SST? [Consultoria Virtual](#)

[Consulte o banco de Perguntas e Respostas em SST](#)

Alguma dúvida ou problema em SST não esclarecido em 'Perguntas e Respostas em SST'

[Em Breve](#)

## Notícias

18/03/10 08:40

Atualizada Norma para coleta de material particulado sólido

18/03/10 08:38

GT sobre amianto apresenta parecer na próxima semana

17/03/10 09:59

Submissão de Trabalhos para o VIII Congresso Brasileiro de Prevenção das DST e AIDS

[Ver todas as notícias](#)

## Declaração de Isenção de Responsabilidade

### Aprenda sobre Segurança e Saúde do Trabalho - SST de uma forma simples

#### Trabalho e Equidade:

- Gênero
- Pessoa com Deficiência
- Raça/Cor da pele
- Trabalhadores jovens

## Fórum

- FAP - Fator Acidentário de Prevenção
- Veja aqui as perguntas e respostas do fórum Fator Acidentário de Prevenção- Economia para sua empresa e saúde para seus trabalhadores.

[Ver todos os fóruns](#)

#### Site acessível

Aumentar fonte: ALT + A.  
Diminuir fonte: ALT + S.  
Tamanho normal: ALT + N.  
Visualizar todas as teclas de atalho.



#### Últimas Publicações

- Legislação Comentada: NR 10 - Segurança em Instalações e Serviços em Eletricidade
- Legislação Comentada: NR 9 - Programa de Prevenção de Riscos Ambientais
- Legislação Comentada: NR 8 - Edificações



#### Eventos

03/08/10 08:00  
PrevenRio - 4º Feira de Saúde e Segurança no

## RISK ASSESSMENT SERVICES

- Identify and measure relevant conditions related to human resources in industries.
- Help industries to prioritize investments.
  - Health and Lifestyle
  - Safety at work and Ergonomy
  - Organizational Climate
  - Sustainability at work
    - *Free*
    - *Complementary and methodologically aligned*
    - *Developed under the same technological platform*

Jan 2008 – Oct 2009  
4.260 companies  
620.000 workers

## ADVICE AND CONSULTING

- Development of integrated solutions based on the results of the risk assessments.
- Consulting on Occupational Health and Safety
- Consulting on Health Promotion and Healthy Lifestyle

## OCCUPATIONAL HEALTH AND SAFETY SERVICES

- **SESI OHS Model**
  - Development of legally required programs in OHS
  - Usage of SESI's own methodology, based on the multidisciplinary interdisciplinarity of services and comprehensive scope.

- **Shared Information with other SESI's services**
- **Information Technology intensive use enable epidemiological surveillance and identification of trends**
- **2010: Health advisory call-center service**

**2009:**

**490.000 industry workers covered**

**2,2 million occupational health procedures**

## PROMOTION OF HEALTHY LIFESTYLE

- **Workplace workout**
  - 12 minutes every day before work
  - Motivational and educative techniques
- **Work-related physical exercises programs**
  - In company fitness
  - Preparation to work
- **Healthy-life events management**
  - Ecological walk
  - Family integration events
- **Sports Competition for workers**
  - City, state, regional, national and international level
  - More than 20 sports
- **Theater sketches based on social and educational themes**
- **Workshops**

## ■ Alcohol and Drugs prevention (with UNODC)

- 18 months programme
- Organization of groups and processes co-managed by workers and human resources department:
  - Awareness, education and counseling

**2009: 150 industries**

## ■ Immunization

- Flu immunization
- 2010: Hepatitis on some regions.

**2009: 650.000 workers**



**SESI**  
Ginástica na Empresa







3 7:52

## MEDICAL AND DENTAL ASSISTANCE

- Assistance focused on serving industrial companies needs:
  - Epidemiological emphasis focused on reducing absenteeism and presenteeism.
  - Use of mobile units, night schedules.
- Integrated with occupational health.

**2009: 4,7 million procedures**





**World Health Organization**  
*Collaborating Center for Health and Safety at Work*

**SESI Collaborating  
Center since 2007**

# Generating Value for All!

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