Conclusions

➢ The manager’s view about the workplace as an arena for promoting health might be a step towards strategies for implementing workplace health promotion.

➢ To develop healthy organizations it is necessary to have a comprehensive strategy in which employers, employees and society is pursuing the same objectives.

Background and Aim

Workplace health promotion leads to better health, increased productivity and reduced absenteeism among employees. The role of leadership is vital when creating strategies for workplace health promotion.

The aim of this study was to describe how managers at small companies perceive their company as an arena for health promotion.

Results

Figure 1. The theme and the main categories describe how managers at small companies perceive their company as an arena for health promotion.

Health promotion leadership in order to perceive the company as a health promotion arena

The workplace as a possible arena

The opportunity to promote employees’ health

A need for external support

Three main categories emerged from the analysis; perceives the workplace as a possible arena, perceives the opportunity to promote employees’ health, and perceives a need for external support. The latent content of these categories is described by the theme; Health promotion leadership in order to perceive the company as a health promotion arena.

The findings showed a need for easily accessible external support to assist managers in their work with health promotion. It is essential that the external support contributes with inspiration and knowledge of health promotion activities, for example by highlighting good practice from other small companies.

Methods

A sample of ten managers (four females) was strategically selected using maximal variation in terms of branch of industry. Semi-structured interviews were conducted. The interviews were transcribed verbatim and analyzed using qualitative content analysis. The analysis comprised of both manifest and latent content.

Wiman, Virginia, Halmstad University, Sweden
Virginia.wiman@hh.se