

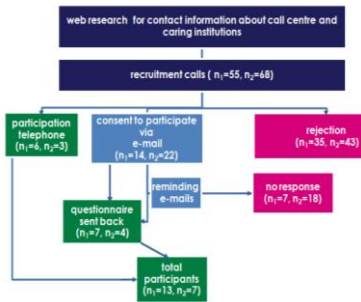
# Interest of call centres and caring institutions in nutrition-focused workplace health promotion programmes



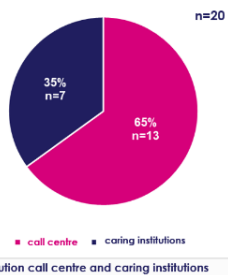
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**Rationale:** To prevent diet-related diseases the demand has risen for workplace health promotion providing sustainable concepts.

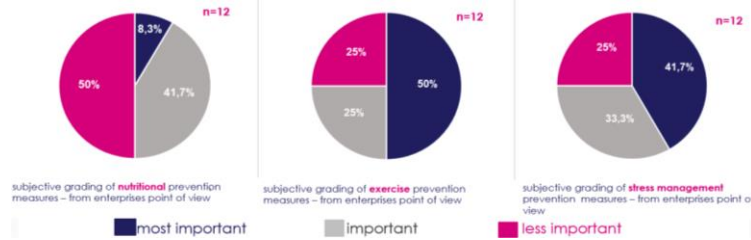
Armonia is a blended learning programme suitable for smartphones which was newly developed by the University of Neubrandenburg. The primary objective was to investigate whether selected call centres and caring institutions in the North-Eastern part of Germany were interested in a health promotion programme with emphasis on nutrition. Further objectives included whether those enterprises could envision providing funding for a prevention programme like Armonia potentially.



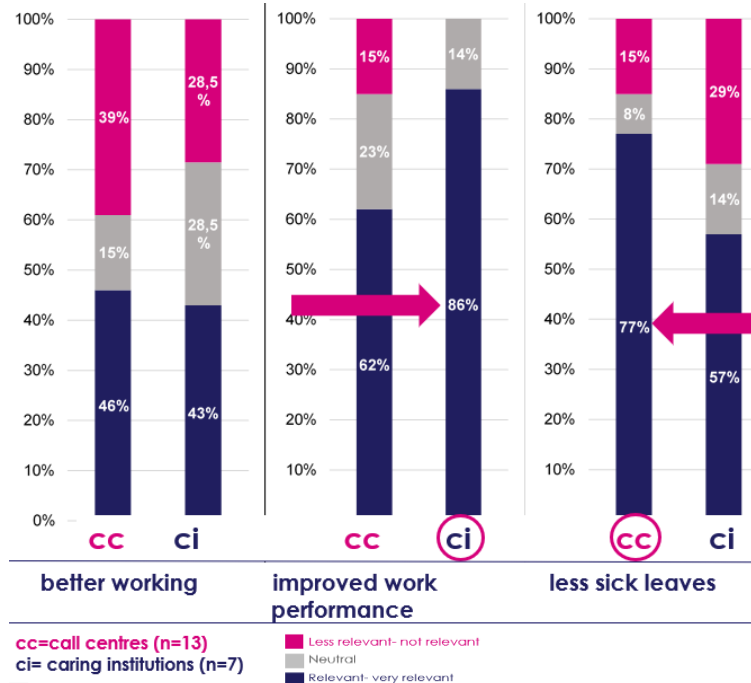
**Methods:** In total, 123 small and medium-sized enterprises were contacted via telephone of which 20 agreed to participate. Interviews were conducted with 20 budget managers in 13 call centres and 7 caring institutions (67%: <249 employees) located in Mecklenburg-Vorpommern, Brandenburg and Berlin from 17.10.-15.11.2019. The questionnaire contained 13 questions about the company and Armonia.



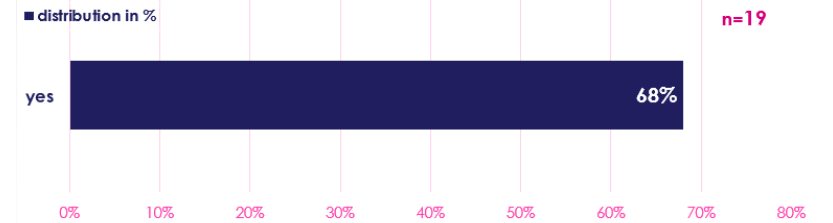
**Results:** Overall, 65% (13/20) of companies already implemented health promotion programmes; Of these 92% (12/13) provided stress management and each 69% (9/13) provided exercise or nutrition, respectively.



Nutrition programmes were rated twice as much as least important (50%) than stress management or exercise (each 25%). For call centres the leading cause to implement prevention programmes was to reduce sick leaves (77%), whereas in caring institutions it was to raise work performance (86%).

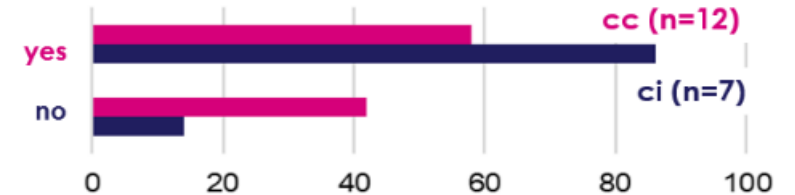


Concerning Armonia, gain in nutrition literacy (90%), tracking of personal data (75%) and personal coaching (71%) were considered as most important features, whereas calorie counting (40%), recipes (55%) and physical exercises (60%) were rated as less important.



**Positive attitude to use Armonia as a prevention measure**

After introducing Armonia's content 68% (n=14) could envision using Armonia in the future. Companies are willing to pay about 6-10 € per employee to use Armonia for 6 months.



Positive attitude to use Armonia as a prevention measure – Call centres and caring institutions by comparison

**Conclusion:** Nutritional measures succumb stress management and exercise in workplace health promotion yet the primary objective to prove interest in nutrition-focused workplace health promotion programmes could be confirmed. More than two thirds of companies can envision using Armonia even though their cost sharing would be insufficient to ensure personal coaching which it is not subsidised by health insurances in Germany.

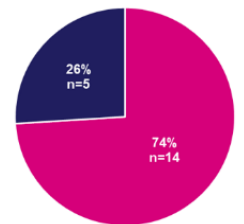


figure shows if there is willingness to provide a budget for nutritional prevention measures