

## EXAMPLES FOR THE TRAINER

A study conducted in 1992 shows that 81% of American companies employing more than 50 people carried out activities aimed at promoting the health of employees.

Out of this number, as much as 37% of the programs concerned stress management. The reasons for such a large involvement of employers in health promotion or prevention programs did not result only from the desire to reduce the costs associated with the treatment of employees.

Other, indirect economic motives also came into play: reduction of absenteeism (increase in the quality and quantity of production), increase in the company's attractiveness for employees (lower staff fluctuation), improvement of the company's image (marketing activities), etc.

