

## “A HEALTHY BUSINESS” PROJECT – COMPANY CARE

20 September 2018, Arsiero – ITALY

On 30 March 2018, Palazzo Bonin Longare in Vicenza - the home of Confindustria Vicenza - played host to a Press Conference by the Siderforgerossi Group, during which a scheme entitled “In Salute In Azienda” (“A Healthy Business”) was presented. The three-year voluntary initiative for the 400 members of staff from the production units in the Vicenza area will involve fitness programmes and individually tailored diets. The aim is to improve their lifestyles and therefore prevent chronic conditions. There will be health promotion and monitoring activities focusing on matters such as stopping alcohol misuse and smoking, encouraging healthy eating, managing stress, sleep hygiene, good posture and advocating cancer screening.



In attendance were Luciano Giacomelli (Chairman and Legal Representative of the Siderforgerossi Group), Dr. Sergio Serraino (the Group’s Occupational Physician), Marco Borgo (the Group’s HR Manager), Renato Schiro (Delegated Employer), Alessandra Dal Prà (Trade Union Representative), Elena Donazzan (Veneto



Regional Spokesperson for Education, Training, Employment and Equal Opportunities) and Dr. Lucia Pavanati (Head of Occupational Health and Safety at the “ULSS 7 Pedemontana” local health and social care service). Articles about the presentation of “A Healthy Business” soon appeared in a number of national newspapers (such as “La Repubblica” on

01/04/2018), as well as local newspapers (including Il Giornale di Vicenza and Corriere del Veneto on 31/03/2018) and various online news sites.

“There is a strong risk of cardiovascular disease and high cholesterol among people in this part of the country, who often need to cut down on the calories in their diets,” noted Sergio Serraino, Siderforgerossi’s occupational physician. “We have found people at risk of a heart attack even among fairly young members of company staff. I will personally draw up individually tailored diets for all employees (who voluntarily sign up for the project - Ed.). Rather than specific weights of set foods, the diets will be based on other principles.” These measures will be accompanied by the introduction of a counselling and psychological support service, in order to deal not only with internal problems but also with specific issues raised by staff. In parallel, over the course of the three years the plan is to carry out scientific research with the local health service. Hopefully, it will be possible to study a sample of approximately 100 male and female members of staff participating in the scheme who are aged between 30 and 60 and have high cholesterol. The research will focus both on the overall level and on “LDL-cholesterol”, which is the most harmful kind: “This will enable us to assess the effectiveness of the programme,” said Serraino in conclusion.



Media interest in the initiative subsequently continued. On 04/04/2018, it was discussed live on national television during “La vita in diretta” on Rai 1 and on the national radio station Radio 24 during “I



Bioelectrical impedance Analyzer (right) and Calorimeter (left)

Funamboli”. It was also featured on the Rai 1 national evening news at 8.00 pm on the same day. The project was mentioned again on Radio DeeJay during “Radio DeeJay chiama Italia” on 05/04/2018, on Huffington Post on 11/04/2018. In the following weeks and months, various local and national newspapers and television programmes talked about “A Healthy Business”. This autumn, it will be discussed again on TV2000 during “Benedetta Economia”.

Thanks to the hugely significant matter at hand and the superb, praiseworthy way in which it has been welcomed by the staff, the initiative has proved enormously successful, with a much higher number of participants than the company expected.

It just goes to show that the Siderforgerossi Group truly is “A Healthy Business”!