

Exemplary promotion of young talent: Coburg students draw up health management recommendations for Brose



Win-win situation for university and company: Anna Dobmeier, a student on the Integrative Health Promotion course, gave Manfred Seemann, Head of Staff and Family Support at Brose (right), the project report on behalf of the whole project team. In photo (left to right): Stefanie Rickert (Staff and Family Advisor, Brose), Dorothee Gerhardt, Stephanie Knorr, Isabel Schumann, Sarah Ullmann, Tristan Eckert and Prof. Eberhard Nöfer (Coburg University).

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Dorothee Gerhardt, who is in her 6th semester of the Integrative Health Promotion course at Coburg University, cut to the chase right at the start of her presentation, as she compared the importance of an all-round health management system for a company's success to the performance of top athletes: The kind of outstanding team performance shown by our national football team at the World Cup is only possible if each and every player is on top form, both physically and mentally."

In her presentation, Dorothee Gerhardt presented the results of a project she had been working on with seven other students over the preceding months. Their task was to suggest ideas that would have a lasting impact in creating an awareness of the value of health care among managers and staff.

As well as Dorothee Gerhardt, the project team consisted of Mohamed Bougaiou, Anna Dobmeier, Tristan Eckert, Stephanie Knorr, Isabel Schumann, Susann Mühlner and Sarah Ullmann.

Under the guidance of Prof. Eberhard Nöfer, the team had come up with a range of possible solutions and developed an innovative idea for kick-starting a debate about health among

the Coburg workforce. In advance of a presentation on the topic, they placed cards containing useful information on tables in the canteen and bistro to provide staff with interesting topics for discussion during their breaks.

Their communications concept was a complete success, as shown by the large number of people who attended the event and by the positive feedback from the workforce. Manfred Seemann, Head of Staff and Family Support [P1] at Brose, thanked the young people for their commitment: This scheme provided us with some important inspiration and also gave the students some good practical experience. This shows how fruitful collaboration between science and industry can be.”

Professor Nöfer thanked the company for giving the students the opportunity to take on the project: It would be good if further projects could follow this successful piece of work.”

With health becoming an increasingly important resource for companies as a result of demographic trends and the ever-growing demands of an international working environment, integrated health management is a key measure of value within the Brose Group and an important element of the group’s corporate philosophy.

The objective is to achieve a constant improvement in healthy working conditions and to put employees in a position to take care of their own health. Staff already have access to a wide range of facilities, including healthy meals, health and fitness facilities, numerous company sports teams and classes, social meeting places and numerous options for achieving a better balance between family and work, such as the Brose Kids Club, the company’s own innovative childcare and educational centre introduced in 2009 for the children of staff based in Coburg.