

**COMRH**2011  
Qualidade de Vida no Trabalho:  
Desafios e Tendências  
Guilherme Trivellato Andrade

Organização *Senior* eventos  
Realização ABRH-MG

---

---

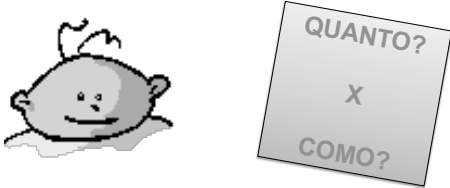
---

---

---

---

---



QUANTO?  
X  
COMO?

---

---

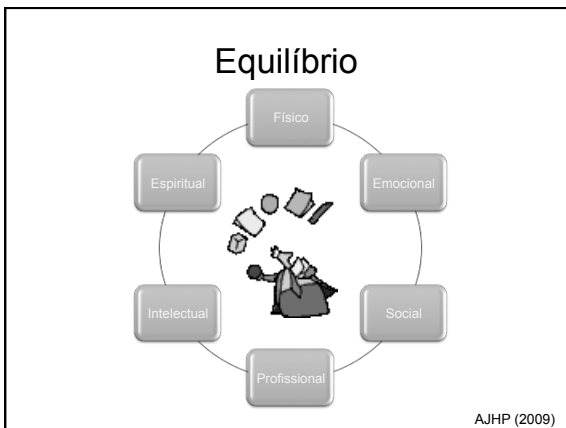
---

---

---

---

---



---

---

---

---

---

---

---

O Que significa Qualidade de Vida pra você?

---

---

---

---

---

---

---

Qualidade de vida não deve ser apenas  
CONCEDIDA, mas também  
CONQUISTADA.



---

---

---

---

---

---

---

**Qualidade de Vida no Trabalho  
(QVT)**

- ✓ Promoção de saúde e bem-estar nas empresas
- ✓ Parte do movimento de Humanização do Trabalho

---

---

---

---


---

---

---

**Porque QVT?**

- ✓É o certo a se fazer
- ✓É o esperto a se fazer
- ✓É o legal a se fazer



---

---

---



---

---

---

---

Promoção de Saúde nas empresas não é meramente uma questão de saúde...

...e sim de sobrevivência!!

---

---

---

---

---

---

---



Poucas empresas consideram investimentos em QVT **verdadeiramente estratégicos.**

Lowe (2003)

---

---

---

---

---

---

---

**10 diretrizes estratégicas**  
para programas de sucesso



---

---

---

---

---

---

---

**1) Clareza sobre a situação atual e objetivos/metasp**

---

---

---

---

---

---

---

**Retrato do Brasil**

- ✓ 48,1 % excesso de peso
- ✓ 15% obesidade
- ✓ 15,1% Adultos fumantes
- ✓ 18% consumo abusivo de bebida alcoólica
- ✓ 14,9% atividade física suficiente no lazer
- ✓ 28,2% assistem TV 3 ou mais horas por dia
- ✓ 29,9% consumo regular de frutas e hortaliças
- ✓ 34,2% comem regularmente carnes gordurosas
- ✓ 28,1% consumo regular de refrigerantes

VIGITEL 2010

---

---

---

---

---

---

---

### Estresse

✓ Brasil está entre os campeões mundiais de níveis de estresse e burnout.



ISMA 2010

---

---

---

---

---

---

---

### \$\$\$...

- ✓ 2000 a 2006 - aumento de 126% nos gastos da Previdência Social com benefícios por incapacidade.
- ✓ 2006 - 35.635.090 de dias perdidos de trabalho na indústria brasileira
- ✓ 2008 – mais de 5 bilhões de reais gastos pela Previdência Social com afastamentos temporários de agravos relacionados ao trabalho.
- ✓ 2009 - 190.372 casos de afastamentos do trabalho nas indústrias brasileiras por transtornos mentais e comportamentais.

---

---

---

---

---

---

---



---

---

---

---

---

---

---

## 2) Suporte de Stakeholders

---

---

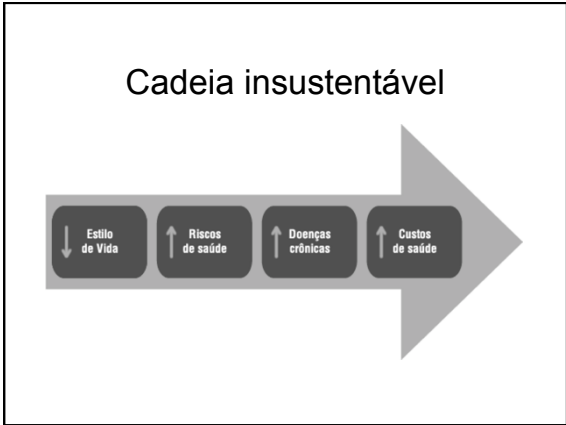
---

---

---

---

---



---

---

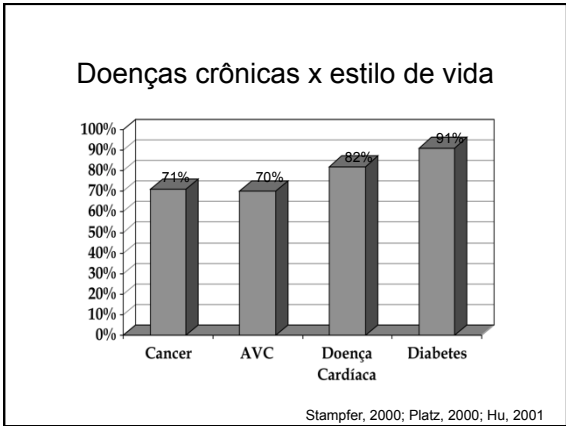
---

---

---

---

---



---

---

---

---

---

---

---

### Fatores de risco de saúde x Custos




---

---

---

---

---

---

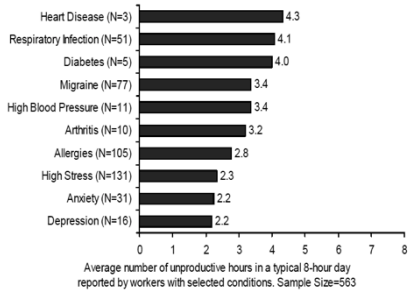
---

---

---

---

### Horas improdutivoas em um dia de trabalho




---

---

---

---

---

---

---

---

---

---

### Custos de saúde

- ✓ Diretos x indiretos
- ✓ Absenteísmo
- ✓ Presenteísmo
- ✓ Turnover
- ✓ Incapacidade
- ✓ Mortalidade



Burton E. (2003).

---

---

---

---

---

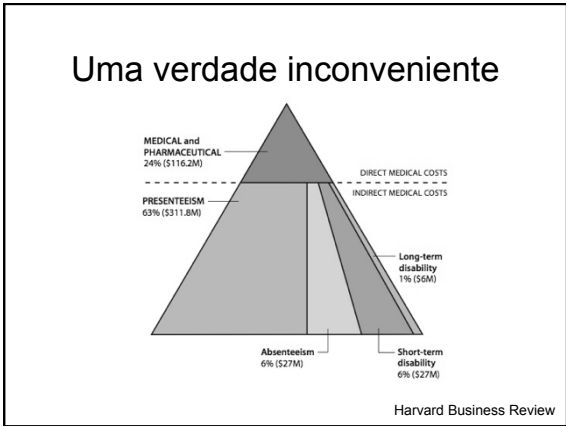
---

---

---

---

---



---

---

---

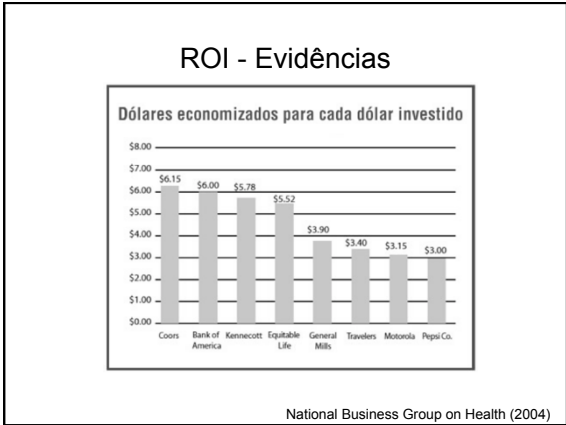
---

---

---

---

---



---

---

---

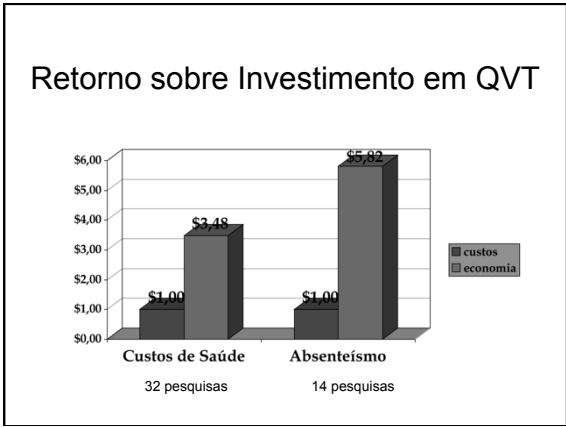
---

---

---

---

---



---

---

---

---

---

---

---

---

### Um bom programa de QVT...

- ✓ ...aumenta a satisfação com o trabalho.
- ✓ ...melhora as condições de trabalho.
- ✓ ...melhora as condições de saúde dos participantes.
- ✓ ...reduz custos de saúde.
- ✓ ...aumenta a produtividade.
- ✓ ...conscientiza e motiva as pessoas para uma vida mais saudável.
- ✓ ...melhora a imagem da organização.
- ✓ ...melhora a atratividade da empresa, facilitando a gestão de RH.

---

---

---

---

---

---

---

---

### 3) Identidade, Legitimidade e Representatividade

---

---

---

---

---

---

---

---

### 4) Oportunidades para todos

---

---

---

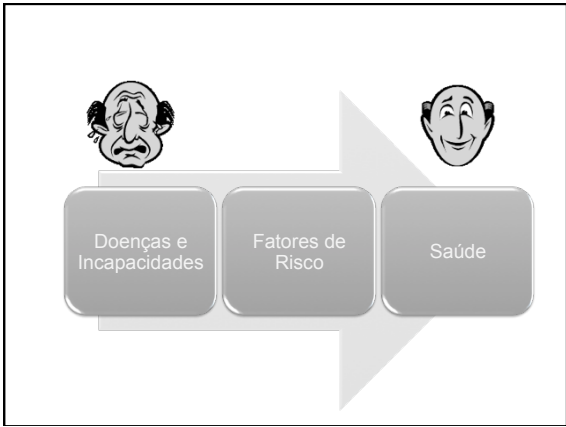
---

---

---

---

---



---

---

---

---

---

---

---

---

5) Criar ambiente favorável

---

---

---

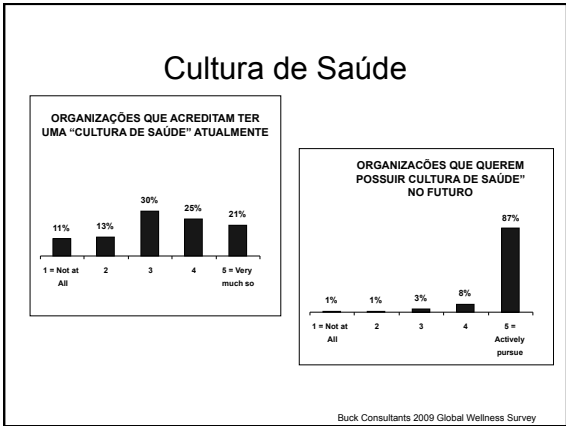
---

---

---

---

---



---

---

---

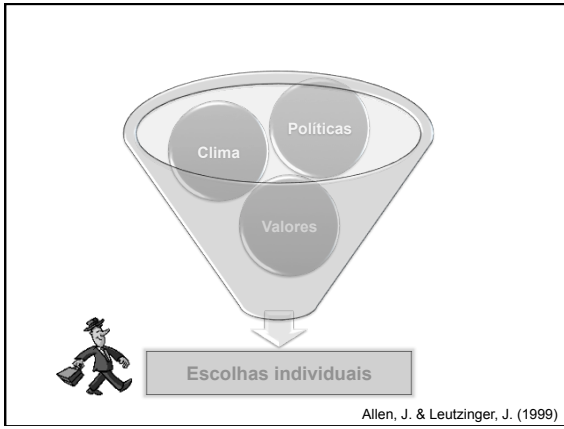
---

---

---

---

---



---

---

---

---

---

---

---

6) Comunicação eficaz

---

---

---

---

---

---

---



---

---

---

---

---

---

---

**Comunicação**

- ✓ Aumenta a percepção de risco
- ✓ Motiva à ação
- ✓ Reforça atitudes e comportamentos positivos
- ✓ Aumenta apoio e demanda aos serviços de saúde
- ✓ Cria e mantém normas sociais

---

---

---

---

---

---

---

**7) Lançamento de Impacto**

---

---

---

---

---

---

---

**Faça diferente!**

- ✓ Portfolio de atividades / benefícios / oportunidades / políticas



---

---

---

---

---

---

---

8) Visão de Longo Prazo

---

---

---

---

---

---

---

- Visões para o futuro
- ✓ Quem oferecerá qualidade de vida?
  - ✓ Relações ganha/ganha/ganha/ganha/ganha
  - ✓ Expansão para pequenos negócios
  - ✓ A tecnologia será cada vez mais decisiva
  - ✓ Ampliação de temas de saúde
  - ✓ Qualidade de vida dentro e fora do trabalho
  - ✓ Maior importância para demonstração de resultados
  - ✓ Programas abrangentes e integrados de QVT, com acompanhamento de longo prazo

---

---

---

---

---

---

---

9) Cultura de Avaliação

---

---

---

---

---

---

---

### Avaliação de Programas de QVT - Cenário atual

- ✓ Participação
- ✓ Satisfação
- ✓ Indicadores de exames periódicos de saúde

---

---

---

---

---

---

---

---

### Avaliação – Tendências

- ✓ Indicadores para todo o ciclo de gestão
- ✓ Metas de saúde e bem-estar:
  - ✓ Indicadores objetivos (PA, IMC, diabetes, etc) e subjetivos (estilo de vida, índices de qualidade de vida, percepção de saúde, EMC, etc).
- ✓ Metas da organização:
  - ✓ Produtividade
  - ✓ ROI
  - ✓ Cultura de Saúde
  - ✓ Imagem corporativa




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

10) Valorização das pessoas e das relações humanas

---

---

---

---

---

---

---

Obrigado!



ROMERO BRITTO THE HUG

[gtrivellato@bwell.com.br](mailto:gtrivellato@bwell.com.br)

---

---

---

---

---

---

---