13 - HEALTH PROMOTION AT ORGANIZATIONAL SPACE: THE STUDY OF INTERDISCIPLINARY TEAM FOR CALL CENTER'S WORKERS.

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The frequent changes in organizational space, with globalization world where there is higher competition, like technologic news, manager diversity and take on business certification, request that health and security professionals always be up to date. In this situation, thus, these professionals need have corporation and techniques vision and like to interface actuation for former interdisciplinary team that made manager activities and first attention at work.

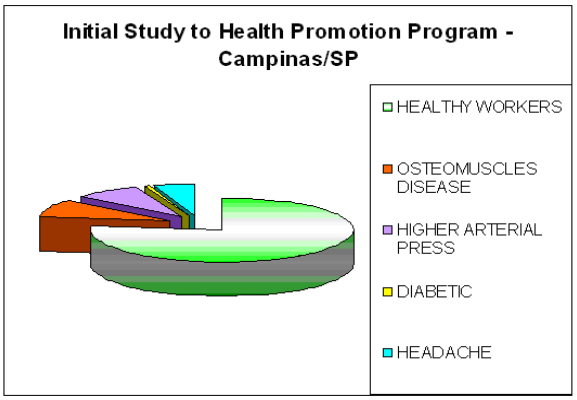
The practice of Work Health and Security manager consent, add Human Talent of the organization, include doctors, nurses, engineer, physiotherapist, physician's education and nutritionist that actuate, together, at Life's Quality, Ergonomic and Ambulatory areas, which was Health Promotion interface too. In this Programs, this professionals make interdisciplinary team that addiction all attributions in effects actuation. These actuations are implicated in conception projects and/or work space's corrections, in the clinic valuation about work disease, in the rehabilitation, physician's activities and specials nutrition orders, in the laboral gym' program, worker's capacitating and, in the principal cases, lawyer's conduct about instruction and orientation. (KRAUSZ, 2008; LOGEN, 2003; PALAIA; SAUPE et al. 2005).

This research demonstrated benefic results of two call center's groups Health Promotion Program, like former to relate interdisciplinary team's actuation, in March until September of 2008, used 1000 and 250 collaborators of metropolitan region of Campinas's (SP) and Uberlândia's (MG) bases.

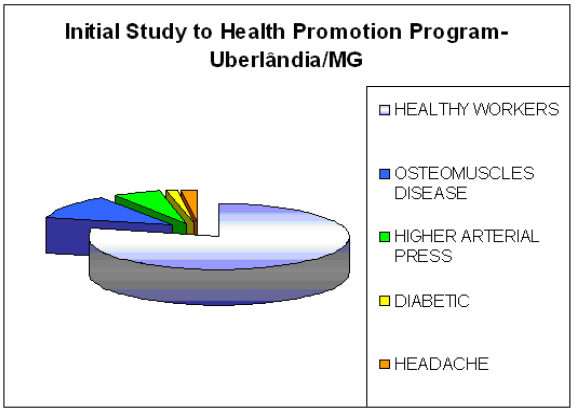
These bases had been assisted for Health Promotion team (work care's professionals like: doctor, physiotherapist, hand therapist and physician's education, present only Campinas's team) and had the same initial intervention at ergonomic mapping. In the Ambulatory and Health Security, these staffs study about osteomuscles disease's number and work's areas (COUTO, 2002; VELAZQUEZ et al, 1995; WISNER; 1995).

With view in this inicial historic, the health's interdisciplinary team take care strategic orders and objects called Health Promotion Program. When this Program was implanted, direction for call center organization, worked for attendant work's osteomuscles disease. This systematic attendant was study, hug, integration and valuation workers that presented initial osteomuscles disease or intention that disease. The first step, with work's nurse, was initial valuation with arterial press and glucose control and after that, this integration step, with physiotherapist and nutritionist, thought that informer and trains the workers about back care in the diary activities and their alimentation (LIMONGI-FRANÇA, 2004; REBELATO & BOTOME, 1999; RIBEIRO, 2002).

In initial period of Health Promotion Program, these units Campinas (SP) and Uberlândia (MG) detected, respectively, 95 and 30 workers with osteomuscles disease, principal handle and cervical back; 50 and 05 with chronic headache; 85 and 15 higher arterial press, finally 5 and 3 diabetics (use Graphic 01 e 02)



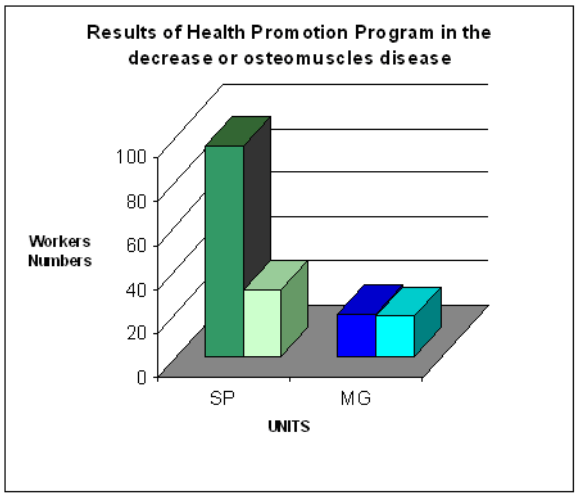
GRAPHIC 01 Worker's attendants for Health Promotion Program Campinas (SP) Basis
Fonte: Basis Research (março/2008)



GRAPHIC 02 - Worker's attendants for Health Promotion Program - Uberlândia (MG) Basis
Fonte: Basis Research (março/2008)

In the context, at the two units, these workers after clinic valuation was directed for sessions, once a week, postural orientation group and massage with physiotherapist and hand therapist. In addiction, the Campinas's manager demonstrated like differential news in the systematic Health Promotion Program with Physician Activity Program effect with physician's education in the special program, at three sessions a week, which work and body type.

These results that Health Promotion Program and session with interdisciplinary team, in the end six month, demonstrated benefic effects in the valuation, hug and prevent practice process. In the view, the results demonstrated in the units Campinas (SP) and Uberlândia (MG), respectively, 19 and 18 workers with osteomuscles disease (like Graphic 03), and control of chronic headache; higher arteria % and 40% decrease of number of osteomuscles disease.



GRAPHIC 03 Benefic Results of Health Promotion Program. This graphic demonstrad news of decrease of osteomuscles disease like resulto of interdisciplinary team activity - Manager Campinas (SP) e Uberlândia (MG).
Fonte: Basis research (set/2008)

In this period, with Health Promotion Program for call center's organizations, the Human Recourses and Ambulatory at Campinas (SP) unit had like another positive result 70% decrease of abatements and disease attested.

These results demonstrated sugary success of interdisciplinary work and manager in the orientation program and preventive practice for reverse disease cases, creating Life's Quality and compose these call center's workers in the social and organizational context (ZARPELON, 2006).

This proportional comparative basis, detach this important participation of physician's education with interdisciplinary team like form, activity subject, in the business space.

All these orientation practice, in his form, demonstrated that team, participative and respect action, of professional work care area in the direction for and move on health promotion for workers and, addicting, bring complete and satisfaction results for social transformation (TENÓRIO, 2006; ZARPELON, 2006).

ABSTRACT

HEALTH PROMOTION AT ORGANIZATIONAL SPACE: THE STUDY OF INTERDISCIPLINARY TEAM FOR CALL CENTER'S WORKERS.

This research demonstrated results of two call center's groups Health Promotion Program, like former to relate interdisciplinary team's actuation, in March until September of 2008, used 1000 and 250 collaborators of metropolitan region of Campinas's(SP) and Uberlândia's(MG) units. These units was assisted for Health Promotion team (work care's professionals like: doctor, physiotherapist, hand therapist and physician's education, present only Campinas's team) and had the same initial intervention at ergonomic mapping and studies about osteomuscles disease's number. Thus, the health's interdisciplinary team take care strategic orders called Health Promotion Program. In this Program, direction for call center organization, worked for attendant work's osteomuscles disease. This systematic attendant was study and valuation workers that presented osteomuscules disease and direct away for sessions, once a week, postural orientation group and massage. In addiction, Campinas's manager demonstrated like differential news in the systematic Health Promotion Program with Physician Activity Program effect with physician's education in the special program, at three sessions a week, which work and body type. In the end six month, these results that Health Promotion Program and session with interdisciplinary team, demonstrated benefic effects in the valuation, hug and prevent practice process. In the view, the results demonstrated in the units Campinas (SP) and Uberlândia(MG), respectively, means that 80% and 40% decrease of number of osteomuscles disease and at Campinas (SP) unit had like another positive result 70% decrease of abatements and disease attested. These results sugary success of interdisciplinary work and manager in the orientation program and preventive practice for reverse disease cases, creating Life's Quality composing these call center's workers in the social and organizational context. All these orientation practice demonstrated that participative and respect action, of professional work care area in the direction for health promotion for workers and, addicting, bring complete and satisfaction results for social transformation.

Key- words: Health Promotion Life's Quality Interdisciplinary Team.

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Key- words: Health Promotion Life's Quality Interdisciplinary Team.

PROMOTION DE LA SANTE DANS L'ESPACE ORGANISATIONNEL: UN ABORDAGE DE L'EQUIPE INTERDISCIPLINAIRE POUR LES TRAVAILLEURS DES CENTRES D'APPEL

L'objectif de cette étude est de relater les activités de l'équipe interdisciplinaire du Programme de Promotion de la Santé dont le but est l'offre d'assistance aux entreprises de *call center* (centre d'appels). Ce projet s'est basé sur la nécessité d'évaluer les conditions de santé occupationnelle de deux unités organisationnelles, Campinas (SP) et Uberlândia (MG), avec respectivement 1.000 et 250 personnes. Ces unités ont bénéficié de l'assistance des équipes de promotion de la Santé (Médecin du Travail, Kinésithérapeute, Massothérapeute et Professeur d'Education Physique, uniquement pour Campinas) et du même relevé initial des risques ergonomiques et des troubles ostéo-musculaires (CIDM). A partir de ces travaux, de mars à septembre 2008, des objectifs ont été établis, sur la base desquels le Programme de Promotion de la Santé pour les entreprises de call center a développé une systématisation de l'assistance fournie aux travailleurs souffrant de troubles ostéo-musculaires. Dans les deux unités, après une évaluation clinique, les collaborateurs ont pu bénéficier de sessions hebdomadaires d'Orientation Posturale, d'un groupe sur la posture et de thérapie manuelle. Seul le groupe de Campinas a réalisé un Programme d'Activité Physique Spéciale (3 fois par semaine) dirigé par le professeur d'Education Physique. En six mois, les résultats de l'action des équipes du Programme de Promotion de la Santé ont enregistré à Campinas (SP) et à Uberlândia (MG) respectivement 80 et 40 % d'amélioration des cas ostéo-musculaires. A Campinas, il y a eu une réduction de 70 % des taux d'absentéisme. Ces données prouvent donc que l'action des équipes interdisciplinaires du Programme de Promotion de la Santé est positive pour la réinsertion de ces travailleurs dans les contextes organisationnel et social. De plus, ces pratiques démontrent que l'action conjointe, participative et respectueuse des professionnels du domaine occupationnel, en faveur de la promotion de la santé des travailleurs, peut avoir des résultats plus complets et satisfaisants dans le but d'une transformation sociale.
Mots-clés : Promotion de la Santé Qualité de Vie Equipe Interdisciplinaire

PROMOCIÓN DE LA SALUD EN EL ESPACIO ORGANIZACIONAL: UN ABORDAJE DEL EQUIPO INTERDISCIPLINAR PARA ASOCIADOS DE TELE-ATENDIMENTO.

Este trabajo visa relatar la actuación del equipo interdisciplinar del Programa de Promoción a la Salud, cuyos servicios se destinaban al servicio de las empresas de centro de atención (*call center*). La propuesta surgió desde la necesidad de evaluación de las condiciones de salud ocupacional de dos unidades organizacionales, situadas en Campinas(SP) y Uberlândia(MG), con 1.000 y 250 asociados, respectivamente. Tales unidades fueron asistidas por equipos de Promoción a la Salud (Médico del Trabajo, Fisioterapeuta, Masoterapeuta y Profesor de Educación Física, siendo éste apenas presente en el equipo paulista) y tuvieron la misma intervención inicial de mapear los riesgos ergonómicos y estudios de las quejas osteo-musculares.Así, con base en esos estudios, de marzo a septiembre/2008, se establecieron metas a través de las cuales el

Programa de Promoción a la Salud, dirigido a esas empresas *call center*, desarrolló una sistemática de servicio a los colaboradores con quejas osteo-musculares. En ambas unidades, los asociados, después evaluación, eran encaminados a sesiones semanales de Orientación Postural, grupo postural y terapia manual. Como diferencial, la gestión campineira realizó el Programa de Actividad Física Especial (3x semanales) con Profesor de Educación Física. En seis meses, los resultados, de la actuación del Programa de Promoción a la Salud, registraron en las Unidades de Campinas y Uberlândia, respectivamente: 80% y 40% de mejoras de los casos osteo-musculares y de esa región paulistana, reducción del 70% de lo absentismo. Esos datos comprueban que la actuación de los equipos interdisciplinares, del Programa de Promoción a la Salud junto a las unidades, alcanzó éxito en la reinserción de esos trabajadores en los contextos organizacional y social. Además, esas prácticas demostraron que la acción conjunta y participativa, de los profesionales organizacionales en dirección a la promoción de la salud de los colaboradores puede traer resultados más satisfactorios llevando a una transformación social.

Palabras-clave: Promoción de la Salud Calidad de Vida Equipe Interdisciplinar

PROMOÇÃO DA SAÚDE NO ESPAÇO ORGANIZACIONAL: UMA ABORDAGEM DA EQUIPE INTERDISCIPLINAR PARA ASSOCIADOS DO TELEATENDIMENTO

Este trabalho visa relatar a atuação da equipe interdisciplinar do Programa de Promoção à Saúde, cujos serviços se destinavam ao atendimento das empresas de *call center*. A proposta surgiu a partir da necessidade de avaliação das condições de saúde ocupacional de duas unidades organizacionais, situadas em Campinas(SP) e Uberlândia(MG), com 1.000 e 250 associados, respectivamente. Tais unidades foram assistidas por equipes de Promoção à Saúde (Médico do Trabalho, Fisioterapeuta, Massoterapeuta e Professor de Educação Física, sendo este apenas presente na equipe paulista) e tiveram a mesma intervenção inicial de mapeamento de riscos ergonômicos e estudos das queixas osteomusculares(CIDM). Assim, com base nesses estudos, de março a setembro/2008, estabeleceram-se metas através das quais o Programa de Promoção à Saúde, dirigido a essas empresas de *call center*, desenvolveu uma sistemática de atendimento aos colaboradores com queixas osteomusculares. Em ambas unidades, os associados, após avaliação clínica, eram encaminhados a sessões semanais de Orientação Postural, grupo postural e terapia manual. Como diferencial, a gestão campineira realizou o Programa de Atividade Física Especial (3 vezes semanais) por intermédio do Professor de Educação Física. Em seis meses, os resultados, da atuação das equipes do Programa de Promoção à Saúde, registraram nas Unidades de Campinas(SP) e Uberlândia(MG), respectivamente: 80% e 40% de melhoras dos casos osteomusculares, tendo no setor, dessa região paulistana, redução de 70% dos índices de absenteísmo. Esses dados comprovam, portanto, que a atuação das equipes interdisciplinares, do Programa de Promoção à Saúde junto às unidades, alcançou sucesso na reinserção desses trabalhadores nos contextos organizacional e social. Além disso, essas práticas demonstraram que a ação conjunta, participativa e respeitosa, dos profissionais da área ocupacional em direção à promoção da saúde dos colaboradores pode trazer resultados mais completos e satisfatórios levando a uma transformação social.

Palavras-chave: Promoção da Saúde Qualidade de Vida Equipe Interdisciplinar.