

# Healthy (Farmers) Healthy Futures project

## Ag Ex Conference March 2014

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Primary Producers SA

# Spot the difference : farmers (1919-2013)



# Spot the similarities (modern life)

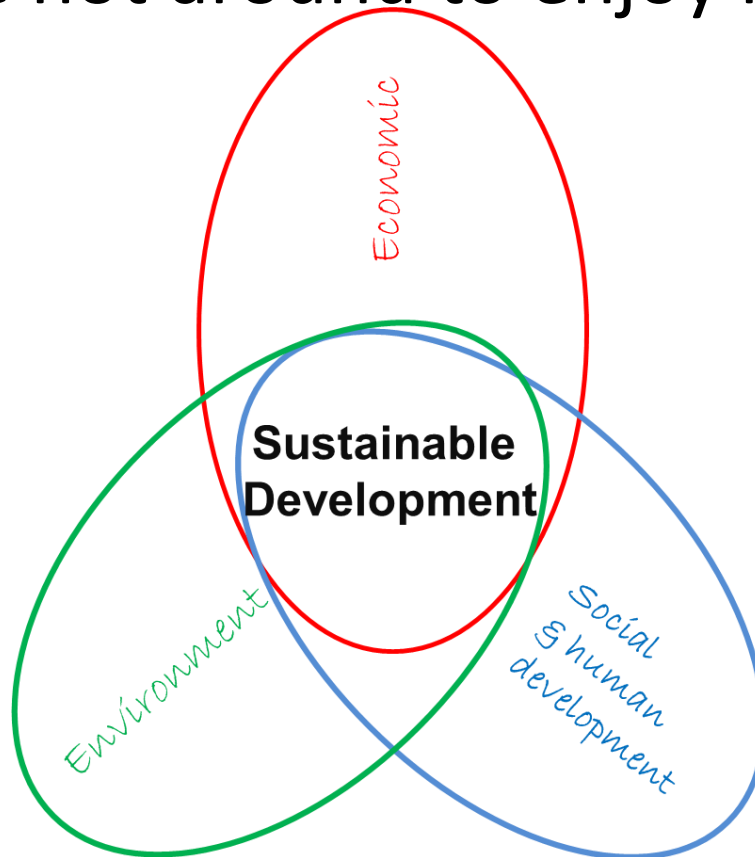


# Business case for better health

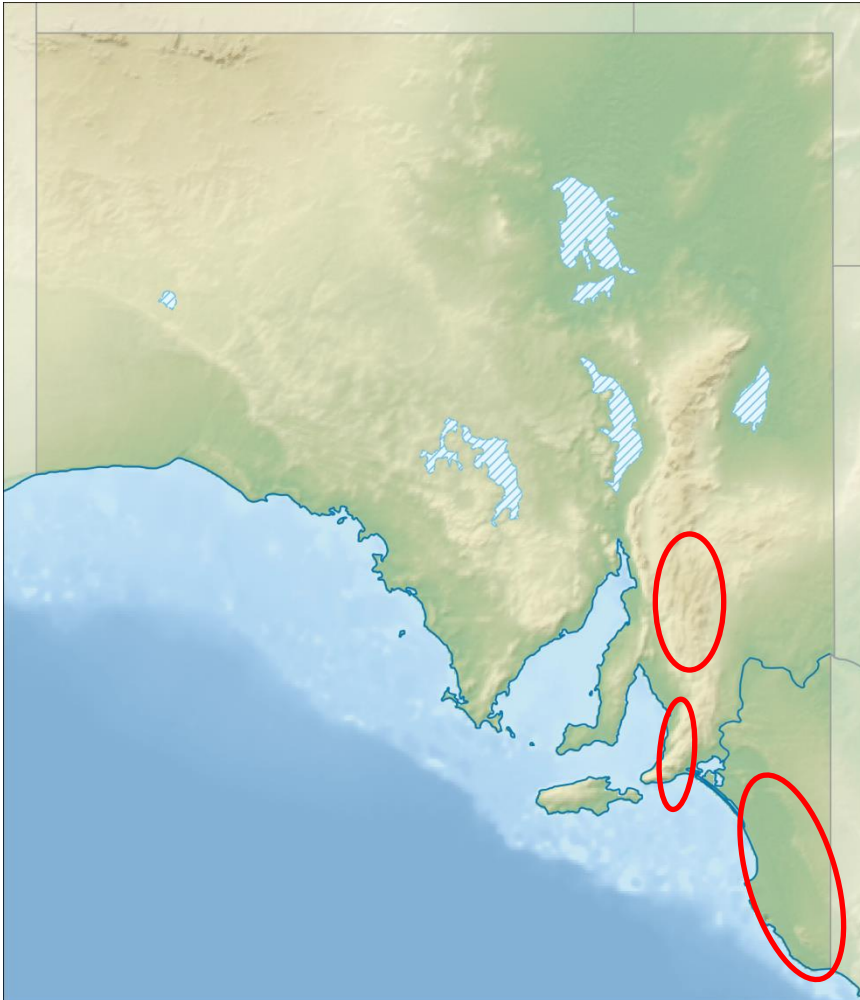
- Chronic disease related deaths account for 56% of all deaths in the working age population. (15-69yo) and in 2005, **chronic disease accounted for 40% of all lost work time.** (World Economic Forum, 2008)
- **Productivity losses to business reached \$273 million in South Australia** and cost the state \$4.3 billion due to recovery from injury, work duty limitations and disability attributed to obesity (Access Economics, 2008)
- In Australia **absenteeism counts for \$7billion or \$2700 per worker** in annual cost to business (Medibank Private, 2008)
- Presenteeism costs nearly **four times as much to business** as absenteeism. (Pricewaterhouse Coopers, 2010)
- A **20% reduction** in an employee's emotional wellbeing leads to a **10% drop in their performance.** (Wright et al, 2002)

# Sustainable farming

- “There is no point having great bottom line if you are not around to enjoy it” (GRDC Farmer Health Fact sheet, 2014)



# Project focus regions and issues



## Risk factors

- Smoking
- Nutrition
- Alcohol
- Physical Inactivity
- Stress  
(SNAPS)

# How ?

- Work with farmer discussion, extension and community groups to consider :
- health and wellbeing in business training (risk management/HR/WH&S)
- healthier practices eg tractor exercises ?
- building capacity within farming community to promote positive health, wellbeing & psychology
- healthy sporting clubs (Mid North)
- ...and healthier field days/conferences/meetings...is there a need for healthy role models ????

# You're invited to....

It's not often you're given  
a **FREE** investment

Invest in the most important aspect  
of your agricultural business - **YOU**

Drop in for your free health assessment by health  
professionals including:

- ✓ Eyesight, height and weight;
- ✓ Blood glucose and cholesterol levels;
- ✓ Blood pressure and wellbeing

## South East Field Days

Lucindale 21 & 22 March 2014

**Healthy Farmers - site 651**



Register for your **FREE**, secure eHealth record  
to have all your health information at your fingertips  
when you need it, wherever you are in Australia.

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[www.farmerhealth.org.au](http://www.farmerhealth.org.au)

- Talk with me about how I can work with your farming group
- Come for a free health assessment at Lucindale Field Days this week.





# Acknowledgements

*The Healthy Workers Healthy Futures initiative is managed through SA Health and funded by the Australian Government.*

# References

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