

## „ErgoHair“ Agenda Workshop 3 Brussels 4<sup>th</sup> of April 2019



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UBK/UCB



CVcare  
Center of Excellence for Epidemiology  
and Health Services Research for  
Healthcare Professions



Development and promotion of a healthy and safe working environment through the design of ergonomic workplaces and work process in the hairdressing sector (ErgoHair)

### Thursday 4<sup>th</sup> of April 2019

- 9:00 - 9:15 Registration
- 9:15 - 9:25 Welcome  
Jef Vermeulen, Vice-President UBK/UCB vzw-asbl, Belgium, President Coiffure EU, Vice-President Sectoral Social Dialogue Committee (SSDC) on Personal Services
- 9:25 - 9:40 **'Explanation of the Project and the Results'**  
Miet Verhamme, Project Manager, Advisor European Policy and Projects Coiffure EU, Belgium
- 9:40 - 10:00 **'Hairdressing and Musculoskeletal Disorders'**  
Marija Bubas, MD, PhD, Assistant Director-General for Occupational Health. Head of Division for Occupational Health, Croatian Institute of Public Health, Croatia
- 10:00 - 10:20 **'European Comparison Implementation RIE. Comparative Research in 10 European Countries (Study Commissioned by the Dutch Ministry of Economic Affairs)'**  
Veronique De Broeck, Public Affairs Manager Prevent, Belgium
- 10:20 - 10:40 **'OiRA (New Infographic and Video Film); OSH MSDs Overview Project and HWC 2020-22 on MSDs'**  
Lorenzo Munar, Project Manager, Prevention and Research Unit, European Agency for Safety and Health at Work, Spain
- 10:40 - 11:00 Questions and answers
- 11:00 - 11:20 Coffee break
- 11:20 - 11:40 **'Costs of sick leave'**  
Jan Vandeveldde, Director Marketing Mensura Belgium
- 11:40 - 12:00 **'Reaching out to SME: Health and Safety Put to Practice'**  
Kris De Meester, First Adviser, Health and Safety and International Social Affairs Federation of Enterprises in Belgium, Chairman BusinessEurope Health and Safety Committee
- 12:00 - 12:20 **'Health and Safety Implementation Challenges in SMEs and Micro-Enterprises'**  
Esther Lynch - ETUC Confederal Secretary
- 12:20 - 12:40 Questions and answers
- 12:40 - 14:00 Lunch break

- 14:00 - 14:15 **‘Medical Reference Document – a Brief Description’**  
Agnessa Kozak, PhD, Scientific Assistant University Medical Centre Hamburg-Eppendorf, Competence Centre for Epidemiology and Health Services Research for Healthcare Professionals (CVcare), Germany
- 14:15 - 14:45 **‘Old habits die hard. New pathways of behaviour change’**  
Dr. Pieter Raymaekers, Training Coordinator and Researcher at the Public Governance Institute of the KU Leuven. His current research focuses on the use of behavioural insights and nudges as a policy instrument, Belgium
- 14:45 - 15:15 **‘Presentation of the Communication Campaign’ (Campaign based on the workshop results, elaborated by UBK into a theoretical Dissemination Strategy)**  
Lien De Ruyck, Creative Strategist, Cayman - Behavioural Design Agency, Belgium
- 15:15 - 15:30 **Presentation of the Protocol concluded between the Social Partners**  
Dimitris Theodorakis Director – Post & Logistics / Hair & Beauty / Services’ Social Dialogue Coordinator
- 15:15 - 15:30 **Formal signature of the Protocol**
- 15:45 - 16:05 **‘The Role of Social Dialogue and Implementation of EU projects’**  
Sylvie Finné, Policy Officer, European Commission, DG Employment, Social Affairs and Inclusion, Social Dialogue Unit
- 16:05 - 16:20 **Conclusions**  
François Laurent, President Uni Europa Hair & Beauty, President Sectoral Social Dialogue Committee (SSDC) on Personal Services 2019
- 16:20 - 16:30 **Final word**  
Jef Vermeulen

Only for the members of the steering group:

16:30 - 17:00 steering group meeting: evaluation and feedback

End of the day

**Host:** UBK/UCB vzw-asbl (Belgium) – Promotor of the project

**The workshop takes place at** the Hotel Pullman Brussels Centre Midi, Victor Hortaplein 1, 1060 Brussel

**Hotel accommodation:** Hotel Pullman Brussels Centre Midi, Victor Hortaplein 1, 1060 Brussel

**An evening event** is organized by UBK/UCB vzw-asbl for Wednesday, 3rd of April 2019: Dinner at the Atomium.

## The Experts and their Presentations

### **Miet Verhamme**

Project Manager, Advisor European Policy and Projects Coiffure EU, Belgium

*'Explanation of the Project and the Results'*

This presentation will zoom in on the origins, the objectives, the development and the results of this EU-Ergohair project.

### **Marija Bubas, MD, PhD**

Assistant Director-General for Occupational Health. Head of Division for Occupational Health Croatian Institute of Public Health, Croatia

*'Hairdressing and Musculoskeletal Disorders'*

Hairdressers are known to be at risk for developing musculoskeletal disorders due to a considerable occurrence of repetitive movements, elevated arms, with body postures in awkward positions for longer periods of time. Research shows that hairdressing is found to be a profession with a higher risk of leaving the profession due to ill health. Thus, prevention is a necessity. Tools of prevention available in occupational health service are: providing information on hazards, advising for better organization and planning of work, medical care and rehabilitation. The presentation shows possible musculoskeletal disorders found with hairdressers and stipulates the importance of using risk assessment as one of the important tools for implementation of preventive measures.

### **Veronique De Broeck**

Public Affairs Manager Prevent, Belgium

*'European Comparison Implementation RIE. Comparative Research in 10 European Countries' (study commissioned by the Dutch Ministry of Economic Affairs)*

A comparative study on the practice of risk assessment of the hairdressers in the EU has been conducted. Although there seems to be a consensus on the added value of a risk analysis on the enterprise level, it seems difficult to integrate this in the daily business. Therefore, sector-oriented tools promoted by branch organizations are warmly welcomed, since they are easy to use, transparent and unambiguous. The presentation will show the results of the survey and the main supporting measures for conducting risk analyses by exchanging good practices with respect to digital and sector-oriented assessment instruments.

### **Lorenzo Munar**

Project Manager, Prevention and Research Unit, European Agency for Safety and Health at Work, Spain

*'OiRA (New Infographic and Video Film); OSH MSDs overview project and HWC 2020-22 on MSDs'*

This presentation will start by providing an overview of the last efforts carried out for the promotion and dissemination of the OiRA tools developed for the hairdressing sector. Afterwards, a presentation of the OSH MSDs overview project carried out by EU-OSHA underlying the aspects more interesting for the hairdressing sector will follow. Finally, the Healthy Workplaces Campaign 2020 -2022 on MSDs will be presented showing the possibilities of cooperation with the sector (at EU and at national level).

### **Jan Vandeveld**

Director Marketing Mensura Belgium

*'Costs of sick leave'*

Absenteeism due to illness: direct and indirect costs and how to influence them.

### **Kris De Meester**

First Adviser, Health and Safety and International Social Affairs Federation of Enterprises in Belgium, Chairman BusinessEurope Health and Safety Committee

*'Reaching out to SME: Health and Safety put to practice'*

SMEs have a low problem assessment capacity when it comes to health and safety at work but a high problem solving/ decision making capacity, once they are convinced action is necessary. How do we tailor our H&S policies to capture their attention and push them to action? What kind of approach and assistance do they really need? The main lever is to focus on the work itself rather than on the H&S aspects.

### **Esther Lynch**

Confederal Secretary, ETUC

*'Health and Safety Implementation Challenges in SMEs and micro-enterprises'*

Politically, she is responsible for horizontal social dialogue negotiations on many issues and health and safety. She will put forward the importance of sectoral social dialogue and the European agreement on the protection of occupational health and safety in the hairdressing sector.

### **Agnessa Kozak, PhD**

Scientific Assistant, University Medical Centre Hamburg-Eppendorf, Competence Centre for Epidemiology and Health Services Research for Healthcare Professionals (CVcare), Germany

*'Medical Reference Document – a Brief Description'*

The medical reference document was prepared within the framework of the ErgoHair project and it is to be used as a manual or working paper for social partners or other interested parties in the hairdressing industry. In this presentation, a short description of the document contents is given, e.g. background information on the occupational causes of MSD, its avoidance and benefits of prevention in the occupational context. It contains the results of a systematic analysis of studies as well as the main results of previous workshops in a structured way.

### **Dr. Pieter Raymaekers**

Training Coordinator and Researcher at the Public Governance Institute of the KU Leuven. His current research focuses on the use of behavioural insights and nudges as a policy instrument.

*'Old Habits Die Hard. New Pathways of Behaviour change'*

People do not always make rational decisions or exhibit consistent behaviour. Unconsciously, our emotions, intuitions, habits and social norms play a part. Nudging and the use of behavioural insights harness predictable mental flaws and cognitive biases to achieve better outcomes of behaviour change. Since informing and creating awareness about ergonomics are often not sufficient to change old habits, new pathways could help.

### **Lien De Ruyck**

Creative Strategist, Cayman - Behavioural Design Agency, Belgium

*'Presentation of the Communication Campaign' (Campaign based on the workshop results, elaborated by UBK into a theoretical Dissemination Strategy)*

Based on the findings of the workshops in Hamburg and Paris, a number of target audience specific recommendations were developed into a possible dissemination strategy. Next, Cayman developed a concrete communication campaign on the basis of this theoretical document. During this presentation, this campaign will be presented. Through this campaign, the aim is to not only to inform employees, employers, customers, educational institutions, suppliers, prevention and medical services, insurance – social security and health care on ergonomics in the hairdressing sector, but also to realise a mental and behavioural change.

### **Dimitris Theodorakis**

Director – Post & Logistics / Hair & Beauty / Services' Social Dialogue Coordinator

*Presentation of the Protocol concluded between the Social Partners*

### **Sylvie Finné**

Policy Officer, European Commission, DG Employment, Social Affairs and Inclusion, Social Dialogue Unit

*'The Role of Social Dialogue and Implementation of EU projects'*