What is iFLY?

iFLY is an initiative which endeavors to promote healthy CHANGE in the Workplace. It utilizes health promotion strategies to address priority health risks and conditions, which can affect the health and productivity of workers.

iFLY aims to reduce behavioural health risks and improve productivity at the workplace. It seeks to primarily address the following health issues in the workplace:

- Tobacco and alcohol use
- Poor diet and nutrition
- Physical inactivity
- Human immunodeficiency virus (HIV) and sexually transmitted infections (STI)
- Tuberculosis
- Breastfeeding

Promoting Healthy CHANGE

The iFLY Programme utilizes the CHANGE communication strategy, developed in collaboration with UN and national partners, to encourage workers to practice healthy lifestyle and practices. Workers are encouraged to live free from habits that get in the way of their dreams; and practice those that help them achieve their goals in life. CHANGE is an acronym for:

C – Cigarette smoking
H – HIV, AIDS, and STIs
A – Alcohol and Drug Abuse
N – Nasal and Lung Ailments and Tuberculosis
G – Good nutrition and Breastfeeding
E – Exercise

Why should companies implement iFLY?

Companies should be encouraged to implementing iFLY, a healthy workplace initiative, because:

- It is the right thing to do. Taking care of health and safety of employees is the ethical way to go.
- It is the smart thing to do. Companies that promote and protect workers’ health are among the most successful and competitive, and also enjoy better rates of employee retention.

What are the benefits of implementing iFLY?

The potential benefits of workplace health promotion initiatives like iFLY include the following:

- improved working situation
- improved health-related outcomes
- enhanced public image
- improved human resources management
- improved productivity
- increased health awareness and motivation
- healthy workers and improved quality of life
- more job satisfaction

What are the steps in implementing iFLY?

The steps in implementing iFLY utilizes the WHO model of healthy workplace continual improvement process, as follows:

1. Mobilize – Mobilizing workers and employers to invest in CHANGE (advocacy).
2. Assemble - Assembling or identifying an “iFLY healthy workplace team”.
3. Assess – Getting baseline data.
5. Plan – Developing a health plan.
6. Do – Implementing the plan.
8. Improve – Making changes based on evaluation results

Various tools (advocacy, assessment, training, IEC) have been developed to facilitate implementation of iFLY.

The iFLY Program is being implemented by WHO and other United Nations and national partners in the Philippines. For more information, please email Dr Soe Nyunt-U, WHO Representative in the Philippines, at who.phl@wpro.who.int