

**Healthier People: Healthier Profits Conference****Date**

3 June 2004

**Location**

Glasgow City

**Key Partners**

Glasgow Chamber of  
Commerce  
Safe and Healthy Working  
Glasgow City Council  
HealthyReturn

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**Summary of project and achievements**

- Through partnership working over a number of years with Health at Work, Greater Glasgow NHS, the Glasgow Chamber of Commerce fully the social model of health and the role that employment plays in health improvement.
- This partnership led to the Chamber using the theme of health at work for their annual conference in 2004 building future links for the development of the Healthy Working Lives strategy.
- The conference was attended by 160 workplaces from the public, private and voluntary sector.

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There is no doubt that this has taken a great deal of effort over the years by all parties to bridge the cultures of the health sector and the business sector in the City and give resonance to a shared model of working. The Chamber has done a considerable amount to modernise it's agenda over the past decade including using IT to communicate with business and linking across a wide range of diverse organisations.

Health organisations such as Greater Glasgow NHS, NHS Health Scotland and HealthyReturn have similarly had to develop ways of working with the business sector including adapting services for small businesses, developing workplace policy which promotes and protects health and promoting the framework of the Scotland's Health at Work award.

The strong partnership with the Chamber which led to the Healthier People: Healthier Profits Conference opened up the debate in the business community on the workplace's role in health improvement and gave businesses practical guidance on creating health promoting workplace environments using the wealth of resources in the city.