

Return to working life in good health – with Perspective 50plus Federal Programme of the Federal Ministry of Labour and Social Affairs (BMAS) to enhance the employability and employment opportunities of people over 50

By strengthening the physical and psychological self-responsibility of jobless women and men, "Perspective 50plus – Employment Pacts for Older Workers in the Regions" enables older long-term unemployed persons to return to working life in good physical and mental health. To this end, the regional employment pacts provide a range of health promotion models. The quality of these approaches is assured through partnerships with health insurance funds, physicians, psychologists and sports clubs. The offers are free of charge for older long-term unemployed persons and associated travel expenses are refunded. One requirement: voluntariness. Only self-motivation can help older unemployed women and men acquire sustainable physical and mental fitness. The objective of health promotion is to change the health awareness of the long-term unemployed. Because the breaking-up of mental blockades can promote a positive self-experience and break the cycle of sickness and unemployment.

The offers are based on medical checks or individual health promotion plans and include activities such as back training, nordic walking, jogging and swimming, as well as nutrition counselling, relaxation exercises and stress prevention, thereby covering the three pillars of exercise, nutrition and relaxation. Health promotion also takes account of psychological aspects that often contribute to physical well-being, too.

By strengthening the physical and also the mental flexibility, forgotten resources are rediscovered. Enterprises therefore also benefit from the health promotion of potential workers because this will make it easier for them to recruit highly productive older workers.

In connection with this key topic, the Federal Programme of the Federal Ministry of Labour and Social Affairs puts its focus on partners from the health sector. These include pension insurance funds, health funds, physicians, pharmacists associations and journals, nutrition associations and health promotion programmes of the federal states as well as regional sports clubs. But also enterprises and business associations can offer preventive measures to contribute to the health promotion of older employees that have already been recruited.

The BMAS Federal Programme

"Perspective 50plus – Employment Pacts for Older Workers in the Regions" is a programme launched by the Federal Ministry of Labour and Social Affairs. It is aimed at enhancing the employability and employment opportunities of "50 plus" long-term unemployed persons. The programme is based on a regional approach and is supported by 62 regional job alliances. This approach makes it possible to take account of regional particularities.