

Introduction Demographic change is an essential topic for the company as a whole and its future. The mean age of DB employees is currently 46 years. While DB will hire and train between 7,000 and 8,000 new employees annually in the coming years, the mean age will decrease only gradually. Employees currently aged between 50 and 60 years will soon represent the majority of staff. Preventative measures are thus essential to keep up capacity to work for as long as possible. Not least amongst the effects of this is the effect upon the competitiveness of the group as a whole.

Therefore DB is continuously expanding its concepts of workplace health promotion. One part of this is CLARA (CLever und Aktiv Richtung Alter or Clever and Active into Old Age). This concept was developed in 2012 and 2013 in cooperation with renowned gerontology researcher Prof. Dr. Andreas Kruse (Institute for Gerontology, Heidelberg University) and successfully piloted with DB employees. Since March 2015, CLARA can be booked at DB Training. The preventative programme is being carried out in cooperation with ias AG and VDES (Union of German Railroader Sports Clubs).

Composition Each participant first undergoes a medical examination at ias health centre as a prerequisite for taking part. This examination serves as verification of the basic physical fitness needed for successful participation. Participants can also attend an optional check-up after completing CLARA to monitor their achievements.

Following the initial medical examination, the implementation of CLARA extends over at least six months and comprises three modules lasting two days each. The first module opens with an in-depth health consultation and multiple tests on physical and mental fitness.

The individual seminar modules combine the relevant topics – physical and mental fitness and health knowledge. After approximately six months, the third module is concluded by final tests on physical and mental fitness and an individual health consultation.

In between those modules, participants transfer their new knowledge to their everyday lives while supporting each other in learning tandems. This process is supported by further offerings on health from the group such as DB Health Coaching.

Goals

Central components of CLARA are work on attitude change amongst participants and the enhancement of perceived self-efficacy. Participants learn of their influence on personal cognitive and physical health and are encouraged to improve those.

Goals in detail:

- Gaining of health knowledge and familiarisation with important levers to influence personal health in a positive way
- Reflection on one's own behaviour concerning health, and identification of personal improvement potential
- Adoption of responsibility for one's own health, and determination of personal health goals
- Improvement of physical and mental fitness
- Long-term upkeep of productivity

Efficacy

Results of the pilot study show distinct improvement of physical and mental fitness. In particular, positive changes have been measured in the working memory capacity and in stamina and flexibility. Scientific analysis of the group-wide programme has not as yet been possible. Evaluation of participant feedback however indicates similar effects to the pilot study.

The majority of participants reported noticeable improvement of physical and mental fitness [1]. Thanks to CLARA, many of them are now motivated to integrate healthy nutrition and sports into their everyday lives as a long-term commitment.