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**The Wellness Consultants Health Promotion Program
at the Danish National Police**

*What kind of learning processes does the Wellness Consultants Health
Promotion Program constitute for the employees?*

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1. Introduction

Traditionally the workplace represents to the worker an objective world (of objectified knowledge and power manifested in machinery, bureaucracy etc.) which s/he has to submit her/himself to. In a bureaucratic system e.g., any form of subjectivity had to be eliminated and work done according to rules and regulations. The organisation bought the worker's labour – not her/his person. Today objectified work in this sense is vanishing. Subjectivity is being recognised and included in the workplace. It becomes important that the employee can take initiatives themselves and solve unforeseen problems. The employees' subjectivity and interest in learning are a precondition for the development of the flexibility and quality of the organisation. Human resource becomes very important.

To assess the conditions of the workplace we conducted a research in Danish National Police with an objective to find out adopted learning process. The department had an attempt to create healthier culture which could bring many benefits for the police department and police personnels. The employee, who is highly motivated and is content of the work condition, can work efficiently and contribute more the betterment of an organization. Thus, in the modern times, employers are often looking possibilities to motivate its employee and get maximum outcome from them.

Employers want to benefit from the maximized use of employees skills and capacity. For this reason they would want to identify and help with employee's problem so that they get motivated to work better, support team spirit and build up social skills. On the other hand, employee can not be forgotten as a person, who brings in his/her knowledge, skills, habits, beliefs, judgments into the workplace and work for their advancement of an institution. Our research presents the Police offer their employees the possibility to improve their health and bodies. Activities which the worker usually makes in his private life became now part of his work life. The programme has made private life and work life merge together. Our research starts with the question what changes have an effect on the learning processes of their employee.

The project has different interpretations on our findings. We can look at the workplace with an attempt of creating better work conditions which bring many profits for the company.

The employee, who is highly motivated and is content of the work condition, can efficiently contribute to the development of his company.

We advanced in the research work with the research problem to investigate the kind of learning processes constituted by the Police Wellness Consultants Health Promotion Program. We ensured that our research problem was stated in such a way that it would lead to analytical thinking on the part of the researcher with the aim of possibly concluding solutions to the stated problem.

There were many problem areas we could think of while devising the research. In our case we think that three main causes contributed to problem identification. We could identify the problem with our own experiences and the experiences others. The literatures and books helped us to realize the problem at scientific level. Preliminary research and reading also added some knowledge on the subject, look upon new findings and concretize the research topic. It can lead to a research problem and provoke the investigation. As a third source for the research problem was identified by referring to the theories.

The purpose of our project is Health Promotion Program for the Danish National Police. And we postulated our research problem as

What kind of learning processes do the Police Wellness Consultants Health Promotion Program constitute for the employees?

The main objective with this project is find out what the employee can learn for the private life and how could one benefit from these programme. During the investigation we also tried to find out if there is an influence on the identity of the person who takes part in the programme. Our finding also highlights how the concept of such programme can be improved and implement on other companies.

According to Wenger, our view on learning process is

“(…) in the context of our lived experience of participation in the world..”
(Wenger,1998:3)

It means that learning is in relationship between people and environment, it is an interaction juxtaposes in the social context. The research work is divided into five parts. The first section gives an overview of the Danish National Police and introduction to wellness consultant health promotion program.

In the second section, we have tried to compile relevant theories that have been used to describe and analyse the interview. The section mainly puts down the theories pertaining to the health, learning process and post-modern society as described by Anthony Giddens, Ulrich Beck, Michel Foucault, Aaron Antonovsky and Etienne Wenger. Based on their idea, in the subsequent chapter we made the analysis of the interview we took. The third section describes the methods we adopted while doing the project. The next section is explains the main finding of our research. Here we analyze the interview and explain observation. Finally, the conclusion defines the result of our research project. In this section we also put together our recommendation for the similar research.

2. FIELD

2.1 The Danish National Police¹

2.1.1 Police and society

The area of Denmark covers 43000 square kilometers, which means that it is the smallest country in Scandinavia. There are approximately 11000 police officials in Denmark. They serve with the Danish National Police, in Greenland, in the Faroe Islands and with the 12 police district that cover the whole country. Altogether, there are approximately 14,000 employees in the police service where important functions are carried out by attorneys, administrative personnel and a series of other occupational groups such as clerical officers, service staff, academic staff, motor and weapons mechanics, IT personnel and journalists.

On 1 January 2007, a reform of the Danish police was initiated. It meant that 54 police districts were transformed into the present 12 districts. The objective was to achieve a more modern police service with sustainable police districts that on their own are able to carry out major investigations and provide large-scale emergency and support services. Very appropriately, the headquarters of the Danish National Police is situated at Polititorvet, in the centre of Copenhagen. There, the chief executive officer of the police service, the National Commissioner, and a number of different departments carry out the administrative tasks that are part of operating such a huge organization.

The National Police is divided into five areas that are staffed with administrative personnel, attorneys, police officer and many others in charge of, for example, budgets and accounts, IT and tele-related duties, police equipment and vehicles, personnel and education and training, as well as press and information tasks.

The National Police also includes areas known as operative departments engaged in investigation into IT crime, forensic technical investigations, road traffic tasks, and the surveillance of environments involving drugs, bikers, gangs and prostitution as well as international cooperation with the police in other countries.

¹ www.politi.dk

It is also from the National Police that individual police districts can request assistance for various investigations and special duties. The National Police draws up the general framework for the entire police service. The National Commissioner meets regularly with the 12 Commissioners who are the chief executive officers of the 12 police districts in the country. The forum is known as the Group Management, and the participants discuss important issues regarding the work and duties of the police.

2.1.2 Duties of the police officers

Police duties include a great variety of tasks and cover the whole of society both geographically and socially. The purpose and duties of the police are set out in section 1 of the Act on Police Activities:

The purpose of the police is to maintain safety, security, peace and order in society. The police shall further this purpose by means of prevention, assistance and law enforcement.

In brief, one of the most important tasks of the police is to ensure that the legislation adopted by politicians is complied with. In addition, however, the police must also maintain security, peace and order among the citizens to ensure that everybody can move freely and safely everywhere in the country.

2.1.3 The Police recruitment

Applicants must meet the following requirements:

- have reached the age of 21
- be a Danish national/ have Danish citizenship and be good at Danish
- be in good health with normal hearing and not colour blind
- have a driving licence for a car
- have passed the test for lifesaving in a swimming pool (Bassinprøven) or the like
- are reasonably tall, are physically robust and fit

The image of the police officers in the society is designed as fit and healthy. The structure of the Police based on the traditional demands.

In our interview with Anna she emphasized this point of view:

“This is a very traditional workplace, very conservative with fixed hours and in that sense not very flexible but in the police you probably see a different attitude because first of all they had to be fit and secondly it’s different work hours, it’s more flexible the whole way it’s organized.”

2.2 The Health Promotion Program

The main focus is on the Health Promotion Program.

The Police Wellness Consultants is a work site health promotion program, which has existed since 1999. The service has been available to all employees in the Danish National Police since 2001.

As Anette mentioned in the interview:

“I started the programme in 1999 and I started it in one precent, in one small part in the Copenhagen Police and I did it for free to make the project work to make it possible to do this programme. Meaning that the first and a half year the programme was not official though I during that year started taking in more precents... so I ended up having five precents before they figured out ‘OK let us do a full time employment and let us see where we can go with her’. Than in the first time they said ‘we employ you for on year and we do it as a project and we will see the outcome’. But after four month they decided to make it a permanent job and we started hiring so that we are now six!”

The promoter aims at the police being a work site with a healthy culture and with employees who try their utmost in creating and sustaining healthy habits. They use a WHO definition of health: "health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity" is the foundation for wellness consultant work.

The wellness program starts and ends with the employee’s workability and the individual’s daily life. They work on three different levels to ensure that their contribution with result in an increased understanding, both from the individual and from the employees as a group, while creating a health promoting environment at all work sites:

- Information: through sharing of knowledge and dialogue
- Intervention and change: through conversation, teaching and training
- Support: contributing to the building and sustaining of a positive healthy culture at every work site.

The consultants offer all employees individual information and counseling regarding rehabilitation and preventive work outs, exercise in general and healthy habits in order to secure a healthy, active work-life, personal-life and social-life, hereby sustaining a work-life balance.

As mentioned above they do this both with individuals as well as different target groups and work sites.

The consultants arrange targeted projects, workshops and lectures to support the general work with health promotion. Further more they offer advice and assistance with regard to choose equipment for exercise facilities and the lay out of such.

Wellness consultants have many responsibilities:

“We furnish and we buy things for the exercise rooms, for the exercise equipments (...) We have different talks, we give talks, we give event days, we come out and plan events, we make blood pressure, cholesterol, blood sugar and all these we do fun days and talks and all kind of things from stress related subjects to nutrition, healthy back classes and all these things!”

2.2.1 Structure

The Police employ six full time wellness consultants and the wellness program is nationwide covering the twelve regions, the Faeroe Islands and all National departments. The wellness consultants visit the mentioned work sites every six weeks.

As Anette Bonde said:

“What we are now doing is that we are covering all precincts in Denmark. Every six weeks one of us will go visit each precinct and before we meet we will send them an email. We have blocks of emails, that at this present everybody gets this email we send it to their addresses.”

In 2006 the consultants visited 53 precincts 340 times and up till now they have had personal contact with approximately 10.000 employees. Every employee can contact the wellness consultant and to this day they have worked equally with clerks, legal staff, janitors and police officers. Like wise the distribution between age, sex and rank has been homogeneous.

All program elements are offered to all employees on a voluntarily basis. If they chose to participate, all contact to the wellness consultants are done on company time.

“We have a budget from the police what they get from the Minister of Justice. Actually we have not a yearly budget so we apply for everything. When we had the fun runs and we had to get t-shirts and tents... we make an application and it will take some time and we get it.” (Anette Bonde)

2.2.2 Personal interviews

Much like a one-on-one Health Risk Assessment, all work with the individual starts with a personal, confidential health interview. They always take offset in this person's work life, personal life and social life. As a result of this interview the consultants for example create a plan or schedule new appointments. The goal is to sustain the individuals in their present jobs and to further their physiological and physical health and wellbeing:

- Rehabilitation

The consultants assist the individual before and after operations and in case of all kinds of injuries. They offer this without regard to where the injury originally arose (at work, at home, at sports). Rehabilitations are often conducted in cooperation with a family physician or surgeon, and we never treat a person without a professional diagnosis.

- Proactive training – a preventive step in the shape of regular physical training and exercise
The consultants create individual exercise programs in order to reduce musculoskeletal injuries, pain and other discomforts as a result of repetitive motions and/or inactivity.
- Specialized exercise programs
The consultants plan and create specific exercise programs according to the job description and knowledge of common injuries and workloads. For example for the traffic police, K9 officers, body guards, the Anti-terror Unit and personnel with repetitive work.
- Nutrition
Once more all our counselings starts in the individual's life and needs. They strive to teach, train and sustain healthy choices.
- Lifestyle
Through optional, individual interviews and all kind of workshops and lectures consultants inform and advice around all the factors for a healthy and active work life, personal life and social life to give everybody the possibility to make informed and balanced decisions. (At the individual interviews the consultants also counsel on smoking cessation, dependency issues as well as measure body fat composition and blood pressure. Of course only if the employee requests it.

Additional offers:

- Health Back classes – In order to join a class the employee must have had a wellness interview and the work site will have to coordinate referrals and the sign up procedure. A 30-minute lecture on the subject is also offered.
- Workshops about shoulder and neck injuries and discomforts. The consultants talk about the workstation design, planning daily activities and do a simple, preventive work out. They arrange this workshop in cooperation with the work site, which will also be in charge of participant sign up.
- The consultants counsel around nutrition and exercise in regard to smoking cessation and do a lecture on Smoking and Health Consequence. This is relevant to smokers and non-smokers alike. The consultants hold diplomas as smoking cessation counselors

but they do not offer this, as it would be way to time consuming. In Denmark smoking cessation is offered for free in most counties.

- Projects targeted shift workers. The wellness consultants hold lectures on shift work's health consequences and point out the individual's choices that can minimize health hazards. By law the police have to offer a health screening to all employees working irregular hours. The police chose a computerized questionnaire that, in case of health concerns, generates a call or a letter from the police physician. This questionnaire will be offered again, precinct by precinct, during 2008 and 2009 and around the time the wellness consultant and police physician will be on the road to promote awareness, good sleep hygiene and boost participation.
- Lectures on work life balance and stress. As the police employ several psychologists, the wellness consultants primarily focus on influence of nutrition and exercise influence on the subject. This can also be done as ½ day workshop and be followed by personal interviews.
- Lectures and workshops on nutrition and exercise. Both single subjects and combinations. Shorter lectures include: "Nutritional Facts", "Boost your metabolism", "Sugar Cravings" and "Cooking or your Immune System".
- "Exercise happenings" at meetings, team building activities and where ever exercise is needed as a break. They arrange Nordic Walking, Power Walking, Fun Runs, Circuit Training, Aerobic Classes and "Old Danish Fun and Games"

As mentioned earlier, all employees can utilized all the wellness offers.

Special focus:

The wellness consultants arrange and assist in every imaginable health promotion activity.

In 2006 they put focus special focus on the following:

- Smoking
The consultants support the employees' own efforts to stop smoking and maintain the cessation. Apart from lectures and workshops they refer to free national initiatives and support national campaigns.
- Heart health

The Danish Police recognize the importance of preventive measures and encourage all employees to utilize the wellness interviews and have their blood pressure measured. Likewise we do targeted campaigns at the work sites.

- Shift work

In the light of the shift work questionnaire the consultants offer targeted interventions. The focus is on sleep hygiene, nutrition, work life balance, exercise and time management.

Campaigns, workshops and focus days promoting health

In 2006 the consultant held 50 activities throughout the country, as well as staging the police presence at a national 5K fun run, local assistance and meetings. They are also involved in:

- A well being project for the office staff at a large precinct

100 clerks participated in lectures, workshops and exercise program for a six-month period. The focus was on exercise, nutrition and stress. The project ended before Christmas 2005 and was evaluated in 2006. 62 percent of the participants reported a positive influence on their health and 55 percent felt that the project had improved their work efforts.

- Senior health

By participating in the Police retirement workshops the consultants cooperate with the Police Personnel Department. (Offered to employees 1-3 years before planned retirement) They talk about exercise and nutrition in order to improve workability and make transition to senior life as smooth as possible. Here they also focus on work-life balance.

- Blood pressure screenings

The wellness consultant assisted the Police Foreign department in their health promotion activities by conducting blood pressure screening of all employees in this department.

The Health Promotion Program also gives participate at:

- The Anti Terror Group's trainings

- Workshops for Police Officers in their first practical stay at police stations. (In Denmark police training consists of 8 months at the Police Academy, 18 months of

practical work, another 8 months at the Police Academy and finally 4 months at a SWAT unit in Copenhagen.)

“We go also teach at the Police Academy, where we teach a class every semester on how to live better with shift work conditions and for the moment we are doing brochures...”

(Anette Bonde)

Group exercise:

Since 2002 the wellness consultants have offered a weekly exercise class at the Technology Department and they also teach at the Police Academy.

3. THEORY

The way we perceive the world and the phenomena depends on our point of view, which is very often influenced by society and the culture. There are different theories which try to clarify the reality/world that surrounds us. Each theory determines our interpretation of the world and the human place in it - the human role. It helps us to comprehend key issues of human life.

We have chosen theories of Giddens, Beck, Foucault, Antonovsky and Wenger to understand and interpret our research. Giddens and Beck descriptions of post-modernity substantiate the frame of our project while primarily the research dwells on the question of self-identity, risk society. Issues like individualization, lifestyle, decisions and choices, body – as described by Giddens has been thoroughly incorporated in our group work. What is important for our project from Giddens is human action in the structure, the characteristic of modern society and the self-identity. The Health Promotion can be a part of the social structure, which influences on the employee self-identity. It can be also one of the possibilities to make a choice (as Giddens say – lifestyle) and construct own biography. We have chosen Beck because of his focus on the idea of risk society, which implement Giddens society characteristic. According to Foucault the modern subject is generated from two technologies - technologies of power and technologies of the self. In particular instance Antonovskys theory about Salutogenetics is a concept of health promotion and supplements the other theories. Subjectivity and the meaning of risk resources in the sense of the manageability have a special importance in the Salutogenese. Wenger's social theory of learning helps us to understand the learning processes of the employee.

These theories has been used to interpret the results of our analysis of the interviews taken putting into a larger social perspective.

3.1 Anthony Giddens

3.1.1 Structuration

Giddens's theory underlines a relationship between human agency and social structure, and pointed out the repetition of the acts of individual agents which reproduces the structure. It infers that traditions, institutions, moral codes, and established ways of doing

things constitute the social structure but it does not mean that we are the prisoners of the structure as it can be changed when people ignore them, find a new way to replace them, or reproduce them differently.

Health Promotion can be seen as a kind of social influence on the employee which can construct the self-identity. In the modern point of view the health topic became more important in the work place.

The post-modern world creates new social conditions which are characterized by differences, exclusions and marginalization, and this is the “social structure” of contemporary society.

Giddens puts:

“Modernity (...) produces difference, exclusion and marginalization.”(Giddens, 1991:6)

3.1.2 Self-identity

It is the reason why self-identity becomes important. Everyone experiences that people have to make significant choices throughout their lives, from everyday affairs about clothing, appearance and leisure to high-impact decisions about relationships, beliefs and occupations. In traditional society the role of the individual was clearly define. In post-traditional societies we have to work out our roles for ourselves.

As Giddens puts it:

“What to do? How to act? Who to be? These are focal questions for everyone living in circumstances of late modernity - and ones which, on some level or another, all of us answer, either discursively or through day-to-day social behaviour.” (Giddens, 1991: 70)

“The 'art of being in the now' generates the self-understanding necessary to plan ahead and construct a life trajectory which accords with the individual's inner wishes.” (Giddens, 1991: 71)

Giddens considers that in the post-traditional order, self-identity becomes a reflexive project. It is a process where we continuously reflect on our lives, create own story and revise a set of biographical narratives. That is also reason for learning through all life, to acquire new skills, new knowledge (for example about health in our case).

“Self-identity, then, is not a set of traits or observable characteristics. It is a person's own reflexive understanding of their biography. Self-identity has continuity - that is, it cannot easily be completely changed at will - but that continuity is only a product of the person's reflexive beliefs about their own biography.” (Giddens, 1991: 53).

“Yet autobiography – particularly in the broad sense of an interpretative self-history produced by the individual concerned, whether written down or not – is actually at the core of self-identity in modern social life.” (Giddens, 1991: 76).

A self-identity is constructed on the base of individual's life and external influences. It consists of the person's choices about social role and lifestyle.

“A person's identity is not to be found in behaviour, nor - important though this is - in the reactions of others, but in the capacity to keep a particular narrative going. The individual's biography, if she is to maintain regular interaction with others in the day-to-day world, cannot be wholly fictive. It must continually integrate events which occur in the external world, and sort them into the ongoing 'story' about the self.” (Giddens, 1991: 54).

Doing own biography means make a choice. Giddens notion of choice localizes in lifestyle. Our choices about social and cultural group we participate determine our lifestyle and it is a part of our biography. It means that “lifestyle” is next very important keyword for the Giddens' theory for the project. He says that in the traditional era the social roles were handed down to us by society. But in post-traditional time we have to choose a lifestyle on our own. Thus, everyone in modern society has to select a lifestyle, which suits him or her it means to make choices about way of behaviour, beliefs, attitudes and habits. Unfortunately the options of the choices are limited and there are various possibilities for members of different groups.

In late modern society there are so many various influence that the choices for our everyday life may be affected or even determined by the tradition. But on the other hand, the emancipation is very important and it can rise on the base of relative freedom. When we start

in the point of appearance, the eating habits, grooming etc. we attain to social relations and all decisions which position ourselves as one kind of person and not another. As Giddens says:

“In post-traditional context, we have no choice but to choose how to be and how to act.”(Giddens, 1994: 75)

3.1.3 Work place

We were aware that private life and work life is conglomerated together. As Melucci observes:

“Nowadays the social attribution of identity invades all areas traditionally protected by the barrier of private space.” (Giddens, 1991: 218)

The project considers the human dynamics in the workplace arena. It juxtaposes quite differently if otherwise the family or private space had been considered but these arenas permeate each other. The social situation in that case is linked with the means of pressure and structure of society.

“(…) the sphere of work is dominated by economic compulsion and that styles of behaviour in the work place are less subject to the control of the individual than in the non-work context. (...) But work is by no means completely separate from the arena of plural choices, and choice of work and work milieu forms a basic element of lifestyle orientations in the extremely complex modern division of labour.” (Giddens, 1991:82)

“Moreover, the selection or creation of lifestyles is influenced by group pressures and the visibility of role models, as well as by socioeconomic circumstances.”(Giddens, 1991:82)

It means that there are many forces like group pressure, possibility of choice, alternatives, individual needs, media, institutional impact, technological changes which push us in specific, late modern direction. It is a fight with all influences to create, discover or become self.

3.1.4 Body

This point of view is very useful for our project. If we are considering the human health then we cannot forget about the body. And, Giddens' puts:

“The reflexivity of the self extends to the body, where the body is part of an action system rather than merely a passive object.” (Giddens, 1991: 77)

“Body awareness includes awareness of requirements of exercise and diet.” (Giddens, 1991: 77)

“Here is an integral connection between bodily development and lifestyle – manifest, for example, in the pursuit of specific bodily regimes. (...) the body is becoming a phenomenon of choices and options. These do not affect individuals alone: there are close connections between personal aspects of bodily development and global factors.” (Giddens, 1991: 7-8)

Giddens perceives human body in relation to the self and concentrates on the body emancipation:

“The body itself has become emancipated (...) In condition of high modernity, the body is actually far less ‘docile’ than ever before in relation to the self.” (Giddens, 1991: 218)

The Health Promotion Program in Danish National Police mainly focuses on well-being of a body. It is a tacit, unseen and covered regime which we selected voluntarily (as Foucault would say).

3.2 Ulrich Beck

3.2.1 Risk society

We have also tweaked the issue using the theory of Ulrich Beck, a famous German sociologist. Beck is well known for proposing the idea of “risk society”.

“Risk can be defined in the risk society as a systematic way of dealing with hazards and insecurities induced and introduced by modernization itself.” (Beck, 1992: 21).

He postulated that risk always consists a part of human life but modern society is exposed to a particular type of risk that is the result of the modernization process itself, altering social organization. It means that the natural disasters, produced by non-human forces

are different kind of risk. Modern risk are the product of human activity. The reflexive modernization has influence on the all social relations and it can cause a changes on that arena for example in a quality of life or social structure.

“Personal-social identity is connected in these labour force patterns with the right and the duty to arrange the substance of work. Vocational groups possess the productive intelligence and the power to arrange things in society.” (Beck, 1994:48)

Beck considers that risk position is fundamentally dependent on knowledge and access to information, which often correlate to economic status.

The Beck’s risk society can be useful in our project to understand the relation between people choices and their needs. Sometimes people make decisions because of fear of their health, their life conditions. Sometimes they also want to do something to protect them and that can be a reason for participating in a programme.

It can also trigger a learning process about the health because of apprehension of illness and sickness. When we pointed on risk society we should also focus on prevention. It can have a main dimension for members participating in Health Promotion Program.

3.3 Foucault

3.3.1 Governmentality

In the context of our project, this means that Health Promotion must also be seen in an ethical and political context. It direct attention to the way health promotion produces choosing subjects.

After Foucaults theory of government the Wellness Consultant Health Promotion Program can be seen as an example which produce self-regulating subjects.

The subjects estimate their own aspiration, attitudes and behaviour in relation to those set out by experts about health. Our present is pervading with the ethic of the humanist, the ethic of the normal social person, which is intrinsically an ethic of the healthy body. All aspects of our care for ourselves are to be judged in terms of logic of health and reorganized

in terms of a quest for normality. Health Promotion becomes a principal dimensions according to compose a style of life for ourselves which is normal (healthy) (Jones, 1995: 459ff.).

In the sense of Foucault supplies Health Promotion an ethics by producing meanings about the “right” way to health. To take part in the Health Promotion Program implies that the employer learn to master, improve, regulate and construct themselves in a healthy manner. According to Foucault the modern subject is generated from two technologies - technologies of power and technologies of the self. The Technologies of power defined power as directing the conduct of others. Foucault is attending with the ways in which people's experiences are controlled by others and the ways in which individuals control themselves. To take part in the Health Promotion Program is voluntary. The employees have the choice. But is the choice really free?

As Foucault theorizes about the choices, making choices and being able to make the best choice are important issues which arise from a particular understanding of freedom (Coveney, 1998:459ff.). Health promotion can then be seen as a governmental power which is productive in the sense that it produces modern subjects: it defines empirically what it is to be healthy and it supervises the proper routes to health. And the implementation of the Health Promotion Program of the police can be seen as a “techniques of discipline”.

3.3.2 Care of the self

Foucault's notion about the ‘care of the self’ or how a person constructs subjectivity means to taking care of oneself. It is the ethical policy that leads people to ameliorate and improve themselves. Knowing oneself in contemporary society is to understand how knowledge is being applied. Foucault's picture of the self is that of an individual who is essentially wrought from relations of power. Self knowledge is knowing the ways that power manipulates knowledge.

One reason Foucault gives for our cultural abandonment of "taking care of oneself" has to do with the acceptance of external law as the basis for morality and the question: "How can respect for the self be the basis for morality then?" (Martin, 1988:16 ff.).

Technologies of the self are governed by power relations, in terms of which the self struggles to define and shape its own inner character (Foucault,1986:67).

The basic goal of disciplinary power is to produce a person who is docile. This is connected to the rise of capitalism. Techniques for producing docile people are "techniques of discipline" (Dreyfus, 1982:134ff.).

"The aim of disciplinary technology is to forge a docile (body) that may be subjected, used, transformed and improved" (Foucault, 1997:136).

Health becomes a personal and social responsibility through the duty to be well, individuals and communities watch over their own, and each other's, habits. Every individual aspires to take care after one's body for healthy living. This knowledge is after Foucault produced by governmentality. Governmentality can be seen as centralization and increased government power that includes a specialized knowledge that presents itself as scientific, and which contributes to the power of governmentality. It is to a large degree internalized by people, but there is also surveillance and reinforcement for conforming to the rules. This new kind of governmentality was made possible by the production of specialised "knowledges" as well as the construction of experts, institutions and disciplines so that individuals who we think of as experts can require the knowledge necessary to rule the power of governmentality.

Government, here, is meant not so much the political or administrative characteristics of the modern state as the way in which the conduct of individuals or of groups might be directed. To govern, in this sense, is to structure the possible field of action of others. Government power, here, is not considered in a negative sense, it constitutes reality through "rituals of truth" and it creates a particular style of subjectivity with which one conforms to or resists because the individuals are taken into this subjectivity they become part of the normalizing force (Dreyfus, 1982:221).

Health promotion whether it is - personally or socially oriented - contains an ethical dimension. It is a virtue by which we can strive for our own desires, attitudes and conducts in relation to those set out by expertise. Specialised experts locate subjects in different relations to the decisions and actions made about their problems, and require them to disclose identify and reform themselves. Left is the choosing subject, which is invariably bounded to the moral

rules that are set by politics, reason and expertise (Jones, 1995:52). Health promotion issue can then be seen as authority of government power which is tending to regulate the conduct of citizens.

3.4 Aaron Antonovsky

3.4.1 Salutogenese Concept

In particular instance Antonovskys theory about Salutogenetics supplements the other theories (mentioned earlier) subjectivity and the meaning of risk resources in the sense of the manageability have a special importance in the Salutogenese Concept as defined in Feeling of coherence. Compared to Giddens notions about choices Salutogenetics focuses on a hidden concept of biography. After Giddens is to doing choices and therefore choosing lifestyle in a social and cultural context part of biography making. In a way, Antonovskies “sense of coherence” is very much connected to notion postulated by Giddens which deals with choices and lifestyle in a social and cultural context part of biography making. After the Salutogenetics can people who are seeing sense in their lives, cope with stress and master crisis in our individual “risk society” much better. Health and Illness in Salutogenetics depend on the person’s ability to mobilize resources. This is one of the aspects we approached to understand the certain dynamics regarding Health Promotion Program in police. We based the Salutogenetics in relation to the Health Promotion Program in the context of social, private life/work life and also in context of the society (flexible capitalism) for our research.

The Salutogenese-Model is a concept of Health Promotion.

The definition of Salutogenese is “Genesis of Health” or “Source of Health”. The Concept was developed by the Israeli-American medicine-sociologist Aaron Antonovsky (1923-1994) in the seventies against the the Pathogenese.

The Pathogenese is concentrated on the fight against illness and disease which is basically grounded on. “What makes one ill?” Salutogenetics turns the argument around, contending that we need to look at those who “stay well” despite being on high risk factors.

For the Salutogenese concept is health a process. That means transferred on the health condition of a person that the absence of health is natural and all given. That is the reason why health must always be supported. According to Antonovsky the status of Health and Illness

depends on the subjective formed by experience and the objective factors. As theorized, Salutogenetics sees health as a continuum.

“We are all terminal cases, and we are all, so long as there is a breath of life in us in some measure healthy” (Antonovsky, 1987:3).

The central challenge of the organism is consequently the coping of strains. One who is successful coping process is able to support health and failing ones end in unhealthy stress. The stress process depends thereby not only on factors from the outside it is also an inner process. It is important to notice how a person judges about a situation. Stress is a product of the individuals judging process. Antonovsky identified a range of factors which seemed to play a role in helping the people to cope and survive. He called these generalised resistive resources (GRR's). These are the characteristics of a person, or perhaps a collective which have facilitated successful coping with the inherent stress of human existence. He termed contributed to or created GPR's as a Sense of Coherence.

3.4.2 Sense of coherence

The main thesis of Antonovsky is that the “Sense of coherence” must be seen as the key to explain the genesis of health.

“The sense of coherence is a global orientation that expresses the extent to which one has a pervasive, enduring though dynamic feeling of confidence that (1) the stimuli deriving from one's internal and external environments in the course of living are structured, predictable, and explicable; (2) the resources are available to one to meet the demands posed by these stimuli; and (3) these demands are challenges, worthy of investment and engagement” (Antonovsky: Mystery of Health, 19).

The three compositions of the “feeling of coherence” are (Antonovsky, 1987:17)

1. The sense of comprehensibility
2. The sense of manageability
3. The sense of meaningfulness.

People's action depends on the degree of "coherence sense". A strength "sense of coherence" provides a person with the ability to act flexible and to mobilize resources (salutary resources) that fits in the requirement of a situation.

Measures of Health Promotion depend on the understanding of the definition of health. Defining health in the pathological term would mean health promotion measures concentrated on the illness and disease of a person. Health Promotion in the sense of Salutogenetics is to move the people along the continuum to health. Not simply encourage people to become low on risk factors as it is viewed in Pathogenetics.

Giddens, Beck and Foucault theories handles social structure in post-modern reality whereas Antonovsky views the importance and meaning of health. All these theories helped us to analysis and interpret the texts and understand the interviewees' understanding. However, the main problem research in our project was to focus on the learning processes.

3.5 Etienne Wenger

3.5.1 Communities of practice

Subject of our investigation is to explicitly analyze learning process in an institution, thus we based our research on the work place in the Danish National Police. To have a thorough understanding on the project and interpret the results we constructed strong theoretical background. A social theory of learning is very coherent in our project.

Likewise Wenger, emphasizes the need of new learning understanding. He places learning in the context of our lived experience and point out the participation in the world. In accordance to Giddens post-traditional perspective and notion of the self-identity as a reflexive project which we construct continuously on the base of our experience, personal action, external influences and individual lives Wenger theory complement the way of our understanding when he says

"Learning is , in its essence, a fundamentally social phenomenon, reflecting our deeply social nature as human being capable of knowing" (Wenger,1998:3)

Wenger distinguishes four premises of his concept:

- 1) focus on a social nature of human beings.
- 2) knowledge as a matter of competence with respect to valued enterprises.

- 3) *“Knowing is a matter of participating in the pursuit of such enterprises, that is, of active engagement in the world.” (Wenger, 1998:4)*
- 4) *“our ability to experience the world and our engagement with it as meaningful – is ultimately what learning is to produce.” (Wenger, 1998:4)*

As we can conclude the primary focus of Wenger’s theory is on the learning as the social participation, as a engagement in the social environment. As he underline:

“it is encompassing process of being active participants in the practices of social communities and constructing identities in relation to these communities.” (Wenger, 1998:4)

In above quotation author uses two keywords for his theory. The first one is “communities of practice”- he delineates it as:

“groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.”^{2[1]}

We can find a link to the social structure by Giddens. Theory of structuration notes that the social life is not merely determined by social forces. Instead, Giddens suggests that is random individual acts and there is a relationship between human agency and social structure. The repetition of the acts of individual agents reproduces the structure.

The second keyword is “identity”. For Wenger identity is constructed during the belonging to the community of practice.

For Giddens identity is a person's own reflexive understanding of their biography. He also underlines that in post-traditional order we have an important chore to work out our roles for ourselves. Doing own biography means make a choices which determine our belonging to various social and cultural groups. Thus Giddens notion of choice is localized in lifestyle.

The Health Promotion Program in the Danish National Police can be viewed as a community of practice. It fulfills all definition demands:

² [1] <http://www.ewenger.com/theory/index.htm>

“A community of practice has an identity defined by a shared domain of interest. Membership therefore implies a commitment to the domain, and therefore a shared competence that distinguishes members from other people.” And “In pursuing their interest in their domain, members engage in joint activities and discussions, help each other, and share information. They build relationships that enable them to learn from each other.”³[2]

On the basis of these theories we can assume that learning is situated in Health Promotion Program. The participants share domain, health, wellness interest, they are engaged in joint activities and discussion on the friendly, open and very personal relationship base.

Wenger distinctness four components of a social theory of learning:

- 1) Meaning: *“a way of talking about our (changing) ability – individually and collectively – to experience our life and the world as meaningful.”*
- 2) Practice: *“a way of talking about the shared historical and social resources, frameworks, and perspectives that can sustain mutual engagement in action.”*
- 3) Community: *“a way of talking about the social configurations in which our enterprises are defined as worth pursuing and our participation is recognizable as competence.”*
- 4) Identity: *“a way of talking about how learning changes who we are and creates personal histories of becoming in the context of our communities.”* (Wenger, 1998:6)

On the basis of these components we can find four different ways of learning process. Learning as experience, learning as doing, learning as belonging to The Health Promotion Program (choosing lifestyle as Giddens says) and learning as becoming – creating our self-identity, doing own biography.

Wenger emphasize three fields where learning is present and bring benefits. The outcomes of learning sprout for individual, for community and also for organization. It means that there are changes in thinking about learning on few levels. Employers find interest to invest in individuals learning processes of employees as a effective and valuable for their work and for all organization.

³ [2] <http://www.ewenger.com/theory/index.htm>

In relation to the Health Promotion Program we can distinguish four community of practice. The community of employees' who join the programme. The next one consists of the family members who can support person's efforts to provide new, healthy lifestyle. Third one is a group of colleges who participate in the Health Promotion Program and meet together after work time to take care of their health and make some exercises. It can be that "grey zone" as Anette named it. The relation between wellness consultant and person who wants to take part in the program built also a kind of community of practice. They help each other, share domain of interest, have a common target. Each of these levels can be seen as a place where learning process exists.

For our project it is very interesting if the participants in the Health Promotion Program in Danish National Police are conciseness about effects for their work life, private life, social relation in family or work, and for themselves as a persons. Does it really influence on their identity. The research investigates the learning processes and learning outcomes on each level of life. As a participants they not only change their health habits but also change they way of being (doing own biography, sense of coherence) and it, no doubt, varies they personal relations between members of family or colleagues in work (lifestyle).

4. METHODOLOGY

*“All research process forms a circle. It starts with a problem and ends with a solution to the problem. Problem statement is the axis which the whole research revolves around, because it explains in short the aim of the research.”*⁴ Yet it should be mentioned that not all identified problems within a scientific field of study is suitable for research.

Methodology is defined as in various ways:

1. *“the analysis of the principles of methods, rules, and postulates employed by a discipline”* - Merriam-Webster dictionary
2. *“body of methods used in a particular activity”* – Oxford Dictionary
3. *“a particular procedure or set of procedures”*⁵ – Wikipedia

The postmodern approach focuses on the interview.

4.1 Method

“The qualitative research interview attempts to understand the world from the subjects’ points of view, to unfold the meaning of peoples’ experiences, to uncover their lived world prior to scientific explanations.” (Kvale, 1996: 1)

To examine the individual’s learning process in the workplace we used qualitative interview method for our research project. We chose the semi-structured interview to investigate opinions, thoughts, perspectives, intentions, and feelings of the respondents. We decided about the issues and subject in our research in advance and asked the interviewees some biographical questions, about their opinion and experience on Health Promotion and the Wellness Consultant Health Promotion Program. Only qualitative interview could give us that kind of results. We did not want to compare their opinion (like in the focus group). Besides, general questions about their understanding of health, their health habits (lifestyle) and motivation for participation or not participation, were also included in the question guide. We asked the questions about the Health Promotion Program in relation to the personal, social, family and work life.

⁴ <http://www.petech.ac.za/robert/resprobl.htm>

⁵ <http://en.wikipedia.org/wiki/Methodology>

The interview based on conversation which is the most common way of communication in the world between people. Human beings use complicated system of signs, codes, tones, gestures which understands for both sides taking part in communication process. Language describes how we perceive the world.

During everyday conversation we confront our point of view with others. Dialog is not only two people using understanding for their system of codes. There are two personalities, two possibilities perceiving the world, different experiences, various meaning but also the dialog context, 'inter' situation, interaction. It is space between humans, the whole relation of communication.

Semistructured interview is defined as:

“an interview whose purpose is to obtain descriptions of the life world of the interviewee with respect to interpreting the meaning of the described phenomena.” (Kvale, 1996:5-6)

Interview has a specific structure and purpose. We decided about the topic, asked questions, controlled the conversation and interpreted the answers. We could be perceived as moderators who influenced the quality of the conversation.

As international students in Denmark, we were in disadvantage to communicate in Danish. In fact, communicating in Danish language would have helped us get more information from the target people. Yet we worked out with common understanding to communicate with each other with ease. English was used to communicate, given the circumstance it was the best possible way to communicate with our responders.

There are seven stages of an interview investigation, which conduct the process.

1. **Thematizing** – the main stress is pointed on the purpose of the investigation. This step demands from the researcher to describe the concept and topic. It refers to a conceptual clarification and theoretical analysis of the theme and requires the formulation of the research problem and questions.

The topic of our project is focus on the Health Promotion program in the Danish National Police. We wanted to investigate the learning processes of the people engaged and not in the programme but also its aims and function. As a main research tool we chose the qualitative interview because we want to find out about the opinion, experience and point of view of our interviewee.

2. **Designing** – it should be done before the interviewing starts. This is also a place where we should decide what kind of interview will be the best for our project. In our case individual interview will give us information, opinions and attitudes about Health Promotion Program.

We prepared three different interview question sets (for Anette Bonde/ Wellness Consultant, Employee, who takes part in the programme and Employee who not participate). The questions were open and the order was flexible. We required interviewees working in the same department, because we want to put our research in the same context.

3. **Interviewing** - *“Conduct the interview based on an interview guide and with a reflective approach to the knowledge sought and the interpersonal relation of the interview situation.” (Kvale, 1996: 88).*

During the interview we also paid attention on the body language of the interviewees. We changed the order of questioning accordance to the respondents and the interview situation. Some question we did not have to ask because the interviewee anticipated it. As we also noticed few question proved not necessary for our investigation. During each interview we kept the question set open.

4. **Transcribing** – It was an arduous and tiring part of the research. In that point it prepare the interview material for analysis; oral speech is transformed to written text and it has a new dimension. It becomes a ground for the next step.

We used transcription program and wrote all conversation. There were language difficulties, because English is not the native language for us neither for the interviewees. During the transcribing we discovered a new meaning of the sentences and also tried to emphasize their voice modulations and pauses.

5. **Analyzing** - The base from the thematizing level now rose as a very important issue because it decides about methods of analysis. We tried to focus on a nature of the interview material and choose the most appropriate methods of analysis.

We focused on the learning process and divided the material in four different themes (Motivation, Learning situation, Difficulties, Learning effects) which we marked in different colors. During analysis we found that the three last aspects constitute the main focus of our research – Learning processes. After that we put our understanding away and tried to understand the interviewee’s point of view. As a next step used our theories as a background to understand and interpret the quotations, to understand their understanding and their learning process.

6. **Verifying** – there are two key words on that level of our interview findings.

The first one is reliability – *“it refers to how consistent the results are”* (Kvale, 1996:88), and the second one is validity – *“means whether an interview study investigates what is intended to be investigated.”* (Kvale, 1996:88)

According to reliability is important to do reflection how we are collecting data. In our research when we chose to do interview with the participant and person who not take part in the programme we did not wanted to influence on their answers. We put an effort to design our question sets in a way that we will get valid results of our investigation.

To ensure the validity of the responses we got from the respondents, we asked same questions to different people. We had interviewed six persons and they had two divergent thought about the programme. In this research we have put three interviewees, where Trine represents a person from a group who participates in the programme and Anna who thinks the programme may not be necessary for her.

7. **Reporting** – that was the stage where we can prove our results of the study.

“Communicate the findings of the study and the methods applied in a form that lives up to scientific criteria, takes the ethical aspects of the investigation into consideration, and that results in a readable product.” (Kvale, 1996:88)

During the reporting we continuously discovered new insights on the project which we wanted to incorporate on the main research problem but we were obviated by time

constrains. Each chapter constructed the entirely whole and played an important role to build the whole picture. We also made a plan and scrupulously forewarned it. Part of our report we wrote individually (after consultation) but the largest part we wrote together.

Thematizing and designing stages were a base to create the question for our interview. It also determined the way of analysis and interpretation. The first two stages took a lot of time, but when it was finished we could start collecting data. To investigate the purpose and research interests we conducted series of procedures viz. preparing the question, finding appropriate contact person, obtaining recording tools and assuring relaxed environment for the target individual to share their experience.

It is important that researcher and interviewee use the same language and understand it in a common sense. The words used by both sides of conversation should be able to accommodate level of understanding. It is important that the process have an analogical meaning. It requires a broad knowledge background from the researcher before the interview starts. That is the reason, why many projects undertaken by students based on their common interests that means they can prove and improve they knowledge about the project topic.

4.2 Access to the field

As international students in Denmark we thought that it can be difficult to find a place, where all our research demands will be fulfilled and where they will agree to meet us. Fortunately our supervisor helped us to make a contact to Mrs. Anette Bonde, the Wellness Consultant for the Health Promotion Program in the Danish National Police. She was very open and friendly and supported us during our research steps.

For the interviews we wanted to include one of the fellows enrolled in the Health Promotion Program but also one who do not participate in the programme. The next step based on the language competences – we needed to talk to people who are able to communicate and express their experience, opinion by using English. The work place context is also meaningful – all our respondents work in the same department and their work conditions are analogical that we can make a overall, common, collaborative frame for the context.

Because we wanted to set the discussion in quiet and comfortable frames. Place where there was no disturbance and the person could feel safe. As interview thrive in an open, friendly and informal atmosphere and each of participants was more co-operative. It was paid special attention to this aspect and we tried to create relaxed atmosphere by discussing some issues of casual character with them. The interviews were conducted during the convenient work time. The interviewee decided where he or she wanted to sit and we adjusted our places that we could see each other.

The interview begun with an opening statement outlined the research aims and explained our interests. We clarified the need of recording the meeting on a mp3 that enabled us to pay full attention to the respondent. At the beginning we also schedule the time. In order to encourage them to voice their own thoughts they were told that we are looking for different opinions and any answer or comment is useful.

For the beginning of the interview we prepared a few general questions about the profession, occupation and scope of responsibility at work. The specific questions were concerning usability and the open questions about the attitudes towards the Health Promotion Program. These questions generated discussion and provoke responses about their knowledge,

feelings and opinion. However, there was some discussion not directly relevant to the project but in a full of respect situation we encouraged the interviewee to share her/his approach and experience.

We did not have a problem to stimulate the interviewee in speaking. All of our respondents were very open and they wanted to help as much as they can, and do their best. The participants seemed to be aware that we are students and that the discussion was therefore informal. They paid almost no attention to the presence of the Dictaphone. In the last part of the discussion we asked additional questions which served as a recapitulation on the way to avoid misunderstandings.

The time of each interview was different. First one with Anette was very long because she informed us about all issues applying the Health Promotion Program, her role in creating and improving it. The last interview, the shortest, scud operationally, that Trine answered our questions before we asked. Each interview ended by exchanging contacts in case that we needed more information, comments or considerations about the topic.

5. Analysis

This section primarily analyzes the experience of motivation, learning process, effects and challenges faced by the interviewees.

5.1 Interview with Anette

5.1.1 Analysis of the interview with Anette

Anette Bonde is a wellness consultant in the Health Promotion Program in Danish National Police since 1999. She has a graduate in exercise science from University of California Los Angeles (UCLA California). He masters the discipline related to Health Care Management and Health Promotion Management. She is a specialist in work side wellness health promotion..

Anette was the key informant for our research project. She was the one who designed and proposed the Wellness Consultants Health Promotion Program in the Danish National Police that was later implemented. Anette helped in understanding the entire concept of health promotion program and objective behind introduction in her institution. During her studies in USA, she was inspired by similar health promotion programme being implemented in various organizations which she wanted to import in Denmark. She made a pilot project in department. She recalls that she had to start things from scratch working voluntarily. Programme, started with an objective to provide counseling regarding rehabilitation and preventive work outs, exercise in general and healthy habits in order to secure a healthy, active work life, personal life and social life, she adds has been helpful in sustaining a work life balance for the employees.

a) Motivation:

The interview with Anette started with queries regarding her education background and experiences in health promotion field. We also enquired her about motivation behind designing and implementing it in the Danish National Police.

“I have a master in exercise science from UCLA California. I had been taking on classes in what called Healths Care Management and Health Promotion Management...as I do work for a company (...) so I’m a certified work site Wellness Health Consultant. Sounds good, but ya well... it’s just taken years of knowledge really to get the education.”

“I think I had spent so many times in the States and living there and Health Promotion in the states is around thirty years so it was a question to find a place in Denmark where I can actually work with this. But it was also new, at that stage, nearly ten years ago, nobody had Health Promotion. Now lots of companies do have it.’ But at that stage nobody has it. So I had to start somewhere!”

Anette also works with individuals helping them improve their health. She even counsel them personally. The focus of her programme is on the prevention and well being of the employee. Explaining the method of her work approach, she explains.

“I do the preventive part...I am a strong believer in prevention!”

“We have a way of describing our work...they had to have a happy healthy work life family life and social life.”

Anette talked about the relationship among the employees in the common sport facilities of the police department. She emphasised non discriminatory nature of the programme, which treats all the participants the same despite of their positions in the department. She positioned the Health Promotion Program in a “grey zone” – defining it being in between a work area and private life.

“When they are working out in the facilities the employees meet on a common level with the employers. And that would be not in the context of work and it will not be at home it’s a grey zone when you meet others in a different situation. Which we are really happy about, because that change the cultural mood in the workplace. So the chief might be there and the guy who “sweeps” the payment... So there is no hierarchy when they are working out.”

b) Learning process:

When asked about development and implementation of the programme and her own learning process while working in the Danish National Police, she told:

“I learned the theoretical background from the states but I just didn’t work. I did research there development and make sure that we don’t try something which it is not good. The prediction part is easier when you know what others had been tried and than the programme has developed it has started out as a very, very narrative to being a lot of different things but still the main corner stone is that we take the individual, I talked a lot with them about their work, their family their sleep, their nutrition what their injure is and from that conversation I would do programme or a project system for you.”

“We have different talks, we give talks, we give event days, we come out and plan events, we make blood pressure, cholesterol, blood sugar and all these we do fun days and talks and all kind of things from stress related subjects to nutrition, healthy back classes and all these things!”

Anette further explained her experiences and learning process as:

“What have I learned? Probably the most important lesson is the mistakes. And the mistake in this case has been that if I had been smarter I will make sure that my blueprint has included evaluations before I started. Before you start planning a programme you have to work into the evaluation. It is not good enough to make a good success if you can not prove to academia why it works. I know why it works but I can not prove it. So therefore in academia it is not useful. And that is why I feel sorry about that I don’t take the option of evaluation. We do that now. We do have some amount of possibility. Even if we don’t do it, we have some amount to evaluate the programme we do now. But in retrospect I would do it now. That is the first lesson I have learned.”

During the implementation, she had learned frequent evaluation is required to make the programme more scientific and effective. She confessed that everyday is a new experience

for the enhancement of the programme. She pointed out dedicated management is an utmost importance by saying:

“The second and most important lesson that we have done is that we had really strong management support from our top management. And I think that is necessary to be successful in the work side. And that is good for us because our management is actually quiet well liked they are not disliked. If management is really disliked than that would be a problem. The management support is probably number one and the second one is the lesson learned that we have to think in evaluation.”

She has learned about relation between the wellness consultants and employees as well as she has been very absorptive to listen to experience of her colleagues. She is very keen on paying attention to individual motivation and job description of new recruits.

“We made mistake twice and got employees that just right. One of them we found another position in the police and the other one we simply let go and she works as an aerobics now. I think it is much more a personality thing than actually an experience thing I would rather to have somebody with an open mind and is willing to go and do their best.”

She is looking forward to extending similar concept in other parts of Denmark in the days to come. She is aware that the language diversity across the country might pose challenges yet she is confident to propagate it with appropriate alterations.

“We are going now to Greenland and we have to train twelve satellites trainers and we have one week to do it and there we had to really, really focus on the things they need to know and how we are going to do it, many would speak Greenlandic, that means they don't speak Dansk that well and we also have to keep the level of education quite down and that is very difficult for us to do basic anatomy training... that would be a big challenge.”

Anette also described the important criteria for recruiting the satellite trainers. She again emphasises that the relation between trainer and employee should be trustworthy and friendly. She rather emphasise on good trainer than a perfect one.

“But a police officer has that image and he also has to teach as a trainer. A few would be afraid of him, because he is to perfect... you will not go to a college who consider to be

perfect. So that we need just somebody who is moderate and the other wrong causes of people are the overweight, smoke, inactive and honestly how would you teach anything you cannot even walk. We are looking for moderate persons.”

When we asked how the programme would be better implemented, she indicated that enough financial support would enable her to make it more effective. She has been continuously looking forward to improve and develop the programme.

“I would like to have a budget, it would like to make things easier, planning would be easier. But I never had a refusal I had never had anybody who said no. So it’s good. But the moment the company does say no it’s going be hard.”

Anette is very optimistic about the future of the programme. Yet she mentions of limitations and unsecured financial situation to her department.

“I don’t work with other companies but I would say we are the most flexible of them! The others have very strict ways to doing things, but they don’t have many people participating and we do...we have lots of people who are participating.”

She told us that she has good feedback about her programme. She emphasises out the quality of flexibility and its predominance than others similar programmes in companies. She underline unique and success the Health Promotion Program. The reason to say like that is big number of participants.

5.1.2 Interpretation of the interview with Anette

As Antette, a specialist in wellness health promotion who had noticed many organisations in USA implementing such programmes, was motivated to introduce similar programme in Denmark. She looked for an appropriate institution to implement the programme – the concept that was very new and unknown in Denmark. Her knowledge about work side related Health Promotion enabled her to develop the Health Promotion Program for the Danish National Police. Anette planed and improved it on the American development and research based and her own experience. When Health Promotion started a decade ago, the

idea of health promotion in the workplace was not an established in Denmark. Yet, she insisted that she had to start from somewhere.

Giddens' theory of structuration defines very closely the thrust behind the commencement of the programme. Health promotion in the work place in recent days has a social influence on the employee which can construct the self-identity. With the modernity, more and more organizations have been adopting the health promotion programme in the work place as the matter of subjectivity has become very crucial issue for the employee.

Anette refers that the programme has been very exciting for the employee as it re-energized their lifestyle. The participants have been growing every subsequent year. She stresses that employees have started trusting the trainer to great extend. In fact, this conditionality is explained by Foucault in his governmentality theory. It explains the emergence of governmentality as a result of specialized knowledges, formation of experts and institution on which individuals can rely upon. The establishment of wellness consultants health programme can be considered being an outcome of specialized knowledge.

The programme has provided employees working in the police department, despite belonging in different tiers, to come together and strive for a common goal. All the individuals participating in the programme would want to achieve healthy lifestyle with appropriate learning process. It has formed new communities of practice, where different individuals despite having different objective in life share a common passion. When Anette defines health promotion program as a 'grey zone', in Wenger's word it is an new community of practice where people encouraged to make new peers and company. As he further explains we can observe the participants share domain, health, wellness interest. Not only the participants are engaged in joint activities and discussion in the friendly atmosphere but they seemed more open and behave in a very personal relationship base. Thus, health promotion can then be seen as a interface where private and work life confluence together.

The primary focus of Wenger's theory is on the learning as the social participation, as a engagement in the social environment where person create his/her identity. Anette defines herself as a wellness consultant and innovator of the Health Promotion Program. According to Wenger she learned how to be good trainer, consultant (she based on her knowledge from study in USA) but also she learns all the time by doing the programme, improving it for the

Danish National Police. But the most important is her learning as becoming where she creates her self-identity and makes her own biography as a wellness consultant.

Anette's defines implied health promotion as a focus of health prevention and wellbeing of the employee. She attends the participant individually counseling them to improve their health. She perceives a worker not only as a employee but rather respect them having private life, with family, friends who needs private time besides working for the department. But, the Health Promotion Program has a positive influence on every aspect of their lives. Anette found that people who has been undertaking this program has balanced and happy life thus she perceives the wellness consultants as an effective tool to make people happy. The whole programme is designed in such a way that each participant gets an individual attention with an explicit of training activities to do. It emphasizes that the personal well being has strong influence on everyday life. The programme can be envisaged preventive in nature to minimize the "risks" that individuals might face or the other the organization gets also gets benefited from the healthy employees it has. According to Beck, risk society should be defended with the focus on prevention and the objective of health promotion program seems go together with his notion.

On the other hand, according to Antonovsky the status of health and illness depends on the subjective formed by experience and the objective factors. In the modern times, organizations have started being attentive on the subjectivity matter which highlights the employee's personal need. The scenario in the police department is an example of it where employer tries to emphasis that work life should complemented with personal liberty and social life.

Anette reflects the temperament of her colleagues as a quest for self-identity as defined by Giddens. People's affinity to accept the programme can be observed as a breakthrough to make significant choices to alter the usual everyday affair and beliefs. On contrary to traditional society it is remarkable because in post-traditional society people tend to breakaway from the clearly defined social role. Anette accepts that self-identity has become a reflexive project for the people enthusiastic about the programme at least. Reflection in individual's lives is the reason for learning and acquiring new skills and knowledge for them.

The introduced programme is being continuously improved to make it more scientific and effective based on the experience of the trainers and participants. Anette strongly believed that evaluation is very important for scientific acceptance of the specialised knowledge. She considers scientific proof for the success of the health promotion programme, which bears the characteristics of governmentality, thus to create “rituals of truth”. In Foucauldian term such kind of governmentality is a product of specialised knowledge with the support from experts and institutions where experts are regarded having power of governmentality. The concept of governmentality here refers to the conduct of individuals or groups capable of ruling or guiding people rather than political or administrative structures. And Anette justifies the governmentality should be perceived as domination rather it produces reality through “rituals of truth” to ensure individuals are taken into subjectivity. The implementation approach and personality of individual involved are of utmost importance here. In one had recipient should have a fair understanding of subjectivity rights and adaptive to changes on the other hand the organisation should have empathy to understand to the aspiration of employees. The police department, as Anette puts, been very flexible and employee friendly that respects individual's choice of life.

Although the programme is being popular within the department however Anette thinks that it has hardly been known to the people outside. Thus, she seeks to work in close cooperation with academia popularize as well as to improve it. She also mentions two instances where the decision regarding new recruit has gone wrong. Although she did not see aptitude problem in those trainers yet she explains they lacked degree of coherence required for the job. In Antonovsky theory on a strength “sense of coherence” i.e. to provide a person with the ability to act flexible and to mobilize resources (salutary resources) that fits into the requirement of a situation. For the wellness consultants health promotion programme, which is primarily based upon close interaction between the employer and employee, the result is a function of actor's sense of coherence.

5.2 Interview with Trine

5.2.1 Analysis of the interview with Trine

Trine is a prosecutor working in the Danish National Police. She has been participating in the Health Promotion Program since 2001. Initially, she had enrolled for the program for her weight control which she continued till 2004. After that she started training herself on her own with involving her in the program but now as she is pregnant she has enrolled again for the programme.

Trine was an important informant for our research because she had a peculiar experience with this program. Trine told that she was suffering from overweight problem. She was reluctant to join fitness centres in public places because had inferior complexion what people might think of her physique. As the department introduced the Police Wellness Consultants for health promotion, she instantly got motivated to join it. Trine who did not have prior workout experience is a special interest for us because she represents a novice person benefiting from the learning process.

Trine took part in the introduced program enthusiastically and she strongly believes that it has changed her lifestyle and health for good. As per our research objective, we tried to find out her motivation behind the joining the program and her experience in learning process. Besides, we also questioned her about challenge she faced and outcome she experienced. In a whole, we also tried to examine the influence of the program in context to her private/family, social and working life.

a) Motivation:

The interview with Trine started with identification of her problem and her motivation to into the health promotion program.

“It was my private motivation and my overweight... it was the time in my life I really needed to loose weight and... and...they just came right.. well as an opportunity to take it.”

“I started actually in 2001, that’s was when they started and of course they promoted themselves and so I heard about it. I worked at Copenhagen Police at that time as a prosecutor and I was a little bit overweight... so I thought well, maybe lets see what I can do for me and I had a interview with Christian and Anette.”

Even if she knew that she suffers from overweight problem she did not join any fitness centre until the particular program was introduced in her department. Below is an excerpt where she responds with the reason behind her prior reluctance to join any fitness centres as well as impetus to try out health promotion program.

“I was overweight and I didn’t want to go to the fitness centre, so he made a plan for me at home and I had this... tiny little weights and bottles of water and different things.”

“I started working out in my living room, so just because I was too embarrassed to go outside.”

Trine had started the program in the year 2001 for her overweight problem. In 2007, as she got pregnant she joined the programme again.

“I am usually sitting in my office, doing different cases, I mean the international department right now, so I also travel a lot, but right now I am pregnant so I stopped travelling from last week, because its twins, so I have to be careful and my boss wouldn’t like me to be sick before I had to go on...so I stopped travelling, but usually I travel a lot to Brussels and Paris and Slovenia but mostly Brussels... EU negotiations, a working party...”

“I used Christian three weeks ago, because I got pregnant and I needed a special training programme... but I have not used them for... I think I have broken three or four years.”

The program has not just brought her back in the shape, it has also influenced her dietary habit.

“It was the right time! I think maybe I would have tried some hopeless diet, if it wasn’t for the programme and maybe not lost weight at all, maybe I just started running or doing exercise but the combination of a workout plan and food plan that really helped me!”

“Knowing that I have something to develop to...and it was not only me, myself and my mirror and my weight but it was somebody who counted at me to do that for the next time...”

that was really motivating for me! It's a kind of personal trainer actually and I think that was the most important thing for me, knowing that they were there for me!"

As the program had benefited Trine she explains how she encouraged her husband to join the program as well.

"Well, Christian is known usually as my guru and my husband gets a lot about it, but he knows him...Christian and Anette made a programme for my husband four years ago...because I driving everybody to get to know them...and my husband is police officer and he works out quiet a lot himself. So he just encouraged me to go work out and be strong and healthy. Of course, that is important in our family!"

b) Learning process:

When asked about the differences between her lifestyle and behaviour prior participating in the program and now she told:

"Anette and they gave me a plan for what to eat and a workout plan and I lost 10 kilos in six months. So since than I have been devoted!! (Laughs) They really helped me...they really helped me!"

"My whole day of living had to be turned up side down and for me more...to clean up my drawers, they were full with candy...you know everything unhealthy and Christian is still taking about it...talking about my drawers filled with candy and it was just a whole way of life I had to change and they really helped me doing that."

"I am so much aware of what I am eating now, of course I can gain weight, when I am busy I don't eat very healthy...but I am so much more aware of what I am eating...thats because Christian and Anette helped me with that."

"Beside the nutrition was the exercise part very important for me as well, because I haven't worked out before that."

Regarding the experience during the learning process Trine professed she had been continually benefiting from the program and appreciated the support from her trainer.

“So I exercised at home three or four times a week and I was very motivated...of course, I could see that my weight just went down, down, down! And that was very motivating. Yes, it was needed and I was so nice to have Christian and Anette...I could call them any time and I was there to get up weight and he messed up my fat percentage...every two month I think! So you have something to develop to...it was really motivating for me!”

(...)and it was not only me, myself and my mirror and my weight but it was somebody who counted at me to do that for the next time...that was really motivating for me! It’s a kind of personal trainer actually and I think that was the most important thing for me, knowing that they were there for me!”

“The motivation and the ‘back up’ from them... knowing that you can always call them and still four years later I called them ‘Christian! Can you help me?’ Of course! Of course! I can help you!’ So, that’s really important when you have something on a personal level. Knowing that they are very interested in my well being...that is very special...and Christian is calling: ‘I have a book for you, now that you are pregnant, you gotta read it...that’s...that’s...very special! And that is very motivating!”

Trine sounded very positive when she was asked about relevance of such program in the workplace. At the same time, she also notes about the challenge and problem on why people are reluctant to participant in program as well.

“I think it is important for the whole person, the whole human being. We don’t just have to work, we have to be socialized, we have to train, we have to work out. I think it is important for the employer to give the employee the time to do so... I think that is important!”

“I used Christian very much, because I have known him so much, he always hear my call...and I think that is essential for me, that we have this personal relation...I mean you can get everything that you want!’ ‘The programme is very flexible, very open to all kinds of needs, because we are so different...I mean police officers and desk people have different needs, so they had to be flexible but I think, really they are!”

The well being is the important part of the programme, that people are relaxed and not stressed...muscles are not that important.”

*“...as we talked about with the girls...they don't want to work out with all the big, strong police officers... “I am fat and they are fit!
It is not a matter of muscles...maybe they could underline that in the programme...it's not a fitness programme, it's a wellness programme. I think they know to little about the programme and they have this prejudice that it's just only for the big strong police officers' I don't want to train with them!”*

5.2.2 Interpretation of the interview with Trine

Trine's job responsibilities, which demanded her fit, and her personal complexes encouraged her to participate in the programme. She did not feel good with her body that incited her to change her lifestyle and adopt healthy habits. She underlines many times her overweight as one of the reasons to enrol into the programme. At the beginning of the conversation she mentioned her problem with the overweight was smaller but during the interview she was more open and the topic grow up. She was too embarrassed to go outside and probably she was ashamed about her body, and as we can suspect that influenced on the social life and work life (image of prosecutor in the international context). She spends a lot of time in international arena often traveling abroad. As she has to represent the Danish Police so she might have felt pressured to look good. Now the main reason to join the programme is because her pregnancy.

To solve the problem she needed support from outside because she was not confident enough to train by herself. She felt that all her efforts to change the lifestyle were hopeless. In fact, it can be speculated that because of her physique she lacked self-actualization and self-acceptance. Her body was as a prisoner of the external and internal influences which construct the power of regimes/discourses by Foucault.

Based on Foucaults theorie of government, the Wellness Consultant Health Promotion Program can be seen as a “techniques of discipline” to produce self-regulating modern subjects. Trine takes part in the programme, but her choice is not really free. She is ashamed about her physique and she also has some inferior complexion that obviates her from going

into fitness centres. Thus, to avoid public places for the fitness, she started train herself at home. She strongly believed that she would not be able to improve her lifestyle because of her overweight on her own. Then, she thought of taking help of experts. After Trine accepted the wellness consultants as experts for health a special program was tailored for her. The wellness consultants were then able to define procedures to solve her problem and supervise her the way to health. This new kind of governmentality was made possible by the production of specialised knowledge as well as the formation of experts about health.

With the vantage point of Giddens theory, self-identity becomes an inescapable issue in contemporary society. In case of Trine, she striving to make significant choice in her life, at least about her physique and appearance so that she has an liberty to construct her own biography the way she wants. To theorize the particular case in terms of Giddens' post-traditional perspective and notion of the self-identity as a reflective project Trine seems to construct her self-identity based on her life and external influence.

Alike Giddens' explanation on choices Salutogenetics is also based on the concept of biography. Antonovskies "sense of coherence" is connected to this notion. The case of Trine, she is has been able to mobile resources around to achieve her goal as Salutogenetics defines.

She repeated hinted that she was very content with the health programme as it had entirely changed her lifestyle for good. Thus she also engaged her other family members to get into the programme so that they could benefit as well. Now, the programme is an important part of her family life. Trina has deep respect and trust to the wellness consultants. She has a very amicable relation with Christian (as her family calls him "guru") and she recommends everybody to benefit them because with this learning process she has changed her lifestyle and solved her problems. It means that she wants to share her benefits from one community of practice (personal relation with Christian and Anette) and bring it to another (to the family and colleges at work). According to Wenger she experienced learning as doing and belonging to the Health Promotion Program. The small community of practice consists of her and wellness consultant creates her more self-acceptance identity. She is not ashamed of her body any more and she has a new healthy lifestyle.

The programme has a deep influence in her life. It has motivated her to get rid of her bad habits and unhealthy living practice, like eating excess sweets. She frequently reiterated

that the Wellness Consultants had helped transform her life. She is very thankful to the people involved in the programme and she often shares her experience with her colleagues inciting them to join it. In retrospect, Trine explains that initially she needed support of expertise to deal with her overweight problem but later after being into the program, where she had to go through intensive learning process, she is confident enough to train her body on her own and it is also a part of her learning as becoming more independent person in adapting everyday healthy habits and creating identity (by Wenger). In 2001, Trine enrolled into the programme to solve overweight problem where she went through training under the supervision of experts till 2004. She knows that she can count on them and she has learned how to use it. She started training herself on her own but now since she is pregnant she is enrolled in the programme again – she has a big respect for Christian knowledge (it can be seen as a power of regime) and in new, more difficult situation she wants to have support from the experts. In Foucault's postulation the modern subject generated from two technologies viz. power and self. The technologies of power, in this case is the Health Promotion Programme, has an influential role in directing the conduct of Trine. Based upon this theory, it can be interpreted that Trine's experiences are controlled by the wellness consultants (power) and then by herself (self).

During the interview with Trine hinted she enrolled the programme with the feeling of encouragement of trainers and assurance that she would get back shape. These were the primary factors that motivated her to seriously undertake the training. As she was strongly supported by her trainers, she avoided everything not to disappoint them. It thus obvious, that at the beginning the reason for Trine to go under weight control was because of external influence and relation in that small community of practice.

Trine emphasized that the personal well being has influence on the work and every life. In Trine's point of view, work conditions correspond to the perception of contemporary organisation. The employer in modern workplaces perceives the employee as a whole person. They focus on the subjectivity and pay attention on the personal needs. The paradigm shift on the condition and behaviour in the modern workplace has certainly been transformed over the time - objectivity to more subjective. In the present times, employee tends emphasise that work life complement personal liberty and social life. She used the word "important" many times that underlines the relation between her private life and work life.

The given health promotion programme can also be interpreted based on Antinovsky's Salutogenetics concept which defines that health promotion means to move the people along the continuum to health. As it implies to the well being of the people rather than encourage people to become low on risk factors, the employee in the case study are treated with subjectivity to ensure well being is enriched with all aspect of life.

In our observation Christian seems to be very flexible even after work time. It seems to be that his work as wellness consultant conducts a huge part of his life. He is very engaged and always ready to help. The whole programme is on a deep personal level and focused on the well being of the employee.

Trine notes that one of the reasons people do not take part in the programme is due lack of awareness. She adds, ones who do not enrol into the programme often has preconceived notion that it is only for the stronger and well-built police officers. Besides, it has been observed that untrained and modestly build employees are shamed to enrol in the progamme with comparatively superior counterparts. It can be a social demand that all police officers should be big, strong and fit but it is part of their image.

5.3 Interview with Anna

5.3.1 Analysis of the interview with Anna

Anna is a prosecutor working for the Danish National Police (she underline her lord degree). She represents a person who does not participate in the Health Promotion Program. She lives with her husband and two children.

She was an important for our project, because we want to know about the reasons for not participating in the Health Promotion Programme. She told us her opinion about Health Promotion at the workplace in general and also in relation to her work conditions. Anna described her workplace being a very traditional. She had a contradictory point of view as compare to what Trine had to say. Her understanding on health and healthy living and her family background helped us to perceive her point of view.

Reasons for not participation

Our interview with Anna started with her description of her working conditions and her reasons for not to take part in the Health Promotion Program.

“(working day) It is between eight and nine in the morning till four in the afternoon and than I work weekends, if it’s necessary on week evenings but I have to pick up children, two children... I work than here in the office, because I live only half an hour from the city, so its more efficient for me to take my work, my extra work here than do it at home, because it is more concentrated... you know...no disturbances and you don’t feel so guilty because of the children!”

“I haven’t got time to, to... you know I have to pick up my children and when I am home, than it is difficult for me to leave the house. I can leave when my husband is home but than it is late and we have to eat and other things and we don’t use our working time!”

As a reason for not participating in the Health Promotion Program she juxtapose problem of allocating time between her work and her family life. Her life is determined by events which she “has to do” (*“I have to pick up my children” (she repeated), “ we have to eat”*).

She underlines that she is very involved in her family life and therefore she has not been able to take part in the program. Above all she did not like fitness activities which she thinks is practised in quite an artificial condition. She rather likes to spend her time in the nature.

“If I were single, no husband, no children I would probably do it but I have never been very fond of fitness studios. I don’t like the machines, it’s boring, I rather run in the nature than run on a string.”

When we asked her about the importance of the topic health in her life, she told us that it is very important for her. She cycles everyday to her workplace but coevally she does not considered it as healthy because of the pollution.

“Oh! It’s very important for me! I ride my bike every day... OK, there is a lot of pollution so it is probably not healthy, but I need around one hour and ten minutes on the bike every day!”

Anna don’t know much about the program and remarked that health is important but it is not necessary to join a programme to live healthy. She exercised by herself and don’t like to train in a defined schedule.

“I don’t know very much about the program, so I don’t know how many hours I have to use on it, I don’t know how much of my time it will take... I thought about when I use the programme than I have less time to exercise by myself and I don’t exercise.. so like a schedule, it’s not something I plan.”

Asked about her opinion about Health Promotion she answered:

“Oh it’s always important, I mean focus on health... but you don’t have to join the programme to be healthy, I mean if you eat healthy and just exercise a little bit during the week. I don’t think it is necessary to join it. But some people just like to have a... a... put it in to a frame, where they exercise and do this and this at certain times and have some health with other things that will relate to this whole programme.”

Her management would not accept exercising during the work time. and she agrees with this opinion. She understands the market rules and explained that the private sector can offer more enterprises to create better work conditions (Health Promotion). But the public institution should not spend money for events which will not bring the benefits for organisation.

“Our management wouldn’t except it (exercise during the work time), we can do it during the work but than you have to stay late. We have to be here at the job seven and a half hour every day, so when we exercise one hour, we have to stay here eight and a half hour! And that is fair enough, because we are paid for working and not for exercise!”

“Of course if the employer decides that we can have a massage and the coffee is free and so on it is still a public, you know we are working as public prosecutors, so it’s like working for the state, so you can’t expect the same benefits that they have in private sector.

The private sector have a different economy and some firms have the money to give those things to the employees. Here you can't expect that the state use all the money on massage and other things. Not a big scale but a little scale you can do it."

"If you go to another type of job and interview for example IBM, computer firms or the medical industry you will probably see very different results. We are ten, twenty years behind the US...look at the smoking policy...ten years ago we were laughing when we see people smoking outside on the payment and now it is the same. So probably you see more when you came back in ten years I will say: 'Yes, I can use my work hours for exercising' But it is true when the facilities where here and we were allowed to and able to...I would probably join it!"

But right now it's like "Why should I stay longer?!" The same with the massage, I wouldn't go to a massage during work hours if it wasn't because she comes here and she has the facilities and it is easy, fast and cheap as well instead of having to book an hour to go somewhere. It's true it is a very important aspect that if it is easy available and cheap people will join probably!"

We asked her if the programme have an influence on relation between the employee and the employer.

"That's works in all different aspects of work life that if the employer shows respect the employee would be more loyal, it's in every aspect of the job, if they say it is a good job you did or it's the same when we have to go to a dentist or another doctor than you can leave during work hours. They show you that confidence, they say: 'We don't look into where you are during the day, so long as you are doing your job.' It's OK to leave the house for an hour... I mean that is the way of showing they trust you and that comes back to them in form of loyalty."

On the other hand she notices the changes in the society and need of taking care of oneself. But she sounded confident enough for not taking part in the programme as she thinks she is healthy.

“Should the employer let the employees exercising during the work time?! Of course if, if... it means that... if we don't do it... that we will all die of over weight and with health problems and heart diseases, in twenty years nobody is left at work than it might be good for the employer to allocate some money to spent on health for the employee. But I don' see myself as a person who is going to have these problems! I am probably think I am more healthy than I am!”

Anna notices diversity in the work condition for different employees in the police department and she think that the Health Promotion Program is prepared mostly for the police officers. She thinks police officers should be more fit than other employee.

“This is a very traditional workplace, very conservative with fixed hours and in that sense not very flexible but in the police you probably see a different attitude because first of all they have to be fit and secondly it's different work hours, it's more flexible the whole way it's organized.”

“ So maybe it's easier for them to combine this programme with the work. For us it is something very foreign, it' not something that... if we were sitting out at a police station it will be different, because than we as the prosecutors are more part of the police and so we are in different functions than we are sitting in the same building but here we are very far away from the police work and than it is like ordinary office work...with some very old, long traditions to how the work supposed to be done. I think it is very difficult and very new to our employers to talk about doing fitness during the work hours!”

Although she has some experiences with fitness centres but she is not keen of it. Anna knows about the medical benefits of doing exercise yet she fears danger of getting addicted to it.

“I am just know that I am not good with such things because I tried to join different fitness centres... and I showed up twice and than I stopped. So, I mean... I'm not good with the schedule thing! But I know as soon as you get into it, you get addicted, because you have those energy and the exercise makes you... those things with you brain that the endorphins release and you get better mood. You thought of start wanting the exercise, because your body needs it. My body doesn't right now! (Laughs)”

5.3.2 Interpretation of the interview with Anna

Anna repeatedly said that she has very limited to time her household chores and office work. She clearly separates her family life and work life. She reiterated several times that she does not want her private time getting influenced by the office work in anyway. Indeed, she bears a very traditional point of view. And she regards that offices should not impose any extra activities to the employees other than the office work.

Regarding the importance of health in her life, she told that it is indeed very important but she rather not go in the fitness centres. She thinks fitness centres are very artificial way of training oneself. She is comfortable with natural way of exercising. She hinted she had been eating healthy and exercising during week would be enough for healthy lifestyles. And she has been adopting similar lifestyles. Anna has a strong sense of coherence for her activities. She believes she would have a problem doing those activities if she gets enrolled into the programme. She considered time very precious for her. To some extent, Anna was observed for not having full awareness of the health promotion programmes. She had a perception that it was just another fitness training centre.

She is also very sceptical about her management if it would allow her to exercise during the work time. Further more, she does not want to spend extra time for the exercises. She clearly puts demarcation between work and private lives. In one of occasions, she mentioned that people in their offices are paid for work not for exercise which in fact shows her attitude towards work life.

She also makes a distinction between private and public offices on their approach. She opines that state controlled offices may not provide same level of benefit as public firms do. The public working places are still the traditional according to her yet she quite like the working with that system. In comparison to American working system she thinks Denmark is 10-20 years behind but she thinks system might gradually get changed for the employee. According to her minimizing the working hour could provide incentive to engage in health promotion programme.

She views that police has different job definition and working condition. Programmes like the Wellness Consultant Health Promotion Program are suitable for the police officers she explains, as it is mandatory for them to be healthy and fit. Besides, the police can work in flexible time which she does not expect with her job.

As Anna puts her workplace operates in a traditional manner. She thinks that the organisations has some limitations as it mostly focuses on objectivity of the work and giving very less concern about the employee's subjectivity. As Giddens puts traditions, institutions, moral codes, and established ways of doing things constitute the social structure and she accepted the structure limitations of her job.

In the modern times, although the health issue is becoming more important in the work place yet Anna she does not seem to rejoice the concept. She behaves in traditional way, where she would want system to clearly define. Although Giddens believes that people in post-traditional society can chose lifestyles on their own as per their need yet the possibilities are limited by the availability of resources around.

In Anna case, the limiting factor could be the level of awareness about ongoing programme, her problem in allocating time for activities, her acceptance for traditional style of working and finally, her confidence that she can do the exercise on her own. In fact, she is very particular about body awareness and requirement of the exercise and diet.

Anna is not participating in the Health Promotion Program because she feels healthy and sees no need to change her lifestyle. She knows very less about the Program because Health Promotion at the workplace is not meaningful for her. According to Wenger is to see sense for engagement one of the theoretical foundations which produce learning and therefore active participating in a community of practice (Health Promotion Program).

6. CONCLUSION

The Wellness Health Promotion Program constitutes different kinds of learning processes for the employer of the Danish National Police. Anette previous motivation to promote health promotion program was to ensure that employee benefit from happier and healthier lifestyle. She is interested in implying health promotion with the focus on health prevention and well being of the employee.

The learning process of Anette Bonde, Wellness Consultant and designer of the program, begun with her scientific education in the USA. During her studies she researched about the implementations of other Health Promotion Programmes, this is how she got motivated to introduce a similar programme in Denmark. She has to face big challenge to implement the programme in Denmark, because during the time the idea of Health Promotion at the workplace was very new and untested. Anette planed and improved it on the basis her experience she learned in America. Yet the programme was developed gradually and she was very open to adopt the changes that she learned from past mistakes. The first mistake she realizes is that she did not used proper evaluation before the programme started and later she found out that it should have been done for scientific acceptance of the specialised knowledge. She considers scientific proof for the success of the health promotion programme, which bears the characteristics of governmentality, thus to create “rituals of truth”. In Foucauldian term such kind of governmentality is a product of specialised knowledge with the support from experts and institutions where experts are regarded having power of governmentality. The concept of governmentality here refers to the conduct of individuals or groups capable of ruling or guiding people rather than political or administrative structures. And Anette justifies the governmentality should be perceived as domination rather it produces reality through “rituals of truth” to ensure individuals are taken into subjectivity. The second mistake that she realizes is that she recruited unsuitable person as a new trainer for wellness consultants. They were very absorptive to the job and Anette thinks they did not fulfilled her expectation. She learned not only how they should work, behave but also how to look. Anette created and reproduced the image of the wellness consultants and she wanted them to be perfect and look fit.

The whole programme is designed in such a way that each participant gets an individual attention with an explicit of training activities to do. Trine, a prosecutor working in

the Danish National Police and has been participating in the Health Promotion Program since 2001. Initially, she had enrolled for the program for her weight control which she continued till 2004. After that she started training herself on her own with involving her in the program but now as she is pregnant she has enrolled again for the programme.

Trine's job responsibilities, which demanded her to be fit, and her personal complexes, encouraged her to participate in the programme. She did not feel good with her body that incited her to change her lifestyle and adopt healthy habits. To solve the problem she needed support from outside because she was not confident enough to train by herself.

Based on Foucault's theory of government, the Wellness Consultant Health Promotion Program can be seen as a "techniques of discipline" to produce self-regulating modern subjects. Trine takes part in the programme, but her choice is not really free. She is ashamed about her physique and she also has some inferior complexion that obviates her from going into fitness centres. Thus, to avoid public places for the fitness, she started train herself at home.

She strongly believed that she would not be able to improve her lifestyle because of her overweight on her own. Then, she thought of taking help of experts. After Trine accepted the wellness consultants as experts for health a special program was tailored for her. The wellness consultants were then able to define procedures to solve her problem and supervise her the way to health. This new kind of governmentality was made possible by the production of specialised knowledges as well as the formation of experts about health.

With the vantage point of Giddens theory, self-identity becomes an inescapable issue in contemporary society. In case of Trine, she striving to make significant choice in her life, at least about her physique and appearance so that she has an liberty to construct her own biography the way she wants. To theorize the particular case in terms of Giddens' post-traditional perspective and notion of the self-identity as a reflective project Trine seems to construct her self-identity based on her life and external influence.

Alike Giddens' explanation on choices Salutogenetics is also based on the concept of biography. Antonovsky's "sense of coherence" is connected to this notion. The case of Trine, she is has been able to mobile resources around to achieve her goal as Salutogenetics defines.

The learning process provided by the Health Promotion Program changed her lifestyle and solved her problems. It has motivated her to get rid of her bad habits and unhealthy living practice, like eating excess sweets. She learned how to train her body on her own. Trine shared her experience with her colleagues and incited them to join it. In Foucault's postulation the modern subject generated from two technologies viz. power and self. The technologies of power, in this case is the Health Promotion Programme, has an influential role in directing the conduct of Trine. Based upon this theory, it can be interpreted that Trine's experiences are controlled by the wellness consultants and then by herself.

Trine emphasized that the personal well being has influenced on the work and every life. In post-modern society, work conditions correspond to the perception of contemporary organisation. The employer in modern workplaces perceives the employee as a whole person. They focus on the subjectivity and pay attention on the personal needs.

The given health promotion programme can also be interpreted based on Antinovsky's Salutogenetics concept which defines that health promotion means to move the people along the continuum to health. As it implies to the well being of the people rather than encourage people to become low on risk factors, the employee in the case study are treated with subjectivity to ensure well being enriched with all aspect of life.

Trine notes that one of the reasons people do not take part in the programme is due lack of awareness. She adds, ones who do not enrol into the programme often has preconceived notion that it is only for the stronger and well built police officers. Besides, it has been observed that untrained and modestly build employees are shamed to enrol in the programme with comparatively superior counterparts.

Anna, also a prosecutor working for the Danish National Police in the same department as Trine, has a different point of view. Anna is not interested in the programme as she does not want her private time getting influenced by the office work in anyway. Indeed, she bears a very traditional point of view and regards that offices should not impose any extra activities to the employees other than the office work.

Anna is not participating in the Health Promotion Program because she feels healthy and sees no need to change her lifestyle. She knows very less about the Program because

Health Promotion at the workplace is not meaningful for her. According to Wenger is to see sense for engagement one of the theoretical foundations which produce learning and therefore active participating in a community of practice.

As Anna puts her workplace operates in a traditional manner. She thinks that the organisation has some limitations as it mostly focuses on objectivity of the work and giving very less concern about the employee's subjectivity. As Giddens puts traditions, institutions, moral codes, and established ways of doing things constitute the social structure and she accepted the structure limitations of her job.

In the modern times, although the health issue is becoming more important in the work place yet Anna does not seem to rejoice the concept. She behaves in traditional way, where she would want system to clearly define. Although Giddens believes that people in post-traditional society can chose lifestyles on their own as per their need yet the possibilities are limited by the availability of resources around.

In Anna case, the limiting factor could be the level of awareness about ongoing programme, her problem in allocating time for activities, her acceptance for traditional style of working and finally, her confidence that she can do the exercise on her own. In fact, she is very particular about body awareness and requirement of the exercise and diet.

Anna is not participating in the Health Promotion Program because she feels healthy and sees there is no need to change her lifestyle. She knows very less about the Program because Health Promotion at the workplace is not meaningful for her. According to Wenger is to see sense for engagement one of the theoretical foundations which produce learning and therefore active participating in a community of practice (Health Promotion Program).

Anna and Trine have subjective points of view on the Health Promotion Program because motivation and urge to learn depend on their personal needs. Both have the same working conditions but Anna defines her workplace as traditional whereas Trine underlines the flexibility of her job.

Our research emphasizes that the personal well being has strong influence on everyday life. The programme can be envisaged preventive in nature to minimize the “risks” that

individuals might face or the other the organization gets also gets benefited from the healthy employees it has. According to Beck, risk society should be defended with the focus on prevention and the objective of health promotion program seems go together with his notion.

The programme has provided employees working in the police department, despite belonging in different tiers, to come together and strive for a common goal. All the individuals participating in the programme would want to achieve healthy lifestyle with appropriate learning process. It has formed a new community of practice, where different individuals despite having different objective in life share a common passion. When Anette defines health promotion program as a “grey zone”, in Wenger’s word it is a new community of practice where people encouraged making new peers and company. In a way, the programme has been very helpful for the development of personality of the police. Not only does the programme help in attaining healthy lifestyle, it also help in socialization them. The programme helps in reducing probable the risk factors of the future.

On the other hand, according to Antonovsky the status of health and illness depends on the subjective formed by experience and the objective factors. In the modern times, organizations have started being attentive on the subjectivity matter which highlights the employee’s personal need. People's affinity to accept the programme can be observed as a breakthrough to make significant choices to alter the usual everyday affair and beliefs. On contrary to traditional society it is remarkable because in post-traditional society people tend to breakaway from the clearly defined societal role.

The implementation of such program is in deed very useful for the healthy and well-being of the employee in any organization. It provides opportunity for the employee to lead healthy life reducing risk factors apart from subjectivity. Even though, the concept is getting popular in modern working place but we experienced that it adds up extra expenses. In case of the Danish National Police, it is reported that seventy five percent of total police force in Denmark are participating this programme and Anette reported her programme need very high amount of budget to ensure the programme. However, she was reluctant to share the amount in details.

In our experience we believe that such programme can benefit both employer and employee because it provides windows of opportunity to build up closer relationship between

them. The programme in the Danish Police started with objectives to improve workability and individual's daily life. The participants benefit from rehabilitation and preventive work outs, exercise in general and healthy habits in order to secure a healthy, active work life, personal life and social life that on the other hand ensures sustainable work life balance. Yet there are few drawbacks with the assessment of the success of the programme. Although the programme has brought visible changes in the participants' lives but there is a lack of proper information on the actual evaluation of the programme. It is thus recommended that the proper assessment should be conducted before it propagating it to other organisation. Besides, during the research we also noticed there was poor information dissemination regarding the programme even within the department. Anna when referred the programme being just an ordinary fitness training programme missed a fundamental motive and design of the programme. The department could in fact update the information on the website in frequent basis.

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