

Press release

PRINCESS LAURENTIEN OPENS 3RD CONGRESS GEZONDHEIDSMANAGEMENT BEDRIJF IN BEWEGING (health management – company on the move)

Her Royal Highness Princess Laurentien of the Netherlands will open the third theme congress Gezondheidsmanagement Bedrijf in Beweging in Amersfoort on Thursday 13th March. The central theme of the congress this year is “Mentale gezondheid en werk” (mental health and work).

In her speech, Princess Laurentien will pause at the importance of sustainable investments in the health of co-workers. By means of the theme of low literacy, she will fathom the importance of an integral approach of mental, social and physical health. The Princess will also draw attention to Health Literacy.

From the research Stil Vermogen (Dormant Capital) of Stichting Lezen & Schrijven it becomes clear that there is a direct relation between health, use of care and low literacy. Low-literate people often feel unhealthier and make more use of care providers. The research also indicates that they are unhealthier. A low-literate man runs six times more risk of having a heart attack than a literate man. The same research indicates that low literacy costs the Netherlands more than half a billion euro every year.

After the plenary opening by Princess Laurentien, various international and national lectures on labour and health are programmed.

Note for the editors (not for publication)

To sign up for the congress and for more information, please contact Paul Baart, Baart en Raaijmakers, ■■■■■■■■■■ www.congresgezondheidsmanagement.nl

For more information about Stichting Lezen & Schrijven, ■■■■■■■■■■ www.lezenenschrijven.nl

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