Logic of insertion of the practice of physical and sports activities in a telecommunications company in Mali: dynamics and constraints

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ABSTRACT
In purpose to define a strategic direction for implementation of a program of physical education within companies of Mali, this study has objective to identify the needs of the employes in of Orange Mali. To achieve this 230 questionnaires were retrieved, corresponding to 74.19% recovery rate of the survey. The results show that our respondents were sedentary profile, 46.68% of them have a weight beyond the norm. Among the obstacles to regular physical education lack of time, fatigue after work and the lack of infrastructure are the most mentioned. 88.99% of these workers are interested in a program of physical education within the company. A Consideration of the choice of limits suggested by the respondents will make effective a program in the context of the study.

Keywords: sports activities, telecommunications Companies, employees and physical education.
1 INTRODUCTION

Man constitutes the first wealth as a human resource, (Pierre, 2007). In a society marked by the overload of work and the fear it arouses, employees are forced to invest more in order to increase production. In companies, one of the concepts to be applied in order to achieve excellence is that of the “company-athlete”, itself composed of the “company athlete” (Ehrenberg, 1991). A symbol of economic competition, sport is a role model. It even appears as a human resources management tool (Tarik Chakor. “Sport in the workplace: a new lever for human resources management?”. 2016. hal-01393635). We expect employees, a sporting spirit, winners, guided by the logic of performance. At a time when creativity is the key word within the company, sport acts not only as a formidable instrument for mobilizing staff, but also to relieve employees of the pressure they experience on a daily basis.

With the evolution of new technologies, employees are becoming more and more sedentary. In companies like telecommunications, employees work less physically and spend long periods of time sitting in front of a screen, on the phone or driving. Tasks become more repetitive. It is often recommended to go up the stairs to exercise every day, but in some companies, taking the elevator seems unavoidable because of the number of floors or security. Work represents for most employees at least 5 days a week and about 7 to 8 hours a day, there is little time left to indulge in a sport and the remaining time is often swallowed up by family obligations.

This increase in sedentary work tends to deprive the majority of individuals of the physical stimulation necessary for good balance and health. In other words, these changes cause stress and above all preventable diseases (hypertension, diabetes, obesity, skeletal muscle disorders, etc.). According to the WHO, the burden of morbidity and mortality attributable to NCDs such as cardiovascular diseases, cancer or diabetes is increasing year by year. In 2020, 60% of deaths were from NCDs compared to 41% in 1990. About 80% of deaths from non-communicable and chronic diseases occur in low- and middle-income countries such as Mali. Indeed, the prevalence of these diseases is clearly increasing in the major Malian cities. This growth would be due to the sedentary lifestyle of the population because according to the results of Doumbia (2022), 74% of adults in Bamako do not regularly practice physical exercise during the week. Also, the DNS (2013) stipulates that 74% of urban Malians work in a sitting or standing posture with less walking. Among the obstacles to the practice of APS cited by this population, the lack of time is the most mentioned. Our interest in this telecommunications company from Mali is linked to its ability to establish itself on the market as a leader in the field. The part of a committed staff is of capital importance for this permanent fight. It therefore seems interesting to us to ask ourselves about the logics that can underlie the implementation of an APS program within companies on the one hand, and the notorious aspects to be taken into account for the sustainability of such a program, program on the other hand.
2 METHODOLOGY

The study was carried out on all the workers of the telecommunications company in question. This population is made up of men and women, aged 20 and 60 and occupying different positions. For competition issues, we were forced to make a commitment to the managers of the telecommunications company to keep the identity of their company anonymous.

For sampling, we used the non-probabilistic method and the convenience technique from which 310 questionnaires could be administered. This technique makes it possible to take into account the subjects available at the time of data collection for practical reasons.

For this study, we developed a questionnaire consisting of a series of 19 questions. The questionnaire includes closed, semi-open, open and multiple-choice questions. The idea that guides us is to assess the relevance of setting up an APS program within the company in Mali. We then sought to understand the factors that can hinder the commitment and sustainability of employees to practice APS. Finally, we want to collect suggestions from interested parties for effective action.

We stayed for two months, during working hours, from 7:30 a.m. to 5:30 p.m., in the management compound with the company doctor. This gave us the opportunity to observe the movements of the workers, their physical condition (obesity), their shortness of breath, the stress, especially their duration of immobility. Above all, we participated in the annual health check-up of the agents from December 1 to 24, 2022. This made it possible to collect the height, weight and age of the subjects, bases on which we calculated the BMIs. The body mass index is used to determine whether a person's weight is healthy or unhealthy. When referring to the classification (Rousseau, 2005), for subjects aged 18 and over. 18.5 = underweight, 18.5 to 24.9 = normal, 25 to 29.9 = overweight, 30 to 39.9 = obesity, > = morbid obesity. BMI = Weight/(Height)2 Weight in kg, height in meters and BMI in Kg/m2.

2.1 STATISTICAL DATA PROCESSING

We processed the questionnaire using SPSS 20 software. The coding was done from the design stage for closed questions. We coded the open question during the count. This same software, SPSS 20, allowed us to establish tables of crossover or frequency of each variable from the appropriate tests. This methodology allowed us to arrive at the following results.
3 PRESENTATION OF RESULTS

RESULT 1

Table 1: Distribution of workers according to body mass index (BMI)

<table>
<thead>
<tr>
<th>BMI</th>
<th>N</th>
<th>%</th>
<th>N</th>
<th>%</th>
<th>N</th>
<th>%</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;18.5</td>
<td>13</td>
<td>3.39</td>
<td>182</td>
<td>50.27</td>
<td>125</td>
<td>34.53</td>
<td>43</td>
<td>11.87</td>
</tr>
<tr>
<td>18.5-24.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-29.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30-39.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: annual health check, legend N= effective, % = percentage

Table 2: Overall health

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
</tr>
<tr>
<td>Bad</td>
<td>2</td>
</tr>
<tr>
<td>Average</td>
<td>127</td>
</tr>
<tr>
<td>Good</td>
<td>28</td>
</tr>
<tr>
<td>Very Good</td>
<td>48</td>
</tr>
<tr>
<td>Excellent</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>230</td>
</tr>
</tbody>
</table>

Personal source

RESULT 2

Table 3: Absence from service for health reasons

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Way</td>
<td>101</td>
<td>44.1</td>
</tr>
<tr>
<td>Rarely</td>
<td>44</td>
<td>19.2</td>
</tr>
<tr>
<td>Some Times</td>
<td>82</td>
<td>35.8</td>
</tr>
<tr>
<td>several times</td>
<td>2</td>
<td>0.9</td>
</tr>
<tr>
<td>Total</td>
<td>229</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Missing</th>
<th>System</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>System</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>230</td>
<td></td>
</tr>
</tbody>
</table>

Made myself

Graphic of result 2, table 3: absence from service for health reasons
### 4 DISCUSSION

In view of our results, Orange workers are mostly sedentary; only 3.10% report carrying out an activity requiring more high-load body movement. These are those who work in telephone installations. This figure is below that obtained by (MJS and INSEE 2003). According to their survey, French workers are sedentary because only 14% practice so-called utilitarian physical activities, such as going to work by bicycle. Cragg, et al, (2006) justify this reduction in work-related physical activity by the increased use of elevators, computers, printers, voicemail, email, telephones, etc. One of the indicators of this sedentary lifestyle of Orange Mali workers is the fact that 46% of them have a BMI beyond the norm. In other words, 46% of these workers are exposed to chronic diseases and diabetes because, according to the work of Sidibe (2007), these diseases are the direct consequence of overweight and obesity in developing countries.

The 55.90% of respondents claim to have been absent for health reasons, this figure is higher than the 47% obtained from Canadians in 2007 on the same question. 45% of our respondents say they practice APS. And only 15.53% of them say they practice it at least 3 times a week. So with reference to the new recommendations for PSA for adults, we can say that a large part of these respondents (approximately 65.48% of “says practitioners”) do not have a good frequency of physical activity, especially since their daily activities are mainly done on site.
These results corroborate certain studies carried out in Africa on the practice of APS for adults: from which 34% was obtained in Lomé BAWILA (2009), and 34.18% in commune VI of the district of Bamako (DOUMBIA, 2009).

The lack of time, fatigue after work and the lack of infrastructure mentioned as obstacles to the regular practice of APS by Orange Mali employees justify their profile of sedentary tendencies.

However, 88.99% recognize their sedentary lifestyle and would like a physical exercise program to be set up. This voluntarist and hygienist trend constitute an asset for a policy of promotion of the practice of APS for health within the company.

5 CONCLUSION

The results obtained reveal that the agents have a sedentary profile. Among the obstacles to a regular practice of APS, the lack of time, fatigue after work and the lack of infrastructure, among others, were most often mentioned. They are therefore exposed to diseases related to physical inactivity with consequences on their productivity. This is why we make the following suggestions and recommendations to management, particularly in the service of management and occupational medicine:

- Provision of adequate infrastructure and supervision.
- Institute the practice of APS within the company;
- Motivate employees to practice APS.

PERSPECTIVE

Further research is required about logic of insertion of the practice of physical and sports activities in a telecommunications company

CONFLICT OF INTERESTS

All authors declare that have no conflict of interest.
REFERENCES


