



Path To Wellness

Your Best Practises In Employee Wellness
Fall E-Newsletter
October 2009 - Issue 21

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Welcome
Beverly



Also, a big welcome to our newest subscribers especially those from the recent York Region Workplace Wellness Conference.

This e-newsletter highlights information on employee and

ROI for Workplace Wellness

Workplace Health Promotion Programs have reported **returns between \$2.30 and \$10.10** in the areas of decreased absenteeism, fewer sick days, decreased WSIB claims, lowered health and insurance costs, and improvements to employee performance and productivity.

Of note:

- The Canadian government's Workplace Wellness Plan return on investment (ROI) was \$1.95-\$3.75 per employee per dollar spent
- Coca Cola report saving \$500 every year per employee after beginning a Workplace Health Promotion Program, with only 60% of their employees participating
- Coors Brewing Co. found that for every dollar spent on their Workplace Wellness Plan they saw a \$5.50 return, and the employees who participated decreased their absentee rate by 18%
- DuPont's Workplace Wellness Plan pilot sites saw a saving of 11,726 disability days and a return of United States \$2.05 for every dollar invested by the end of the second year
- Johnson & Johnson estimated an average saving of \$224.66 per employee per year for the four years examined after the program introduction, with the bulk of the savings being in the third and fourth years

Incentives to increase ROI

Health2 Resources survey found that in the US the average cash incentive for participation in corporate wellness programs has gone up from \$204 in 2008 to \$329 in 2009. In 2007 only 14% of employers surveyed measured the ROI and in 2009 73% are monitoring their results. Of those measuring 83% say that their programs returned better than 1:1 on their investment.

corporate wellness for the beginner to the seasoned professional.

Our hope is that it will provide you with how-tos and update you on significant research and statistics that may assist you in your wellness initiatives.

We welcome your input, your questions and your best practices. Please feel to leave comments or to start a discussion at our new [blog](#)

Thank You For Subscribing,

Beverly Beuermann-King,
Stress Speaker and Wellness Specialist, Consultant and CSP (Certified Speaking Professional)

www.WorkSmartLiveSmart.com

"Thank you very much for the information....I really appreciate the hard work that you do for us to benefit from." Denise, Windsor

Stress And Wellness Tips Blog

(<http://stressandwellnesstips.blogspot.com>)

Sign Up For Beverly's Weekly Stress Tips

National Massage Therapy Week - October 25

Healthy Workplace Month

National Chimney Safety

National School Lunch Week -

Social Networking to increase ROI

Some employers who are worried about an entitlement mentality being created by using incentives as a reward for participation are using social networking sites to increase the participation in their Workplace Wellness Programming.

Shape Up The Nation enables employees to invite, challenge, track and motivate each other to achieve specific goals through teamwork, friendly competition and accountability. This model finds that employees are much more likely to join a wellness program when invited by a colleague. At CVS Caremark distribution centers, 84% of participants in Shape Up The Nation reported that it was their first time participating in a wellness program at the company.

Beverly's Comments

Wellness is a commitment. It is a commitment by the individual and by the company.

The results of one recent study show that employers can't seem to decide if corporate health improvement programs are meant to save a company money or to make them more money. 40% of respondents said the goal was to save costs and 38% said that the goal was to better worker productivity.

Regardless of which way you lean, you need to measure and determine your ROI. Measurement starts with benchmarking - you need to know where you started to determine how far you have come. ROI is not a short term result - as shown above it can take several years for the investment to be realized. Participation is the key - so whether it be through incentives or group commitment using social networking sites, all levels of the organization must be involved.

Questions

How do you feel about ROI?

Is it important to your decision makers?

Are you measuring ROI?

To comment on this article or to start a discussion visit our new Path To Wellness Blog at

<http://pathtoworkplacewellness.blogspot.com/>

Wishing you much success in your wellness programming.
Beverly

Past Issues of the Path To Wellness can be found at

<http://www.worksmartlivesmart.com/articles/index/Path%20to%20Wellness>

- **Summer 2009 - Survey and Wellness Statistics**
- Spring 2009 - Economy and Wellness
- **Fall 2008 - Going Green**

October 12
National Depression Screening Day - October 8
National Chimney Safety Week - September 27
Pause The World Day - September 21
World Suicide Prevention Day - September 10
International Enthusiasm Week - September 1-7
Less Salt Day - August 29, 2009
Stay At Home With Your Kids Day - August 17
National Joke Day - August 16
Professional Speaker's Day - August 7
Girlfriend's Day - August 1
Parent's Day - July 26
National Recreation And Parks Month
Anti-boredom Month - July

Bring Beverly To Your Workplace

To view workshops that may be right for your team, visit

http://www.worksmartlivesmart.com/pages/presentation_and_keynotes

Hot Topics

[Handling Negative Attitudes and Difficult People](#)

[Finding Work Life Balance](#)

[Workplace Stress](#)

Not sure where to start in your wellness journey?

- Summer 2008 - Wellness Operating Plan
- Spring 2008 - Family Friendly Programs

Fighting (Recession) Depression

For every dollar spent on medical costs and pharmaceuticals, there is \$2.30 of health-related productivity losses due to absenteeism and presenteeism according to a recent US study published in the Journal of Occupational and Environmental Medicines . For certain conditions such as anxiety, employers may lose as much as \$20 in productivity for every dollar they spend. DeJardins Financial reports that disability costs represent 12% of payroll and 30-40% of disability claims are due to mental health issues. The top five costliest conditions based on medical and drug costs and productivity losses for employers are depression, obesity, cancer, back/neck pain and anxiety.

The Journal of American Medicine estimates that as many as 8.4 hours are lost per employee per week as a result of Major Depression. That's 26 lost work days per year, versus 17 days for cancer. Research from the Integrated Benefits Institute found that workers on depression-related disability leave are away from work longer than other employees on disability. IBI also reported that employers underestimate the prevalence and lost productivity costs of depression. Disability payments are two and a half times the cost of medical care and pharmacy benefits combined, while lost productivity represents 60% of the full cost of the disability leave. Their research shows that 80% of all productivity losses for depressed employees are associated with sick leave and presenteeism. (US based information).

As much as 10% of the working population suffers from Depression yet only about one-third are receiving the care that they need. When applied to your particular workplace it is easy to see how productivity can plummet if not effectively managed. A DeJardins Financial Service 2008 report found that only 14% of Canadians felt that they could talk to their supervisor about work-life issues. However, companies with EAP's in place have on average 21% lower rates of absenteeism and 14% higher productivity rates. (Department of Health and Human Services). Employers need to understand the issue of Depression and they have to show support, understanding and commitment to dealing with the issues.

Note:

A Watson Wyatt survey that indicated that more than half of the employers surveyed view mental health claims as a top concern, but only 31% have plans in place. Thirty-five percent have return-to-work processes. Only 27% have a mental health assessment tool. Here is one for free -

www.checkupfromtheneckup.ca

Beverly's Comments

In light of all the stressors that employees are facing the issue of depression is

Beverly can help.
Call 705-786-0437

"Beverly was excellent - highly energetic and inspiring - made me open my eyes to a lot of issues"

Wouldn't you like your team to grow, learn and feel this way?

5th Annual 2010 Wellness Survey

[Click Here to take survey](#)

Join other companies in sharing their challenges, goals and trends regarding their comprehensive workplace wellness programming.

**Results will be shared with subscribers in the next issue of Path To Wellness
Stay Tuned!**

coming to the forefront - especially as we head out of Mental Illness Awareness Week/Month.

Recession Depression as a term in some ways detracts from the importance and seriousness of the illness. Yes, employees are stressed out due to the chaos in our economy and the turmoil in many of our workplaces. This stress can contribute to physical, behavioural and psychological symptoms and reactions. It can lead to burnout, fatigue, increased blood pressure, insomnia, gastrointestinal disorders and in some cases it can lead to Depression. Not just feelings of sadness and the blues. But to the point where the joy is taken away. Where motivation is hard to come by and where feelings of hopelessness and helplessness reign.

We use to use the term reactive depression to identify the illness of depression that may have been triggered by a specific event - the loss of a loved one, being fired from our job or the chaos from the recession. However, this often minimizes the complex nature of Depression - it is an illness where brain chemistry isn't working properly - where the sources of the stress tax the brain so significantly that it can't function the way that it use to. When we simplify, the treatment seems rather simple and obvious - minimize the impact of the recession and the symptoms should go away - but often it is not that simple.

Finding the right strategies to deal with the sources of stress may be all that it takes to relieve the person of the symptoms. For others it doesn't. It is not a matter of will power or strength of character. For some medication helps to regulate brain chemistry so that it functions properly and stress management strategies learned through counseling help to keep the brain from being taxed beyond its ability to function properly.

Recession Depression can describe a person who is stressed out or a person who is burned out. It has also been used to describe someone who is experiencing Depression - Is it the main stressor or is it the straw that broke the camel's back? It is often like the chicken and the egg debate.

As a stress and wellness expert and speaker, I caution people when they try to identify the 'cause' of the illness of Depression as often it is complicated. The good news is that if someone is experiencing Depression - there is help and treatment is often successful (80-90%). The treatment options are varied and all depend on where the person wants to start and their experience with their illness. Medication can help but so can many other treatment options and it really takes a team approach to support the person - doctors, counselors/psychiatrists, family, friends, EAP and employer.

Interestingly enough CAMH found that when a collaborative team approach was used the average cost savings to the employer was \$503 per patient and 85% of participants were able to return to work as opposed to 64% who only recieved standard care.

For more information on **workshops around the issues of Depression and Mental Illness** - visit

http://www.worksmartlivesmart.com/pages/presentation_and_keynotes

Questions:

- Did your company promote Mental Illness Awareness Week?
- Do you track your depression claims to know the cost to your company?
- Do you think management has been adequately trained to deal with this issue?

To comment on this article or these questions - visit

<http://pathtoworkplacewellness.blogspot.com/>

In The News - Wellness Statistics You Can Use

According to a survey by **Wellness Program Management Advisor** (www.wellnessjunction.com), **stress management** is one of the most requested services of worksite health promotion programs. Employees who feel better about their ability to manage stress levels are more likely to participate in other wellness programs. According to respondents of this survey, these are the most popular services included in their worksite wellness programs:

95% Stress management

94% Blood pressure

93% Weight control

91% General fitness

89% Health screening

87% Nutrition

80% Smoking cessation

77% Health risk assessments

69% Disease management (chief concerns - diabetes, obesity, glaucoma, chronic pain)

61% Health education

54% EAP

49% On-site fitness

40% Health Club subsidies

39% Prenatal care

Our **2009 Comprehensive Workplace Wellness Survey** also found that stress was identified as an issue for many (45%) or some (42%) within their company yet only 50% were offering stress management workshops.

To view a **Stress Management workshop** that may be right for your team -

visit [http://www.worksmartlivesmart.com/pages/presentation and keynotes](http://www.worksmartlivesmart.com/pages/presentation_and_keynotes)

Offering **alternative benefits can help alleviate workplace stress** and violence says a 2009 report from the University of Michigan that examined the Fortune magazine's list of best companies to work for. They found that these organizations had significantly lower employee turnover and their average cost savings as a group was about \$275 million in 2007. Among the benefit offerings cited in support of their research: flextime; telecommuting; employer-paid health care premiums' subsidized health care classes and health club memberships; on-site fitness centers and medical and dental clinics; paid leave and special services for new parent employees; laundry and dry-cleaning services, valet parking and grocery delivery; and discounted tickets to after-hours social activities such as movies, plays, museums, sporting events and amusement parks.



Have You Visited Lately? Website Resources Just For You

The www.WorkSmartLiveSmart.com website has all kinds of resources available to help you and/or your team deal with stress.

Stress Resources

View over 50 **Stress and Wellness Articles** on productivity, balance, workplace wellness and mental illness.

<http://www.worksmartlivesmart.com/articles/index/all>

Find back issues of the **Path To Wellness**. Have you read the last two issues on the latest Wellness Statistics (Summer 2009) Economy and Wellness (Spring 2009).

<http://www.worksmartlivesmart.com/articles/index/Path%20to%20Wellness>

NEW - Comment on our Path To Wellness Ezine at our new blog -

<http://pathtoworkplacewellness.blogspot.com/>

Our **Wellness Calendar** contains over 450 links to wellness awareness days, weeks and months. Now it's easier to locate the month that you are looking for.

http://www.worksmartlivesmart.com/pages/Wellness_Awareness_Calendar

The **Stress and Wellness Tips Blog** contains tips related to these awareness days, weeks and months. Visit <http://stressandwellnesstips.blogspot.com> to view the weekly tips.

We have added **NEW Stress Videos**. Find information on everything from napping and stress to dealing with that difficult person in your life.

http://www.worksmartlivesmart.com/pages/Video_Clips_On_Stress

- Did you miss seeing Beverly on the Global TV Special with Valerie Pringle called Healthy Ever After - visit <http://tinyurl.com/kor9gs> - Beverly's interview was on from 43:08 to 46:12.

- **Watch the newest wellness interview with Beverly at:**
<http://mavensforge.com/mavens/005/BeverlyBeuermannKing.html>

Part 1: Myths and History of Workplace Wellness
Part 2: Trends In Workplace Wellness
Part 3: The 5 Critical Questions Around Workplace Wellness

Want to find out how vulnerable you are to the impact of stress? Fill out the **Stress Test** and see.
http://www.worksmartlivesmart.com/pages/Stress_Test

Corporate Consulting

Sample Wellness Programs

will help to give you some ideas on how to boost your company wellness plan.

http://www.worksmartlivesmart.com/pages/Sample_Wellness_Programs

Wellness Programming Tips will give you some critical questions to ask when putting your wellness program together. http://www.worksmartlivesmart.com/pages/Workplace_Wellness_Tips

Meeting Planner Resources

Here you will find Beverly's **Biography, Speaker Introduction, Client List, Testimonials and Photos** all designed to make bringing Beverly to your organization even easier. http://worksmartlivesmart.com/pages/meeting_planner_resources

Presentations And Keynotes

More than 30,000 people have taken part in Beverly's presentations. Here you will find **presentation descriptions and goals, testimonials, and video clips** to help you choose the right presentation for your team. http://www.worksmartlivesmart.com/pages/presentation_and_keynotes

Not sure how to decide on which topic would be the best fit, the **Workshop Audit** may be just the tool. It only takes a minute or two and can ensure that you are meeting the needs of your team. http://www.worksmartlivesmart.com/pages/Audit_Choosing_Your_Workshop

Meet Beverly

If you haven't had a chance to see how **Stress Speaker and Wellness Expert**, Beverly can help your team, visit this link. http://www.worksmartlivesmart.com/pages/who_is_beverly

Not sure what a **CSP** means for your team, this is where you can find out.
http://www.worksmartlivesmart.com/pages/Certified_Speaking_Professional

Wellness Programming For Small To Large Companies

What Is The Cost Of Obesity To Your Organization? - <http://www.cdc.gov/leanworks/index.html>

In 2000, the total cost (direct and indirect) attributable to obesity in the US was estimated to be \$117 billion, and between 1987 and 2001, diseases associated with obesity accounted for 27% of the increases in medical costs. Medical expenses for obese employees are estimated to be between 29 percent and 117 percent greater than medical expenses for employees with a healthy weight.

"CDC's LEAN Works! Leading Employees to Activity and Nutrition" is a **FREE web-based resource** that offers interactive tools and evidence-based resources to design effective worksite obesity prevention and

control programs, including an obesity cost calculator to estimate how much obesity is costing your company and how much savings your company could reap with different workplace interventions.

Counting Calories At Work

When menus and menu boards at job-site cafeterias are labeled with calorie and nutrition information, workers will likely select healthier food and snack options, reports the University of California at Berkley's Center for Weight and Health. Researchers examined patrons' lunchtime purchases before and after the cafeterias instituted menu labeling. The study involved one of three menu labeling scenarios: calorie labeling on menu boards and placards at the point of purchase, a wall poster with both calorie and detailed nutrition information and no information.

This research showed that posting calorie counts changes patron food selections. Based on the changes observed on patrons' lunch choices, and the frequency with which patrons go to the cafeteria over the course of a week, this kind of intervention could prevent up to five pounds of unwanted weight gain per year, provided people don't compensate by eating more calories at other meals, or in other settings.

Courage - Workplace Support for Employees Coping with End-Stage Cancer

This is an excellent article - http://www.benefitscanada.com/pdfs/couragecancer_booklet_e_0809.pdf

The reality is that most employees don't take the time to learn what their coverage is for a life-threatening illness until they are forced to deal with the situation. This is understandable, but there are some steps employers can take to help educate their employees.

Questions:

- Is obesity an issue your company?
- Do you offer a nutrition program through your cafeteria?
- Have you educated your employees on stress management strategies?
- Have you discussed the issue of cancer and your benefits, policies and supports with your employees?

To comment on this article or to start a discussion visit our new Path To Wellness Blog at <http://pathtoworkplacewellness.blogspot.com/>

And...Just for fun and incase you missed it - a quick video on Why We Love HR - brought to you by HR.com [Click here](#) to laugh and discover why kids want to be in HR.



Meeting Planner Gift

Speaking Of IMPACT is the voice of the Canadian Meetings Industry and is targeted to those who plan and organize their team's meetings.

Speaking of IMPACT is devoted solely to excellence in all aspects of planning and delivering the very purpose of most meetings...**the content**. This is one of the most valuable resources for professionals in the meeting industry who are committed to providing events and programs with significant and lasting bottom-line value.

To receive your free subscription compliments of Beverly Beuermann-King and the Canadian Association Of Professional Speakers, please visit http://www.worksmartlivesmart.com/pages/meeting_planner's_free_gift or participate in the **Speaking of IMPACT** blog at <http://www.speakingofimpact.ca/>

Beverly is pleased to have accepted the role of Editor for Dec 2008 to Dec 2010. Please send her any feedback that you may have and Enjoy your Subscription!

CSP - Benefiting You

Beverly Beuermann-King was awarded her Certified Speaking Professional Designation in 2007 and there are less than 45 CSP's in Canada and less than 550 around the world.

This is the highest earned designation of the International Federation For Professional Speakers.

This award is achieved through continuous education, outstanding performance and professional business management.

Visit http://www.worksmartlivesmart.com/pages/Certified_Speaking_Professional to see more about this outstanding achievement and what it means to your business.



Thank you for subscribing and all the best of the fall to you and your team,

Beverly Beuermann-King
Certified Speaking Professional (CSP)
Stress and Wellness Specialist

www.WorkSmartLiveSmart.com
(705) 786-037
info@WorkSmartLiveSmart.com

Beverly Beuermann-King, Certified Speaking Professional (CSP), is a stress and wellness specialist for R 'n' B Consulting and www.WorkSmartLiveSmart.com.

She has been a mental health education consultant to the Canadian Mental Health Association and is a member of the International Stress Management Association. Beverly is a professional designate of the Canadian Association of Professional Speakers, past-president of their Toronto Chapter, the 2008 Convention Volunteer Chair and the Editorial Chair for the Speaking Of IMPACT magazine.

You are receiving this email because you have specifically indicated that you wanted to receive information on Employee Wellness. Please let Beverly Beuermann-King know if you have any questions or comments or if you have a wellness program that you would like to highlight.



Work Smart Live Smart | In | Beautiful | Ontario | Canada
