



# Path To Wellness

**Your Best Practises In Employee Wellness  
Spring E-Newsletter  
March 2010 - Issue 22**

## In This Issue

Being Responsive

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The Current...The Meaning Of Support

In The News - Wellness Statistics You Can Use

## Welcome

**Beverly**



Also, a big welcome to our newest subscribers.

This e-newsletter highlights information on employee and 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

## Welcome to 2010.

It seems a bit funny to say this now, almost three months into the year. With all the chaos in the first ten years of this millennium, it is nice to look forward to a new decade.

We are already seeing signs of change. Things are starting to pick up and are moving forward. The markets are more stable and workplaces are looking at what they have learned and where they need to change to be more reactive.

This issue is going to focus on what we know about stress. I am adding a new feature within the upcoming newsletters that will be called The Current. It will review some of the latest stress research and I am hoping that this information will add to your bank of knowledge and understanding.

As always, the information contained in these newsletters is selected so that they will help you to review your wellness programs and see how they may line up with the research. From here you can make adjustments or know that you are going along the right path - The Path To Wellness.

Wishing you much success in your wellness programming.

## Beverly

## Being Responsive.

This newsletter has been going out since 2002 and this newsletter and the technology we use to write and deliver it has definitely changed.

Many of you have told me that you like the length and depth - it is not a two minute read. You have told me that you like that it comes out 3 times a year - not constantly filling your inbox.

However, you have also told me that it is hard to find all of the resources that

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](http://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

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### Stress And Wellness Tips Blog

<http://stressandwellnesstips.blogspot.com>

Follow Beverly's  
Weekly Stress Tips

### Upcoming Health Celebrations

#### April

Stress Awareness Month  
Alcohol Awareness Month  
Immunization Awareness Week  
National Turn Off The TV Week  
National Fun Day  
Noise Awareness Day

#### May

Mental Health Month  
Family Wellness Month  
Flexible Work Arrangements  
Week  
National Running and Fitness

are discussed in the newsletter once you have read it. It is difficult to go back to the website and try and remember when that point or idea was discussed.

Well, I think that we have found the answer. The new blog allows each article to be listed separately. Keywords are attached and can be searched. This allows you to find what you are looking for faster. It also allows you to add your comments and share your ideas. It can become a growing and changing body of information that we can all use to continually enhance our wellness programming.

Finally, you can add it your **Facebook** page (through network blogs) and get updates as soon as I add the new content. You don't have to worry that your company server may block it. You will have access to it, even if you change companies or are away from the office and don't have access to your original email.

I hope that you will make use of this new resource and please share your ideas and feedback. My hope is that we grow a solid body of information that everyone who is interested in wellness can make use of.

**NEW! - Search for topics and leave your ideas and comment on our Path To Wellness Ezine at our new blog -**  
<http://pathtoworkplacewellness.blogspot.com/>

### Please Participate.

#### It is time for our 2010 Comprehensive Wellness Survey

Click on this link to take the 2010 Comprehensive Wellness Survey (just 5 minutes) and share your directions and priorities. This helps to build our pool of information and keep current on the trends and challenges that we all face.

[http://www.worksmartlivesmart.com/pages/Corporate\\_Wellness\\_Survey](http://www.worksmartlivesmart.com/pages/Corporate_Wellness_Survey)  
Look for survey updates in the summer 2010 issue.

### The Current - Part 1 Research on Stress, Health and Wellness

#### Coping and Symptoms - Watson and Sinha

##### Background

The relationship between stress and psychological symptoms has been related to **emotion regulation** and **coping**.

**Coping** is defined as cognitive and behavioural efforts to manage specific external and/or internal demands that are appraised as taxing or exceeding the resources of the person.

Coping is divided into task-focused (problem focus), emotion-focused (blaming) and avoidance coping (distraction or social diversion)

**Emotion regulation/inhibition** refers to the process by which individuals influence the emotions they have, when they have them and how they experience and express these emotions.

Emotion regulation is further divided into rumination (repetitive thoughts),

Week  
Canada Health Day  
World No Tobacco Day

**June**  
National Safety Month  
Stroke Awareness Month  
Headache Awareness Week  
Men's Health Week  
Leave The Office Earlier Day  
Memory Day

More Celebrations At:  
[Wellness Calendar](#)

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## Bring Beverly To Your Workplace

To view workshops that may be right for your team, visit [http://www.worksmartlivesmart.com/pages/presentation\\_and\\_keynotes](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?  
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**

emotional inhibition (not showing feelings), aggression control and benign control (regrets).

## Summary

Task-oriented coping was found to have the highest positive correlation with health.

Emotion-focused coping is more likely to be associated with psychological distress and is less effective.

Rumination was found to be the greatest emotion-focused predictor of cardiovascular reactivity, interpersonal sensitivity, hostility, depression, phobic anxiety and somatisation (The process by which psychological distress is expressed as physical symptoms.)

## Beverly's Comments - What does this mean for our wellness programming?

Many people do not truly understand the relationship between the source of stress and the reactions to that stress and to the strategies utilized.

Strategies that help the person deal directly with the situation help the person to stay healthier and reduce the risk of depression, anxiety and interpersonal conflict. Strategies are also needed to successfully stop/block rumination. Here we can employ such strategies as distraction and social diversion.

The **S-O-S Principle** (Situation - Ourselves - Support) that I developed is comprehensive and ensures that each of these areas is considered when developing a personal action plan. It doesn't rely on the flavour-of-the-day.

When hiring someone to present your stress management workshops, ask how they address these areas to ensure that they are comprehensive in their knowledge, views and deliverables.

## Question:

Are your stress management workshop leaders skilled at discussing comprehensive strategies that your team needs?

## To view a comprehensive stress management workshop visit:

[http://www.worksmartlivesmart.com/pages/Workshop\\_Thriving\\_With\\_Stress](http://www.worksmartlivesmart.com/pages/Workshop_Thriving_With_Stress)

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

## The Current - Part 2 Research on Stress, Health and Wellness

## The Meaning Of Support -

Semmer, Elfering, Jacobshagen, Perrot  
**Background**

Social support, from both work-related and private sources, plays a prominent role as a protective factor for many health-related variables.

[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!

Functional social support can be described as emotional (caring) or instrumental (helpful).

#### Summary

Many instrumentally supportive behaviours had an emotional quality because they also communicated caring, empathy, respect and acceptance while it was offered. Effective social support was determined at least in part by the emotional meaning of the support. Skillfully provided social support will be both instrumental in behaviour and emotional in symbolic meaning.

#### Beverly's Comments - What does this mean for us?

In developing our leaders to become effective at addressing stress among their teams, we need to emphasize that being helpful is not always enough. Emotional support must go along with instrumental support in order to be seen as truly effective. Our leaders need to be able to communicate caring, empathy, understanding and esteem along with being helpful at addressing the issues.

In order to develop a healthy workplace, leaders must be trained on the causes, symptoms and strategies associated with stress management. They need to be encouraged to model healthy behaviours. And they also need to understand their role in developing a healthy environment...this includes being a supportive leader.

#### Question:

Are your leaders adequately trained on how to be a supportive leader?

To find out what this entails and to bring a Stress and Leaders presentation to your team, visit:

[http://www.worksmartlivesmart.com/pages/Workshop\\_Stress\\_Smart\\_Leaders](http://www.worksmartlivesmart.com/pages/Workshop_Stress_Smart_Leaders)

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

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

## In The News - Stress, Health and Wellness Statistics You Can Use

### Wellness Programming -

#### Buffett & Company's 5th National Wellness Survey

- 91% of organizations said they offer wellness initiatives an increase from 44% in 1997
- Respondents identified work-related stress as the No. 1 health risk for their organizations, followed by mental health issues, high blood pressure and non-work-related stress
- There is often a disconnect between the wellness initiatives that employers offer-the top three are employee assistance programs, first aid/CPR courses and flu shot programs-and the main health risks that their organizations face
- 62% do not evaluate their wellness initiatives to determine whether or not they are effective
- Employers need to look for ROI by examining areas such as employee engagement, absenteeism and disability claims. Participation rates can provide valuable information on the effectiveness of a

wellness program and how well it was communicated. Short-term disability claims can illustrate the impact of shorter-term initiatives (flu shots).

### **Institute for The Future, Centers for Disease Control and Prevention**

- 77 percent of employers offered health and wellness programs in 2008

### **Right Management**

- 72% of respondents who gave their organization high marks for actively promoting health and well-being also rated it highly for encouraging creativity and innovation.
- Of the respondents who did not rate their organization's health and well-being efforts highly, only 20% had a favourable view of their organization's encouragement of creativity and innovation.

### **Stress and Illness**

- **UK - Researchers at University College, London**, say they have shown that those who become stressed are more likely to suffer from hardened arteries than those who remain calm under pressure.
- 40 percent of Americans report that they are eating less nutritious foods to reduce expenses - **Harris Interactive/Career Builder Survey, February - March 2009**
- **Centers for Disease Control and Prevention** - revealed that workplace stress has the following impact on individual health:
  - 62 percent routinely have work-related neck pain
  - 44 percent reported eye stress
  - 38 percent complained of pain in the hands
  - 34 percent reported difficulty sleeping because of stress
  - 60 percent of people taking a health assessment do not know their cholesterol level.
- About one in three U.S. adults has high blood pressure, but nearly 33 percent of these people don't know it. **American Heart Association**
- A third of people with Type 2 diabetes are unaware of their condition and 25 percent of Americans have pre-diabetes, but only 4 percent are aware of their condition. **American Diabetes Association**
- A large proportion of overweight individuals do not have an accurate perception of their weight

status. **Natural News**

- **The Centers for Disease Control and Prevention** recently reported that the health cost of obesity in the United States is as high as \$147 billion annually, while similar research reports that obesity prevalence in new hires under the age of 40 is actually higher than those over 40.

### **Mental Illness and Stress**

- **UK - The National Institute of Clinical Excellence (NICE)** has reported that 13.7 million days are lost each year as a result of work-related mental illness. The cost in productivity has been calculated at around £28 billion. However, NICE argue that this vast cost in productivity and ill health can be tackled by relatively simple measures including better working conditions, flexible hours and positive feedback.
- A study conducted by **Harvard Medical School, Group Health Cooperative's Center for Health Studies and OptumHealth Behavioral Solutions** found that a systematic approach to identifying and treating depression not only improves clinical outcomes but also results in higher job retention, decreased sickness, lower work-absence and increased work productivity. This is the first study to examine the impact on clinical outcomes and work productivity from an employer-based depression screening, outreach and treatment program. The telephone intervention program included proactive outreach, systematic needs assessment for psychotherapy and pharmacotherapy, monitoring and support for treatment adherence, and for those refusing treatment, included telephonic psychotherapy.
- **CAMH** - Mental illness in the workplace costs the Canadian economy \$17.7 billion annually due to lost productivity and absenteeism.

### **Sources Of Stress**

- 51% of Americans report that the recession has caused stress in their families - **Marketing & Research Resources, Inc., 2009**
- 40 percent indicate that their mental health is worse since the economic downturn - **Pew Internet Group Study**
- **American Psychological Association** study revealed that 80 percent of respondents feel the economy is a significant source of stress. Within the study, 83 percent of women said that they are stressed about money (versus 78 percent of men), and 70 percent of women said they are stressed about health problems that are affecting their families (versus 63 percent of men)
- More than 87 percent of health care claims costs are due to an individual's lifestyle - **Indiana University/Purdue University, Institute for the Future. Centers for Disease Control and Prevention**

- **NBGH Consumer Engagement Study** - 42 percent of respondents reported that work demands continue to be the major barrier in leading a healthier life

### Leadership and Stress

- New research by **CIPD and HSE** has concluded that telling your boss what you think can reduce workplace stress (as reported in SHP 20/01/10). Although this may sound like a bad idea, providing a manager with feedback can help shed light on how their behaviour can affect their relationships with their teams and the working atmosphere overall.

### Beverly's Comments

We know that stress is the number one health risk in our organizations and many of us are taking steps to address this risk. More and more companies are putting together a wellness program. Our challenge is to ensure that these programs are based on solid benchmarks and that they adequately address the sources of stress and the symptoms that our employees are facing. Once we have this benchmark information it makes evaluating our programs and proving a ROI so much easier

### Questions:

1. Are you gathering baseline benchmarks?
2. Do you adequately measure the effectiveness of your wellness programs?

For more information on workshops around the issues of Stress, Depression and Mental Illness, or developing a comprehensive workplace wellness program - visit [http://www.worksmartlivesmart.com/pages/presentation\\_and\\_keynotes](http://www.worksmartlivesmart.com/pages/presentation_and_keynotes)

To comment on this article or these questions - visit <http://pathtoworkplacewellness.blogspot.com/>



### Work Smart. Live Smart.

The [www.WorkSmartLiveSmart.com](http://www.WorkSmartLiveSmart.com) website has all kinds of resources available to help you and/or your team deal with stress.

**Reading Room** - View Stress and Wellness Articles on productivity, balance, workplace wellness and mental illness.

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

**Path To Wellness** (Back Issues) -

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

**NEW!** - Search for topics and leave your ideas and comment on our Path To Wellness Ezine at our new blog - <http://pathtoworkplacewellness.blogspot.com/>

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.

Sample programs and assessments at [http://worksmartlivesmart.com/pages/corporate\\_consulting](http://worksmartlivesmart.com/pages/corporate_consulting)

**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](http://www.worksmartlivesmart.com/pages/presentation_and_keynotes)

## Wellness Programming For Small To Large Companies

### Nutrition Programming

#### Counting calories at work

Deciding what to eat at work can be tough. But when menus and menu boards at job-site cafeterias are labeled with calorie and nutrition information, workers likely will select healthier food and snack options, reports the **University of California** at Berkley's Center for Weight and Health.

When you hear statements like, "Big Brother is telling us what we can eat". Don't backdown. You're not telling anyone what to eat. You've decided it's not in the best interest of employees and the organization to provide junk food that will make them sick over the long term. Companies should have more say in vending machine and food services procurements, given that food and snacks function as fuel for their employees, thus affecting their productivity.

At Quest Diagnostics, worksite cafeterias offer a deal that allows employees a free salad after the purchase of five salads.

The **Scottish Government** has implemented their new campaign entitled '**Steps for Stress**', which is part of an initiative to promote a healthier Scotland. Users can log onto

<http://www.infoscotland.org.uk/stepsforstress/> to identify whether they are suffering from symptoms of stress and be given advice and tips to take small steps and make significant changes, which will hopefully lead to improved well-being. Experts contribute to the techniques suggested along with tutorial videos on, for example, relaxation exercises.

### Self-Funded Leave

Accenture's Future Leave program is a self-funded sabbatical that enables employees and senior managers in good standing with at least three years of continuous employment take off up to four months. Employees establish a separate direct-deposit account into which a portion of their salary is earmarked for the program and distributed back to them as a paycheck throughout the time they plan to be away from the office. About 200 employees of Accenture's 30,000-member U.S. workforce have taken part in Future Leave in each of the past two fiscal years - all the while continuing to receive health care and other insurance coverage at

standard employee premium rates during that time.

### **Incentives - Employee Health & Productivity Management Programs - Watson Wyatt**

Incentives can motivate individuals to participate in wellness programs. In 2006, only 62 percent of employers used incentives in their wellness programs. By 2008, that number increased to 71 percent. Gift cards are currently the most popular incentive offered by employers, with their usage increasing 65 percent between 2007 and 2008. Research conducted by Watson Wyatt shows the following use of incentives:

**Gift Cards** - 2007 - 17% and 2008 - 28%

**Premium Reductions** - 2007 - 41% and 2008 - 26%

**Cash Bonus** - 2007 - 25% and 2008 - 24%

**Merchandise** - 2007 - 18% and 2008 - 19%

**Health Account Contributions** - 2007 - 15% and 2008 - 14%

**Note** - The use of incentives can change as the wellness programs develops. In the first couple of years, the incentives may be based on participation. 4-5 years into the program, the incentives may be based on completion and as the wellness programs becomes engrained in the culture and soundly established the incentives may be offered more for goal achievement.

### **Reporting Wellness Performance**

Quest Diagnostics - (Platinum winner for its Healthy Quest employee wellness program - National Business Group on Health Best Employers for Healthy Lifestyles) - The organization makes health improvement one of its top corporate goals. Each business quarter, employees not only receive reports about the company's corporate performance, but also numbers on the health improvement programs. They feel that a sound policy on workplace health and wellness programs is not always about the dollar. It is about the health of the workers, and strong programs will eventually lead to greater productivity and better business.

### **National Business Group On Health - Winners**

**PLATINUM:** Aetna, Baptist Health South Florida, Campbell Soup Company, CIGNA, Dell Inc., FPL Group, Hannaford Supermarkets, IBM, Medtronic, Occidental Petroleum Corporation, PepsiCo Inc., Pitney Bowes Inc., Quest Diagnostics, Texas Instruments Incorporated, Union Pacific, University of Pittsburgh Medical Center, UPMC Health Plan, Volvo Group Companies including Mack Trucks, Inc.

**GOLD:** American Specialty Health Incorporated, AstraZeneca, Blue Cross and Blue Shield of Alabama, Boehringer Ingelheim Pharmaceuticals, Inc., Chrysler Group LLC, Cummins Inc., CVS Caremark, General Dynamics Electric Boat, General Mills, Healthways, Humana, Intel Corporation, JPMorgan Chase, Mayo Clinic Paychex, Inc., Pfizer Inc., Raytheon Company, Saint-Gobain Corporation, Sprint, The Boeing Company, Unum Verizon, Visant Corporation, Wal-Mart Stores Inc., WellPoint, Inc.

**SILVER:** Accenture, American Express, ARAMARK, Cardinal Health, Inc., H. J. Heinz Company, Lowe's Companies, Inc., Meijer, Michelin North America, PRO Sports Club, Qwest Communications, Rockwell Collins sanofi-aventis U.S., Target, Texas Health Resources, The Children's Hospital of Philadelphia, The Home Depot, Unilever, Watson Wyatt Worldwide, Wm. Wrigley Jr. Company, Xcel Energy Source: The National Business Group on Health

### **The Town of Richmond Hill - Wellness Report**

The Town started its wellness program in 1998. The town moved to a flexible benefits plan, looked for ways to save money on benefits and helped employees become more aware of their health. Senior management got involved and the town partnered with Shoppers Drug Mart to get a blood pressure machine in the HR department. Richmond Hill's wellness programs include hearing screening clinics, a quarterly wellness

newsletter, a health fair, an annual fitness challenge and fitness membership subsidies. In 2001/02, Richmond Hill's annual increase in prescription drug spending was 13.9%. By 2007/08, it was down to 3.5%. Similarly, the number of claims decreased by 3.9%. Under the town's 2007 Healthy You Program, 26 employees improved their BMI, 31 improved their body fat percentage, 20 improved their cholesterol and 15 improved their blood pressure.

### Future Trends In Health Promotion

Wellness apps for handheld technology will emerge in the future. Companies will begin to "tweet" health tips through social networking sites such as Twitter and Facebook .

### Questions:

1. Do you use incentives in your wellness programs?
2. Has your company started to use social media in promoting wellness?
3. Do you promote your wellness performance?

**NOTE - If you have a program success story, please send it in so that we can share it with our readers.**

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



### 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.

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[http://www.worksmartlivesmart.com/pages/meeting\\_planner's\\_free\\_gift](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!

## Upcoming Events For You To Take Advantage Of...

Many thanks to those who came out to the **Life Skills...Business Success** presentation and charity fundraiser for Laura's Hope back in January. For those of you that were unable to make it, we will be posting the videos on-line in the near future.

### Where's Beverly Going?

March - Muskoka, Toronto, Markham

April - Toronto, Brampton, Cambridge, Guelph

May - London, Brampton, Toronto, Media tour from Vancouver to Toronto

If you would like to bring Beverly to your workplace or organization, please visit [www.WorkSmartLiveSmart.com](http://www.WorkSmartLiveSmart.com) or email her at [info@worksmartlivesmart.com](mailto:info@worksmartlivesmart.com).

Dave Paradi, MBA, Author of "The Visual Slide Revolution", Speaker and Consultant will be releasing his new book titled "102 Tips to **Communicate More Effectively Using PowerPoint**". In conjunction with the release, he has decided to hold some public seminars to share 25 tips that presenters can use immediately to improve the effectiveness of their PowerPoint presentations. If people register early, they can go for \$89 and they can submit some slides for the slide makeover portion of the program. All the details are on his website at <http://www.thinkoutsidetheslide.com/powerpointseminar.htm>.

If you know someone who is a manager, professional, salesperson or any other role who presents using PowerPoint, please let them know about this program.

**London, ON, Tuesday March 23, 2010**, 9:00 am to 12:00 noon

Location: Hampton Inn close to the 401

**Mississauga/Toronto, ON, Wednesday, March 24, 2010**, 9:00 am to 12:00 noon

Location: Four Points Sheraton close to the 401 & Erin Mills Pkwy in Mississauga

**Ottawa, ON, Thursday March 25, 2010**, 9:00 am to 12:00 noon

Location: Best Western Macies Inn close to the 417

## 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.

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**Thank you for subscribing and all the best of the what is left of winter to you and**

**your team,**

**Beverly Beuermann-King  
Certified Speaking Professional (CSP)  
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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.

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