



Welcome to:

## *Path To Wellness* - January 2005 Edition

*For leaders who value their team*

Welcome to our **\*\* 2910 \*\*** subscribers from around the world.  
[Remember to let us know if you move]

### Subscriber feedback

"Hi Beverly, Our company is just putting together our wellness program. Your site was wonderful. Leslie, Toronto, ON, Canada"

In this feature:

### **Corporate Wellness - Current Challenges In Workplace Wellness**

- Moving From Health Promotion To A Healthy Organization
- Six Ways To Take Your Wellness Programs To The Next Level
- 2001 National Work-Life Conflict Study - 8 Recommendations For Employers
- Generation Clash

- **Virtual Wellness**
- **Helping Employees Connect With Their Doctor**
- **10 Steps To Your New Year's Resolutions**
- **Wellness Programming For Small To Large Companies**
  - Prenatal classes
  - University of British Columbia
- **2004 Accomplishments and Subscriber Thank You Offer**
- **BONUS - Links to Wellness Awareness Days, Weeks and Months for 2005 January - May**
- **Wellness Statistics - Workplace Challenges and Celebrating National Observances**
- **Upcoming Wellness Events Including Subscriber Thank You Offer**
- **Announcements - Spring Contest closes May 31**
- **Places To Find More Wellness Information**
- **Subscribe and Unsubscribe Procedures**

This free e-newsletter highlights information on employee and corporate wellness for the beginner to the seasoned, for the non-converted to the converted. It provides you with how-tos and updates you on significant research and statistics that may assist you in your programming.

\*\*\*\*\*

**Newsletter Written and Distributed by:**

**Beverly Beuermann-King, Work Smart Live Smart**  
**([www.WorkSmartLiveSmart.com](http://www.WorkSmartLiveSmart.com))**

Co-sponsored by the  
Canadian Mental Health Association - Toronto Branch  
([www.StressSense.com](http://www.StressSense.com))

\*\*\*\*\*

## Moving From Health Promotion To A Healthy Organization

Employment has a significant effect on a person's physical, mental and social health. Paid work provides not only money, but also a sense of identity and purpose, social contacts and opportunities for personal growth. (Provincial Health Council of Nova Scotia, May 2003)

A healthy organization is defined as one whose culture, climate and practices create an environment that promotes employee health and safety as well as organizational effectiveness. (Lim and Murphy, 1999)

Healthy organizations have:

- Strategic direction
- An enabling culture - which encompasses best practises in recruitment, retention, development, communication, benefits and compensation
- HR/health/safety/wellness practices that reduce health risks
- A corporate environment based on values of trust, fairness and respect
- Leaders who are concerned about their employees well-being, who listen and respond to input and who are open and honest about change

Healthy organizations have employees who report high job quality. The Canadian Policy Research Network outlines high job quality as including:

- A supportive environment
- Interesting work
- Adequate resources to do the job
- Access to learning opportunities
- Perception that pay is fair
- Reasonable workloads

- Practices that facilitate work-life balance

Summary From

Health, Work & Wellness Conference presentations by -  
Graham Lowe - Custom-Fit Healthy Workplace Strategies Presentation, and  
Judith Maxwell, Canadian Policy Research Networks - How Canada Stacks Up  
On Work, Health and Well-Being and Susan Carbone, Health Canada -  
Healthy Environments and Consumer Safety from the Workplace Health and  
Well-Being Conference

\*\*\*\*\*

### **Six Ways To Take Your Wellness Programs To The Next Level -** [WELCOA](#)

1. Initiate a senior level wellness program - one reason corporate wellness programs do not succeed is because senior level executives do not buy-in (See June 2004 Ezine) and do not participate in the wellness programming (See Ways Of Preserving The Wellness Of Corporate Leaders)
2. Ensure that your strategic wellness plan includes a vision, mission, goals, specific objectives, budgets, communication strategies and evaluation strategies (See January 2004 Ezine) - often companies miss how they are going to evaluate their successes
3. Link health promotion initiatives to your benefits plan - studies have found that participation in the wellness program increases dramatically
4. Look into personal coaching services for high-risk employees. Wellness programs often try to move high-risk employees to low risk employees. This is a long-term process and personal coaching is often needed

5. Workplace wellness initiatives need to address healthy eating and physical activity strategies as obesity has reached epidemic status. Being overweight is linked more strongly to health related problems than smoking and heavy drinking
6. Evaluate your health benefits costs and the current cost of your wellness programming per employee (See January 2004 Ezine). Most companies spend far too little on the prevention side in order to have a significant impact on the usage side of the equation. Look at your wellness promotion as an investment not as an expense

\*\*\*\*\*

If you didn't receive the Fall 2004 Workshop mailing from Work Smart Live Smart, please email your complete mailing address in order to receive your Spring 2005 package at the end of February.

\*\*\*\*\*

[The 2001 National Work-Life Conflict Study](#) - Executive Summary -  
What Can Employers Do? - 8 Recommendations

- Identify ways of reducing employee workloads - especially in the not-for-profit sector and for managers and professionals
- Identify ways to reduce the amount of time employees spend in job-related travel
- Recognize and reward overtime work
- Reduce corporate reliance on both paid and unpaid overtime
- Give employees the opportunity to say "no" when asked to work overtime. Saying "no" should not be a career-limiting move
- Make alternative work arrangements more widely available within their organization

- Look at career development and career advancement opportunities through a “work-life” lens. Employees should not have to choose between having a family and career advancement
- Examine work expectations, rewards and benefits through a “life-cycle” lens

\*\*\*\*\*

## Generation Clash

Source: Lancaster and Stillman and Linda Duxbury, Carleton University

### **Veterans:**

Want help to shift the balance. They need help getting ready for retirement. If you find an increase in turnover in this group, it can signify real problems, as they are typically very loyal

### **Boomers:**

Want help to find meaning. Assist them to understand the value of their work and lend them your support. If turnover is high in this group look at your opportunities for advancement and development.

### **Generation X:**

Want a balance between their work and family life. They are interested in policies and practices that focus on lifestyle and they value effective communication. If turnover is high in this group look at your work-life balance strategies.

### **Nexus:**

Work is not everything and they require flexibility. Work activities must be stimulating and create opportunities for further learning and development. As with the boomers and generation xers, if turnover is high in this group look at your work-life strategies as well as they way work is structured.

\*\*\*\*\*

## Virtual Wellness

Virtual wellness describes wellness programming that provides support to employees and their families in the comfort of their home environment. These types of interventions rely on surface mail, telephone or internet and can include:

- newsletter
- e-newsletters
- health advice lines
- self-help materials
- access to website advice
- access to professionals for high risk individuals
- targeted mailings and notices

Virtual wellness interventions have been found to strengthen workplace programming and positively impact behaviour change.

\*\*\*\*\*

**Helping Employees Connect With Their Doctor** – from Richard E Collins, MD, FACC, Welcoa White Paper

- Keep records - keep personal record of your current health, medications, past medical history, immunizations, family history

- Know your stats - many of us have them measured but few keep track of them - document your cholesterol, blood pressure, BMI
- Be honest - recognize symptoms and describe them as clearly as possible
- Be prepared - prioritize your concerns and write them down, take notes, discuss advanced directives (end of life options)

\*\*\*\*\*

**10 Steps To Achieving Your New Year's Resolutions - visit [www.WorkSmartLiveSmart.com](http://www.WorkSmartLiveSmart.com)**

The celebration of the New Year has long been a time for looking back to the past and more importantly looking forward to the future.

#### **Good News: 2004 Accomplishments And Our Thank You Offer**

Thanks to you our customers and subscribers we achieved many of our 2004 **Work Smart Live Smart™** goals!

- Our *Path To Wellness* subscriber list expanded from 2228 to 2910
- Media request doubled from 30 to 60 interviews
- Workshop participants increased from 21 000 to 23 500
- Overall workshop satisfaction and information relevance rating over 90%

**Our Special Thank You To Our Subscribers from *Work Smart Live Smart™*. Save 10% off the full workshop fee if you book a *Stress and Depression* or *Stress Busters Lunch 'n' Learn* as part of your celebration of Mental Health Week - May 2005. (Applicable on new bookings only). If you**

are interested in bringing one of these workshops to your location, please email Beverly at [info@worksmartlivesmart.com](mailto:info@worksmartlivesmart.com) and she would be glad to coordinate this with you. To select other workshop topics that may be right for your location, please visit <http://www.WorkSmartLiveSmart.com>

\*\*\*\*\*

## **Wellness Program Highlight for Small (very small) to Large (very large) Companies**

### **1. Prenatal Classes**

Sunbeam-Oster Company attempted to control some of their health care costs by providing prenatal care classes for its pregnant employees as they had a largely female workforce. Classes were held on-site during work hours and women received full pay for attending. This program resulted in fewer premature births and a significant decline in its maternal and newborn care costs.

### **2. University of British Columbia Health Promotions - Dana Mahon**

The UBC Health Promotion Program, within the department of Health, Safety and Environment, was developed in 1995, primarily as a Return to Work Program for staff and faculty who had been away from work due to injury or illness. Well, what a difference 10 years makes!!

This past October marked the second annual UBC Health Symposium. For one full day, staff and faculty were encouraged to attend the university-wide symposium - a full day dedicated entirely to individual and organizational health and well-being. Well-known presenters such as Dr. Linda Duxbury, Dr. Martin Collis, Rick Hansen, and many others, venture out to UBC's Point Grey campus to educate, inspire and enlighten us on

how each of us can contribute to our personal health and to the health of our organization. Exhibitors from across the lower mainland participate as well, promoting their messages and services, and expanding our knowledge of health resources within the Vancouver community.

While we are extremely pleased and excited with our progress to date, we are aware it takes many years to see the positive effects of such an initiative. This is why we have put in place several other health initiatives such as: tai chi, yoga, and a weight reduction program. These types of programs do not require substantial resources, yet the impact is quite significant!

As we move forward in the development of organizational health and well-being at UBC, we recognize we may face challenges and obstacles. We are steadfast in our commitment to the health of our people, and we are ready for the challenges. In the words of Jr. John Quincy Adams, "Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish".

**Please send in highlights from your impactful wellness programs and we will highlight them in upcoming issues of this newsletter.**

\*\*\*\*\*

## **BONUS**

**New for 2005 - More Wellness Awareness Days, Weeks and Months**

To view the complete list of more than 375 National and International celebrations visit [www.WorkSmartLiveSmart.com](http://www.WorkSmartLiveSmart.com)

## **January**

- Alzheimer's Awareness Month
- Cervical Cancer Screening Month
- Family Fit Lifestyle Month
- International Life Balance Month
- International Quality of Life Month
- National Compliment Day
- National Clean Off Your Desk Day

## **February**

- National Heart Awareness Month
- National Time Management Month
- Relationship Wellness Month
- Antibiotic Awareness
- Eating Disorder Awareness Week Feb 1-7, 2005

## **March**

- National Colorectal Cancer Awareness Month
- National Nutrition Month
- National Caffeine Awareness Month
- Wellelderly Day
- Companies That Care Day
- Brain Awareness Week Mar 14-20, 2005

## **April**

- Dental Health Month
- National Physiotherapy Month
- National Humour Month

- Testicular Cancer Awareness Month
- Tackle Your Clutter Month
- National Stress Awareness Day
- National Workplace Napping Day
- National TV Turnoff Week
- Laugh At Work Week

## May

- Foot Health Month
- Mental Health Month
- Family Wellness Month
- Canada Health Day May 12, 2005
- International Day Of Families May 15, 2005
- National Nightshift Workers Day
- Allergy Awareness Week May 1-7, 2005
- Mental Health Week May 2-8, 2005
- National Suicide Awareness Week

\*\*\*\*\*

## Statistics:

### **Workplace Challenges** - from the 2003 Physical Activity Monitor from the Canadian Fitness and Lifestyles Research Institute

- Almost half of Canadian employers report that inadequate space at their workplace represents a key factor in preventing their starting or expanding physical activity programs at work.
- 15% of Canadian workplaces say that they are not sure how to go about starting or expanding a physical activity program and 7% are not

convinced that there is any benefit in starting or expanding a program.

- Roughly one-third of Canadian companies report that short lunch breaks prevent starting or expanding workplace physical activity programs. One-quarter of companies cite inflexible shifts or work schedules as key barriers.
- Equal proportions of Canadian companies (26% each) report that low employee interest or motivation (See June 2004 Ezine) to participate and to organize a physical activity program prevents them from starting or expanding such a program. Almost one-third of companies cite a lack of required staff, trained personnel, or volunteers to manage the program as a barrier.
- Just over one-third of companies consider packaged information to be helpful when planning, implementing, or expanding a physical activity program. Companies also cite other useful information and resources which would be helpful, including: general information on how to go about developing and implementing a program (33%); evidence-based research on the benefits of physical activity at work (32%); "how-to" implementation guides or case-building templates (29%); seminars, workshops, and consultation services (27%); information on success stories or "best practices" (26%); audio-visual materials (24%); staff training programs (23%); followed by needs assessment tools (17%).
- One-third of Canadians hold strong beliefs that information on physical activity, health and well-being would make it easier for them to be physically active.

### More Statistics:

In celebration of **February's Heart Awareness Month, March's National Nutrition Month, and April's National Cancer Awareness Month** here are a few more statistics to ponder from the 2003 Physical Activity Monitor from the Canadian Fitness and Lifestyles Research Institute:

- When asked how many times they had visited a doctor or other health professional in the past twelve months, the majority of Canadians reported that they had done so two or more times: 31% reported 2-3 visits and an additional 30% reported more than three visits in the past year. Roughly one-quarter of adults cited one visit and 14% did not visit a health care professional at all during the year.
- Two-thirds of Canadians strongly agreed that a healthy lifestyle contributes to long-term health benefits, while few disagreed (5%).
- According to the Canadian Community Health Survey, almost two-thirds of Canadians aged 15 and older rate their health as very good (36%) or excellent (25%). The percentage of Canadians rating their health as very good or excellent decreases by age.
- According to the 2000/01 Canadian Community Health Survey, 56% of Canadians (20 and older) are inactive, accumulating on average less than 1.5 METS of physical activity daily.
- Over half of Canadian teenagers are sedentary, accumulating the equivalent of less than one hour of walking a day (3+METS) and only 18% are accumulating enough daily activity to meet the international guidelines for optimal growth and development.
- One-third of Canadians eat the recommended minimum of 5 or more servings of fruit and vegetables per day.
- Almost half of Canadians aged 20 to 64 are classified as overweight (33%) having a body mass index of 25.0 to 29.9, or as obese (15%), having a body mass index of 30.0 or higher.
- According to the Canadian Community Health Survey, one-quarter of adults aged 45 and older report that their physician has diagnosed them with high blood pressure.
- One in twenty Canadians has been diagnosed with diabetes by a health professional. See [Diabetes In The Workplace](#) By Louise Huneault
- Canadians were asked how much personal control they had over their choice to be active. Almost 40% of adults stated that they have complete control over their decision to be active, 25% said they had a lot of control and another 27% reported moderate control.
- The majority of Canadians fully intend to be active in the next six months.

- 47% are very confident that they can do at least 30 minutes of moderate intensity activity on at least every other day.
- Two-thirds of adults very strongly agree that being active regularly prevents heart disease and the majority also hold strong beliefs that it helps to reduce stress (65%) and maintain functional ability with age (64%). Only 24% very strongly agree that regular physical activity prevents cancer.

\*\*\*\*\*

### Upcoming Wellness Events:

- **3<sup>rd</sup> National Women's Leadership Summit** - January 26-27, 2005, Four Seasons, Toronto, ON. In the past two decades, women have made tremendous strides in the corporate world. The question is no longer 'how do women get to the top?' but, 'how do women increase their numbers at the senior level?' The *Canadian Institute's Women's Leadership Summit* will provide answers to **both** these questions, along with celebrating the achievement of women in Canada. At this conference, you will learn how to accelerate professional growth and support business development. You will also learn how to maximize the core skills and competencies required to lead organizations. Bonus - Beverly will presenting as part of a panel on Work-Life Balance. Registration **Online** at [www.CanadianInstitute.com](http://www.CanadianInstitute.com).
- **Our Special Thank You To Our Subscribers from *Work Smart Live Smart™***. Save 10% off the full workshop fee if you book a *Stress and Depression* or *Stress Busters Lunch 'n' Learn* as part of your celebration of Mental Health Week - May. (Applicable on new bookings only). If you are interested in bringing one of these workshops to your location, please email Beverly at [info@worksmartlivesmart.com](mailto:info@worksmartlivesmart.com) and she would be glad to co-ordinate this with you. To select other workshop topics that may be right for your location, please visit <http://www.WorkSmartLiveSmart.com>

- **Work Smart Live Smart™ Contest closes May 31** - go to <http://www.WorkSmartLiveSmart.com> and enter now - Good Luck!
- **Highlight Your Good Work** - If you are doing something great or unique in your wellness programming and want to get some positive media coverage for your company, consider partnering with Beverly as your third party spokesperson. Media coverage can boost your corporate image, gather strength and buy-in for your wellness programs and can spread the wellness message to other companies. For more information please email Beverly at [info@WorkSmartLiveSmart.com](mailto:info@WorkSmartLiveSmart.com)

\*\*\*\*\*

### Resources:

- [The Well Workplace Workbook](#) - A Guide To Developing Your Worksite Wellness Program. **Healthy, Wealthy and Wise** is a resource on understanding the fundamentals of workplace health promotion from Welcoa.

Visit [www.WorkSmartLiveSmart.com](http://www.WorkSmartLiveSmart.com) for:

- Compilation Of More Than 175 Wellness Programs And Activities
- Compilation Of More Than 375 National and International Wellness Days, Weeks and Months
- Sample Employee Wellness Questionnaire
- Free Wellness Articles for use in employee newsletters

\*\*\*\*\*

**Reprint:**

Please feel free to use any of this information for employee newsletters or for justifying new programs. All we ask is that you note the source - **Path To Wellness**, January 2005 - Beverly Beuermann-King  
[www.WorkSmartLiveSmart.com](http://www.WorkSmartLiveSmart.com)

\*\*\*\*\*

**Comments/Submissions/Program Highlights:**

If you would like to submit an article/a how-to/or a how-you-went-about/or highlight an upcoming wellness event, please send Beverly your information at [info@WorkSmartLiveSmart.com](mailto:info@WorkSmartLiveSmart.com)

\*\*\*\*\*

**Subscribe and Unsubscribe Procedures:**

Feel free to pass along this email. To be personally added to our subscriber list, please send a return email with **subscribe** in subject bar, and your name, company, city, and province in the body. Please include all information as we tailor some of the information by location, and we may have more than one subscriber per company.

Occasionally, we have participants who wish to be taken off of our e-newsletter list or some that have received this email in error. Please accept our apologies and/or our thanks for being open to our wellness information. To **unsubscribe**, please send a return email with unsubscribe in the subject bar, and your name, company, city and province in the body. Please include all information as we may have several contacts from one company.

\*\*\*\*\*

### About The Author:

Beverly Beuermann-King is the owner and stress and wellness specialist for [Work Smart Live Smart](#) and is the mental health education consultant to the Canadian Mental Health Association Toronto Branch. Beverly is also a professional designate of the Canadian Association of Professional Speakers and board member of the Toronto Chapter.

\*\*\*\*\*

### Next Issue

Due to subscriber requests the **Path To Wellness** will now be sent 3 times per year. Look for your next issue in **June 2005** and again in **October 2005**

**June 2005 - Corporate Wellness Programs - Industry Specific Ideas**

**Wishing You A Happy and Safe Winter!**

**Beverly**