



Welcome to:

Path To Wellness - February 2006 Edition

For leaders who value their team

Welcome to our **** 3221 **** subscribers from around the world.
[Remember to let us know if you move]

Subscriber feedback

"Thanks for providing a site and e-newsletter that captures so much useful information." Marilyn, Victoria, BC, Canada"

In this feature:

Corporate Wellness Programs - Hot Topics From HRPAO

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This free e-newsletter highlights information on employee and corporate wellness for the beginner to the seasoned professional. It provides you with how-tos and updates you on significant research and statistics that may assist you in your wellness initiatives. We welcome your input, your questions and your best practises.

Thank You For Subscribing,
Beverly Beuermann-King,
www.WorkSmartLiveSmart.com

2006 EMPLOYEE WELLNESS BEST PRACTICES SURVEY

This January some of you were randomly invited to complete an informational survey on your wellness initiatives and here is what more than 250 of you had to say:

- 76% reported having offered stress, health or wellness programs at their company
- 71% reported that they monitored and reported their benefits usage

However

- 65% had not provided employee health assessments
- 71% had not established wellness benchmarks
- 60% had not tied their wellness programs to the vision, mission and goals of their company
- 71% had not tied management success to their wellness goals

The biggest challenges facing your wellness programs seems to be the resources to operate (79%) and staff (82%) your wellness programs and 71% found that leadership support was definitely or somewhat of a challenge.

Concerning the Seven Spokes Of Organizational Wellness

- **Living Healthy** - Most of you have offered stress (90%), nutrition (82%), exercise (83%) and relaxation (80%) information. Areas still needing to be addressed - sleep and sleep disorders
- **Environment** - more than 88% of you are offering a variety of programs in this spoke ranging from ergonomic assessments, lighting and air quality assessments, first-aid and CPR to addressing the availability of resources to effectively do the job
- **Attaining Balance** - Many of you have flex time (89%), personal responsibility leave (88%) and telecommuting (70%) options. 94% reported having access to EAP. More still needs to be done on childcare and eldercare education and support
- **Dynamics and Culture** - It seems that there has been much work in this spoke. More than 80% of you reported that you have

ensured clear job descriptions, connected employees work to the goals of the company, encouraged input, assured a fair appraisal system, have a recognition and appreciation program in place, promote vacation and break usage and have educated on communication and feedback strategies. Challenges in this area seem to be on ensuring that your leaders are trained in assessing stress and wellness in their teams and implementing the above programs with their teams

Editor's Note:

To address the leadership issues in your workplace, you may want to consider the **Stress Smarts For Leaders - Assessing Team Member Stress** workshop.

- **Employee Services** - 93% of you are offering flu shots. However the top 5 drug therapy categories are not being adequately addressed - gastrointestinal disorders (50%), depression (48%), cholesterol (56%), blood pressure (68%) and diabetes (68%)
- **Remuneration and Benefits** - most are covering dental and vision and 88% are covering alterative therapies. Only 66% are covering smoking cessation programs.
- **Support** - a supportive team is one of the top retention drivers and many of you are working on creating this within your companies. 97% of you celebrate important milestones and occasions, 89% of you offer mentoring programs and 97% have team building

activities. The challenge again seems to be the consistent offering of these throughout your leadership.

Finally - Priorities for 2006

- Surprisingly - even though 90% of you offered stress workshops it was in the top 3 priorities, along with work-life balance initiatives and stronger corporate communication.
- Unfortunately, healthy assessments, benchmarking, health monitoring and leadership training were still at the bottom of the priority list. Remember the quote - "What Gets Measured - Gets Done."
- To participate click on the link to answer 10 questions regarding employee wellness in your company - <http://www.worksmartlivesmart.com/>
- All responses are completely confidential and responders unidentifiable

A Note Of Thanks:

It was my absolute pleasure to present some of this information at the HRPAO conference last week and even though this is not what I normally speak on, it was great to see your response and commitment to wellness. Thanks to those who attended - your input will help to focus the workshop for next year and help me past my nerves of presenting something out of my normal realm.

HRPAO HOT TOPICS FROM A WELLNESS PERSPECTIVE

February 1-3 was the Human Resources Professional Association of Ontario's annual conference. What a great experience and place to learn more. Here are some of the topics that rang true for me, and how you can relate them to your comprehensive wellness program. From the words of **Graham Lowe** - "Focus on a few key changes and build on what makes you special"

1. **The Power Within** featured Keith Ferrazzi, Loretta LaRoche and Fredrik Haren. Keith's focus was truly on the seventh spoke of Support. He challenged us to treat our business relationships like our social relationships - go deeper. Embrace the 95% who are wonderful and interesting. Build the relationships for mutual success. People are loyal to people not to companies and our research says that people leave a boss - not a company. Loretta's message was to choose to act and be happier. Don't act like you are entitled, a victim or a prisoner of your life. Build in fun and it will ripple out to others. Fredrik made us really look at creativity and he said that most of us are taught to stop thinking and start memorizing from very early on. Creativity is the blending of knowledge and information in a new way. To be more productive we can improve the quality or we can do it cheaper which is what everyone else is doing, or we cannot do what everyone else is doing - this is where creativity lies. In order to face the challenges of the future we need to stop giving the 'right' answer and look for the other right answers.
2. **Keynoter Seth Godin** wanted to let us know that in order to have an impact on our employees and company we need to get better at letting them know that you have a solution to their problem. Communicate why they should care. Connect assessments to solutions. Are you building remarkable programs (programs that people are remarking on)? Do you love it - are you excited about your programs? Will I love it - what does it change for me - and Will I tell anyone about it? The extras make the product - make it worth talking about. His 3 Rules - Design it to be interesting (from forms to programs) - Safe is risky (not usually remarkable) and tell them the story (what will it change).
3. I have had the pleasure of hearing **Marc Kielburger's** story this past December and he and his brother Craig, did not disappoint this time.

Their passionate Me to We story promoting social corporate responsibility addressed many of our misconceptions and is an integral part of the seventh spoke of wellness. They tackled the myths that to be a socially responsible organization will cost money, that no one will notice if we are not socially responsible and no one will notice if we are. They showed us how we can make a difference. They challenged us to align with a cause, to look at our corporate process and do an environmental audit, to consider paid volunteer time, to match our employee's commitments and to do a better job at communicating our cause internally and externally. A cause is a common effort - something to rally around and they shared a word "Minga" which is a cry for help for the greater good. They challenged us to have the courage to do something. This month's Canadian Living is promoting the Me to We Awards highlighting the selfless generosity and acts of kindness in the workplace and in the community, through embracing diversity, advocating for social action and for a youth in action. Would your workplace or one of your employee's or their family qualify. To find out more visit www.canadianliving.com.

4. **Great Places To Work** with **Graham Lowe** showed us that the difference between good places to work and great places to work is that in great places the employees report that they have trust in the people that they work for, that they have pride in the work that they do and that they enjoy the people that they work with. Relationships are the key. His model has five trust-building dimensions that our companies can build upon. **Credibility** - is the ability to communicate openly, to be accessible and that the leaders have integrity and are consistent. **Respect** -is where there is appreciation, collaboration and care for employees as individuals with personal lives. **Fairness** is where hierarchy is minimized, and that there is equity in rewards, hiring and promotion. **Pride** - the employee sees how their job is connected to the corporate goals and whether or not they would recommend their job to others. **Camaraderie** - employees can be themselves, there is a socially friendly and welcoming atmosphere and that there is a sense of 'family' or 'team'. Culture - our fourth spoke of wellness - becomes the competitive advantage. His lessons - every

interaction is an opportunity to build trust, trust requires openness and vulnerability, focus on a few key changes and be consistent and build on what makes you special.

5. **Dr Robert Rosen** - eloquently showed how the human agenda drives the business and the financial agenda becomes the scorecard of how you are doing.
6. In **Productive Engagement** with **Liz Wright** we saw the hard evidence of how HR practices benefit firm performance by increasing shareholder value. Her Four Pillar Model of **Alignment** (knowing what to do), **Capability** (knowing how to do the job), **Resources** (having the tools to do the job) and **Motivation** (wanting to do the job) are what employees need in order to achieve the business goals. It is more than satisfaction. Motivation is tackled through recognition, reward and development of the employee and that when combined with alignment we see employee commitment.
7. **Marcus Buckingham** wrapped up the conference and said that the role of a manager is to take talented people and make them successful and that great managers don't see people as a means to an end - they see them as a work in progress and they love it. We need to find out what is unique about each person and capitalize on it. Focus less on the failures and more on the successes. Just as it is not wise to study divorced couples to learn about a successful marriage, we shouldn't focus completely on our failures and mistakes to learn more about how to make our companies more successful. Study good to learn good - study great to learn how to be great. He challenged our preconceptions - one being that we learn the most in the areas where we are the weakest - this is actually the area of least opportunity for growth. We need to help our employees spend time developing and refining their strengths and help our teams pull these strengths together and build on each other.

10 Steps To Achieving Your New Year's Resolutions - see www.WorkSmartLiveSmart.com - wellness articles

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. It has been just over a month and here are a few tips to get back on track in case our commitments have fallen by the wayside.

Good News: 2005 Accomplishments

Thanks to you, our customers and subscribers, we achieved many of our 2005 *Work Smart Live Smart™* goals!

- Our *Path To Wellness* subscriber list expanded to 3100
- Media request continued at more than 60 interviews for the year
- Wellness information reaches more than 25000 workshop participants
- Overall workshop satisfaction and information relevance rating continued at over 90%

WELLNESS PROGRAM HIGHLIGHT FOR SMALL (VERY SMALL) TO LARGE (VERY LARGE) COMPANIES

WELLNESS AT WORK - DANGLING THE CARROT

Workplace wellness influences a company's productivity, customer satisfaction, and employee retention; all are the key factors which lead to business success. As a result, wellness has become an issue commonly talked about in corporate settings and an issue that many companies are beginning to address.

But when a company attempts to address workplace wellness without properly doing their homework it may not yield the results they were hoping for. There is one key factor that many health and wellness consultants often

over look. And that key factor is providing incentives to actually get employees involved.

Many companies are buying into the mantra, a healthier workplace improves the bottom line, without first taking a step back to consider, what if employees aren't motivated to make these changes. What happens when your employees still aren't inspired to eat healthier and exercise? How will that impact the participation in your wellness program and the health of your bottom line?

One way to rectify this is to 'Dangle a carrot' in front in your employees and they are likely to do what needs to be done to get that carrot. As long they deem that carrot worthwhile.

Of course we are using the word carrot as an analogy. Carrots can be anything from digital cameras to big screen TV's and even exotic travel. Yes, these can be expensive items, but that is what adds to the appeal, what motivates participation, and what ultimately leads to a large return on investment.

Take for the instance the following corporate example. Examining the planning process, framework, and follow up for this case study may help bring to life how a health and wellness incentive program could work for your office.

The Workplace

The client has seven offices, each having diverse geography, skill sets, and workplace priorities.

The Planning Process

Management was excited about the opportunity to improve workplace productivity and enhance the general well-being of their employees. During the onset of the planning process, a committee was formed to come up with effective methods to market the program, and measure employee wellness.

The Goal

The goals the organizers decided upon were: a reduction in the number of sick days; and increased employee morale and overall wellness.

The Campaign

The campaign centered on realistic increased fitness levels. Participants were encouraged to engage in various forms of physical activity including walking to work, going to the gym, or taking a lunchtime stroll outside.

To kick-off the program, participants were given a CD outlining the campaign details with a unique password to sign onto a customized campaign website. Encouragement was provided throughout the campaign using printed cards, emails, monthly draws, online progress reports, and office visits/talks featuring Canadian Olympian, Karen Furneaux.

Throughout the program, participants recorded their own physical activity and were able to access their statistics. For every four hours of cumulative exercise recorded, participants were given a ballot entering them to win various monthly prizes and a grand prize.

Monthly prizes included gift certificates to sport stores, and stability/fitness balls. The Grand prize winner at the end of the program was given a choice of a Sony Grand Wega 42" TV, or a \$5,000 travel gift certificate. Flexibility was a key factor in the prize selection process. Gift certificates were chosen as they allow participants to 'pick their own prize' rather than be dangled with an unappealing carrot.

The program was launched during the month of January, a month when people typically reduce their participation in physical activity, and continued for four months. The grand prize draw was broadcast via live web so that employees at each office location were able to observe the results.

The Results

The program was an enormous success. Despite the exceptionally nasty weather during the months of January and February, and the high rates of illness typical during those months, over 600 ballots were earned for the grand prize draw.

The client experienced a participation rate of 90 per cent for the program. The goal to reduce the number of sick days was also achieved. The client

recorded a 21 per cent decline in sick days, when compared with the same time period in the previous year.

The program achieved its qualitative as well as its quantitative goals. Morale and wellness goals were also more than achieved. Long after the campaign ended, employees were well-aware of an increased respect and commitment to physical activity. They also noted an enhanced sense of teamwork among employees and a lingering feeling of competitive excitement.

The On-going Effects

Since the program concluded, health and wellness activities are still going strong in the office. A jogging club that began during the Health & Wellness program has remained since the program has concluded, and has even gained new membership. Awareness of employee health has also been maintained in the office. The internal committee leader of the health and wellness program still uses the company's intranet to invite employees to participate in exercise activities such as lunchtime fitness classes and after work jogging groups.

Conclusion

As the above example demonstrates, sometimes all it takes is a little enticement to ensure employee participation, and to ensure the appropriate return on investment is achieved. After all, its human nature to wonder 'what's in it for me.'

About the Author

The success experienced by this Fraser & Hoyt Incentives' client can be duplicated in a variety of workplaces. For additional information about how to put a GOLD MEDAL HEALTH & WELLNESS program at work in your organization, please call Kathleen Jones from Fraser & Hoyt Incentives at (902) 429-0806 or visit www.fraserhoyt.com

CORPORATE WELLNESS PROGRAMS - LIFESTYLE MANAGEMENT SERVICES

Lifestyle management is an innovative approach to address the challenges of work-life balance by offering personal assistant and concierge services as an employee reward or benefit. Lifestyle management addresses the issues that lead to fatigue, stress, absenteeism, poor health, depression, exhaustion and frustration.

What is Lifestyle Management?

Lifestyle management is a modern response to the dilemma of not having enough time to do what needs to get done. Lifestyle management allows you to get on with living, working and building a career, while a trusted partner takes care of "everything else". Lifestyle management coordinators proactively coordinate, organize, plan, arrange, research and execute activities on behalf of employees so they can get errands done with minimal effort and focus on being productive and engaged at work.

Lifestyle management services range from arranging housecleaning services, dog-walking services, friendly visits to elderly parents, or personally catered meals for employees to come home to a ready made dinner. The list is endless.

Employers may pay for lifestyle management services, subsidize the cost to employees or coordinate group discounts for plans that are paid by the employees.

One of many ways of implementing a lifestyle management program is by giving the gift of "time" to your employees by purchasing an Earlington McDonald Lifestyle Card (gift card). An employer may put \$250 on a gift card as part of a reward or recognition program for the employee to use at their leisure. Employees can order services through the Internet or by telephone and always view their account activity online.

Lifestyle management programs benefit both the employer and the employee, as an employee that has a well managed lifestyle is a productive and focused employee!

For more information visit www.earlingtonmcdonald.ca. Written by Leona, Earlington McDonald Lifestyle, 2006

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

WELLNESS AWARENESS DAYS, WEEKS AND MONTHS - Even more this year.

To view the complete 2006 list of more than **420 National and International celebrations** [click here](#).

STATISTICS:

In celebration of **February's focus on Antibiotic Awareness** here are a few statistics to ponder from the National Information Program on Antibiotics and don't forget to start your programming for **Mental Health Week** coming this May.

- About two-thirds of all oral antibiotics worldwide are obtained without a prescription and are inappropriately used against diseases such as TB, malaria, pneumonia and more routine child infections.

www.ccar-ccra.org/international-e.htm

(*The Global Infectious Disease Threat and Its Implications for the United States - NIE 99-17D, January 2000 - John C. Gannon, Chairman, National Intelligence Council)

- Data... reveal that in 1999 in Canada about 25 million prescriptions for oral antibiotics were dispensed and that, after cardiovascular and psychotherapeutic drugs, antibiotics were the third most commonly prescribed [type of medication].

CMAJ 2002; 167(8): 885-91

- The prevalence of methicillin-resistant *Staphylococcus aureus* (MRSA) was less than 5% in most hospitals worldwide in the early 1970s but a decade later had increased to as much as 40% in many hospitals in the United States and Europe. Of all the MRSA reports (in Canada), 70% were from central Canada, 26% from western Canada and 4% from eastern Canada. Most of the increase was in Ontario and British Columbia.

CMAJ 2002; 167(8): 885-91

- The prevalence of *S. pneumoniae* with reduced susceptibility to penicillin varies markedly throughout the world, with up to 70% resistance in Korea and 40% resistance in the United States. The proportion...in Canada, from less than 2% in the late 1980s to 12.3% in 2000.

CMAJ 2002; 167(8): 885-91

- The current overall medical costs of antibiotic resistance to the Canadian health care system, predominantly the institutions, may be as much as \$200 million per year.

CMAJ 2002; 167(8): 885-91

- It has been estimated that 30%-40% of endemic institutional antibiotic resistance is caused by the unwashed hands of hospital personnel.

CMAJ 2002; 167(8): 885-91

- A 2002 consumer survey conducted by Ipsos-Reid shows that the number of Canadians who understand the issue of antibiotic resistance and its implications continues to increase. Fifty-three per cent of Canadians said they had been prescribed an oral

antibiotic in the past three years. This is down from 61 per cent in a similar survey conducted by NIPA in 2000.

Consumer survey conducted for NIPA by Ipsos-Reid

Benefits Usage

- Benefit plan costs overall have increased by 60% from 1999 to 2003 and are forecasted to increase by 60% over the next five years. A service that cost \$1 in 1998 costs \$1.61 today and is forecasted to cost \$2.62 in 2008 (Insurance carrier averages, BHH Benefits)
- 26 to 30 year-olds use only four prescriptions a year at a cost of \$144; 61-65 year-olds use an average of 14 prescriptions a year at a cost of \$622 (Statistics Canada, Benefits Canada, August 2003)
- The number of Canadian plan members who believe their plan meets their needs extremely or very well has gone from 73% to 56.6% over the past 7 years (Aventis Healthcare Survey 2005)
- 73% of plan members agree that they have an obligation to help their employer manage plan expenses by doing things like controlling plan fraud and abuse. They also say it's their own obligation to take care of their own health so they'll make less use of the plan (Aventis Healthcare Survey 2005)
- 60% of full-time employees would like their employers to be more proactive in reviewing what the plan covers and how it works (Canadian Worksite Marketing Group, 2003)
- To keep updated on current benefits trends visit www.bhhbenefits.com and subscribe to their eFormer

ANNOUNCEMENTS

UPCOMING WELLNESS EVENTS:

- Beverly will be presenting her wellness workshops in
 - **Vancouver, British Columbia from March 8-10, 2006**
 - **Ottawa, Ontario from April 29-May 2, 2006**
 - **Calgary, Alberta from June 5-8, 2006**
 - **Vancouver, British Columbia from 4-10, 2006**

If you are interested in arranging a workshop for your team during one of these dates in one of these locations, please feel free to contact Beverly at 705-786-0437

- Plans are underway for the **2006 Health, Work & Wellness Conference in Vancouver October 12-14**. We hope you'll be able to join us for our tenth anniversary.

Every year, an important component of the conference is the Canadian Workplace Wellness Pioneer Award, which recognizes an individual who has made a pioneering contribution to the field of organizational health. If you know someone who has significantly advanced the cause of wellness in the workplace in Canada, we urge you to nominate her or him for this year's award. It takes little time to make a nomination, but for the winner, the honour of being recognized will last a lifetime! You can download a copy of the nomination form at www.healthworkandwellness.com/awards/. Please note that nominations must be submitted by February 17, 2006.

AWAKENING THE WORKPLACE

- People are changing and evolving in regards to how they see themselves in relation to their work and their expectations for finding connection, fulfillment and success. **Awakening The Workplace** is an exciting new book that will be released this spring and is full of tips, tools and stories by more than a dozen contributing authors from around the world who specialize in workplace connection, renewal and wellness.

- If you would like to learn more about this exciting new book, please feel free to email Beverly. If you would like to pre-order the book, the pre-order cost will be \$23.95 + S/H - we will cover the taxes.

2006 Best Practices Survey

- If you haven't participated and you would like to - Click on the link to answer 10 questions regarding employee wellness in your company - <http://www.worksmartlivesmart.com/>
- All responses are completely confidential and responders unidentifiable

Work Smart Live Smart™ CONTEST

- Contest closes March 31 - Enter Now
<http://www.WorkSmartLiveSmart.com> and Good Luck!

RESOURCES:

Visit www.WorkSmartLiveSmart.com for:

- Compilation Of More Than 175 Wellness Programs And Activities
- Compilation Of More Than 420 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**, February 2006 - Beverly Beuermann-King, www.WorkSmartLiveSmart.com

If you didn't receive the Fall 2005 Workshop mailing from Work Smart Live Smart, please email your complete mailing address in order to receive our Spring 2006 information.

To view workshop themes from workplace stress, handling negative attitudes, to finding balance that may be right for your team, please visit <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

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 has been a mental health education consultant to the Canadian Mental Health Association. Beverly is also a professional designate of the Canadian Association of Professional Speakers and board member of the Toronto Chapter.

NEXT ISSUE - July 2006

Wishing You A Happy and Safe Spring!

Beverly