



Welcome to:

Path To Wellness - July 2002 Edition

For leaders who value their team

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This free, semi-annual 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 various how-tos, and updates you on significant research and statistics that may assist you in your wellness programming.

Note: Due to the length it may be easier to read if printed.

To view this newsletter in a more graphical and easier to read format click here: http://www.WorkSmartLiveSmart.com/see_publications.asp

Newsletter Co-sponsors:

Beverly Beuermann-King, Work Smart Live Smart (<http://www.WorkSmartLiveSmart.com>) and the Canadian Mental Health Association - Toronto Branch (<http://www.StressSense.com>)

Health Canada Report - 2001

Synopsis:

Health Canada suggests that promoting individual resilience is a vital investment in reducing economic burden in Canada.

The Canadian Mental Health Association National office called mental illness "the single largest category of disease affecting Canadians". However, Health Canada's program spending on mental illness and mental health promotion combined is less than \$500 000 per year.

Depression and distress cost Canadians at "least \$14.4 billion in treatment, medication, lost productivity, and premature death in 1998 ...and this estimate does not include the cost of over-the-counter medications used to self-treat such as sleeping pills and stomach remedies".

The results of the Health Canada study "strongly suggest that promoting the mental health of Canadians would be a sound investment, not only to prevent mental health problems but also to reduce the staggering economic burden associated with them".

The study goes on to report that "60% of people with mental health problems do not receive care from a health care professional, **therefore strategies such as individual and community resourcefulness and promoting resilience are needed.**"

Book Excerpt - Corporate Wellness - Challenging Assumptions

From *Mindsets*, Perez & Wilkerson, 1998

Synopsis:

Higher levels of spending do not necessarily gain more health for people.

The Canadian National Forum On Health suggested that higher levels of spending on healthcare do not necessarily gain more health for people. Common sense tells us that spending \$70 billion a year on healthcare [editor's note: 1999 actual - \$89.5 billion and estimated for 2001 - \$102.5 billion] should be enough to get a job done. The real question is what job do we want to get done and what works or doesn't work in keeping people healthy or getting them well?

This is exactly what Canada and other countries are trying to figure out after years of lavish spending on assumptions that health is found in the four walls of a hospital room, doctor's office or operating theatre. When in fact, health is found in the jobs that we do, the lives that we lead and the societies that we build.

Healthcare is an investment concept, but an investment in what and at what rate of return? What is the investment that is needed to help people live full, creative, productive healthy lives?

As Canadian companies we need to look at these questions as well. Why are we willing to invest in wellness? What will happen or continue to happen and how much will it cost if we do not invest? What programs do we currently have and are they working? What programs would meet more of the needs of our employees? What can we realistically afford to invest? What outcomes are we hoping for?

The key is to discover what is of interest to each employee in that organization. An internal advisory committee can move that program forward with specific recommendations. A strategic plan, that has goals and objectives, is recommended. It's not a matter of assigning a certain number of dollars to wellness. Wellness could happen without spending any money at all - **the key is to look at what is needed to help the employee live a full, creative, productive and healthy life**.

Corporate Wellness Components: Why Focus On Personal Employee Wellness?

63% of employees reported having no access to wellness programs at work. (Conference Board Of Canada) Organizations are being held accountable for ensuring that the environment that people work in promotes health and not disease. "Workplace stress can be attributed to the employer if the workplace defeats the employees' sense of control over their work and their health which, in turn, reduces motivation to pursue positive health practices and/or the workplace makes it difficult to maintain a healthy lifestyle and pursue positive health practices." (Health Canada, <http://www.hc-sc.gc.ca>)

"Researcher Dr. Shain, concluded that unhealthy workplaces create adverse health outcomes, including more than double the rate of heart and cardiovascular problems as well as significantly higher rates of anxiety, depression, demoralization, alcohol and prescription and over-the-counter drug use. Workplaces with a high stress level also make workers much more susceptible to a wide range of infectious diseases." (Ed Buffet, <http://www.beneftiscanada.com>) It is through a comprehensive corporate wellness program that a company can ensure that they are responsibly promoting the health of its employees.

A corporate wellness program has two components - organizational wellness and personal employee wellness. Organizational wellness includes management strategies that make the company more resilient, creative, and competitive. Personal employee wellness includes the promotion of both psychological and physical health along with a variety of prevention strategies.

Personal employee wellness is one of the few employee benefits that can actually pay off for the corporation. In order for a company to be competitive and enticing to prime employees, a progressive company needs to offer a comprehensive corporate wellness program.

"Companies who approach corporate wellness as an investment rather than a cost realize greater success and lower failure costs in obtaining returns on such programs" according to the Canadian Fitness Magazine - September 1999 report. The Health Canada website http://www.hc-sc.gc.ca/hppb/fitness/work/trends_e.html shows the following return on investment reports for employee wellness programs.

- Canada Life in Toronto showed a return on investment of \$3.40 on each corporate dollar invested on reduced turnover, productivity gains and decreased medical claims.
- Dr. Roy Shephard found corporate wellness programs returned a cumulative economic benefit of \$500 - \$700 per worker per year.
- Municipal employees in Toronto missed 3.35 fewer days in the first six months of their "Metro Fit" fitness programs than employees not enrolled in the program.
- BC Hydro employees enrolled in a work-sponsored fitness program had a turnover rate of 3.5% compared with the company average of 10.3%.
- The Canadian Life Assurance Company found that the turnover rate for fitness program participants was 32.4% lower than the average over a seven-year period.

"Companies have to get more into managing employees as a resource, as opposed to saying they are a disposable commodity. As baby boomers age, and a lot less people are actively available in the workforce and as technology improves and a lot more training is required in order to compete

aggressively—companies are going to have to maintain the health of their workers. They are going to have to attract them with non-traditional means, and have a positive environment that the employee can work in and know that they are supported. It won't necessarily be paternal, as it may have been 20 or 30 years ago, but supportive and understanding in order to reduce stress and make employees more productive." Benefits Canada magazine, <http://www.benefitscanada.com>

The company's role in personal employee wellness is to provide an environment that supports the employee to choose and maintain a healthy and active lifestyle. In this endeavour the company needs to discover and support each employee with where they are at in their wellness development.

This begins by understanding the makeup of their workforce. In Canada, out of every 100 labour force participants aged 15 and over: 24 were husbands with children, 19 were wives with children, 4 were lone parents, 11 were husbands without children, 9 were wives without children, 17 were single men and women, 15 were youth living with parents. *Vanier Institute of the Family, 2000*

Projections indicate that, "50% of the workforce of 2015 is already in the labour market." *HRDC, 2001* In order to meet the shrinking labour pool and skills shortages, corporations will need to retain and develop and increasingly diverse workforce..."which will not be well served by one-size-fits-all human resource policies. Employers who provide flexibility, balance, and opportunities for continuous learning and personal development will have a strategic advantage in a tight labour market..." *Work-Life Compendium, 2001*

****In order to be diligent, stay competitive, and retain their employees, companies must look at their individual employee make-up and determine which wellness programs would best assist and support their employees on their path to wellness.****

Corporate Philosophy Based On Wellness - Health Canada

http://www.hc-sc.gc.ca/hppb/fitness/work/started_manage_e.html

The following principles and values lay a foundation for a corporate culture that embraces wellness programs:

- People are an organization's most important resource, and each has a unique, value-adding contribution to make.
- Concern and care for the health of people is essential to the achievement of business success.
- Healthy employees enhance an organization's competitive position.
- A company with healthy employees has a positive impact on its community and customers.
- A change in individual employee health metrics can be an early indicator of changes in other aspects of business performance.
- Optimal employee health is compatible with and supportive of excellence in other aspects of business activity.
- Health, like other aspects of business, can be managed and self-managed.
- People adopt values that are emphasized by their organizational leaders.
- Employee health is an integral part of the business and is built on the belief that all injuries -- and most illnesses -- are preventable.
- Every employee at every level has responsibility for creating a healthy work environment and promoting healthy lifestyles.

Seven Distinct Phases Of The Corporate Health Model

<http://www.hc-sc.gc.ca/hppb/ahi/workplace/pube/corporatehealth/model3.html>

1. Commitment
2. Workplace Health Committee
3. Needs Assessment
4. Workplace Health Profile
5. Corporate Health Plan (3-5 years)
6. Program Action Plan (Annual)
7. Review of Progress

Seven Habits Of Highly Successful Programs

http://www.hc-sc.gc.ca/hppb/fitness/work/started_manage_e.html

There seem to be some common principles that are critical to the success and longevity of wellness programs.

1. Leadership commitment — *essential to any initiative*
2. Employee involvement — *employees need to be viewed as stakeholders in the management of their own health*
3. Clear purpose — *successful programs set their focus on something powerful and positive*
4. Integrated effort — *successful programs have a plan*
5. Support structure — *successful programs have professional leadership and a solid infrastructure in place*
6. Cultural context — *successful programs include cultural areas of influence including rewards and recognition, communications, orientation, and training and development*
7. Measured outcomes — *successful programs measure outcomes and report the results to management and to staff*

Statistics:

1 in 4 Canadians reported that they did not really know enough ways to maintain and improve their mental health. (Canadian Mental Health Survey, 2001)

3 out of 4 Canadians reported that their coping mechanisms included eating fatty comfort foods, watching TV, smoking or drinking alcohol. (Heart and Stroke, 2000)

1 in 3 Canadians feel that they are constantly under stress, trying to accomplish more than they can handle. (Statistics Canada, 1998)

1 out of 4 Canadian employees feel burned out from their jobs. (Duxbury and Higgins, 1999)

Depression and distress cost Canadians at least \$14.4 billion in treatment. (Health Canada, 2001)

41% of Canadian employees surveyed said that their employer did not do nearly enough to help them manage stress at work. (Aventis, 2001)

Upcoming Wellness Events:

Canadians Called To Action

Most of us will be enjoying a well-deserved rest sometime this summer. With Canada Day just past and Labour Day on it's way, this time may be an opportunity to consider how we can make Canada a mentally healthy nation. So far, 3749 Canadians have signed the Canadian Mental Health Association petition stating that 'mental health must become a priority in Canada'. The petition will be presented to the Federal Government during the Canadian Mental Health Association's National Conference in Ottawa in November 2002. We believe many more Canadians would sign this call to action if asked. We urge you to help get the word out by sending the petition to your friends or including it in your websites and newsletters. On Line petition - <http://www.cmha.ca>

BEST PRACTICES FORUM - October 29, 2002 - Toronto Metro Hall - Expert panel and group discussions on best practices in promoting corporate wellness. Please join us from 3 - 5 pm by calling Beverly at 416 - 789 - 7957 x 260 or by emailing StressSense@cmha-toronto.net

Health Work and Wellness Conference - October 6 - 9, 2002 - Alberta
Visit <http://www.healthworkandwellness.com>

In The News:

Healthy Workplace Guidelines

The Honourable Anne McLellan, Minister of Health, announced that Health Canada will provide \$250,000 for the development of Healthy Workplace Guidelines for Canadian nurses. Under the leadership of Health Canada's Office of Nursing Policy and in partnership with leading nursing and health care organizations, this initiative will translate existing research and experience into guidelines that can be used by nurses, employers, unions, governments and others to improve the working conditions of Canadian nurses.

Web site prompts employers to get active about workplace inactivity

Health Canada and the Canadian Council for Health and Active Living at Work (CCHALW) promote a web site called The Business Case for Active Living at Work. This is Canada's only comprehensive web site dedicated to promoting the benefits of an active workplace. Located at <http://www.activelivingatwork.com>, the web site is part of a national strategy to decrease physical inactivity among Canadians by 10 per cent by 2003.

Useful Links

. For corporate wellness training and educational sessions - In Toronto visit <http://www.StressSense.com> and for companies outside of Toronto and throughout Canada, please visit <http://www.WorkSmartLiveSmart.com>

. For a variety of wellness related articles visit <http://www.WorkSmartLiveSmart.com> and <http://www.StressSense.com>.

. **Site - Workplace Wellness Programs Provide Benefits to Individuals and Organizations**

- http://www.hc-sc.gc.ca/hppb/fitness/work/res_layer7a_e.html

. **Active Living case studies are currently posted for viewing at**
http://www.hc-sc.gc.ca/hppb/fitness/work/case_studies_e.html

1. BC Hydro <http://www.hc-sc.gc.ca/hppb/fitness/work/#bchydro>
2. BEI/PECAL <http://www.hc-sc.gc.ca/hppb/fitness/work/#bei>
3. Canadian National (CN) <http://www.hc-sc.gc.ca/hppb/fitness/work/#cn>
4. MDS Nordion <http://www.hc-sc.gc.ca/hppb/fitness/work/#mds>
5. Merck Frosst <http://www.hc-sc.gc.ca/hppb/fitness/work/#merck>

. **The Canadian Institute for Health Information (CIHI) provides quality, reliable and timely health information.** CIHI's mandate was established jointly by federal and provincial/territorial ministers of health:

http://secure.cihi.ca/cihiweb/dispPage.jsp?cw_page=profile_e

. <http://www.austrainer.com> for email tips on Stress, Personal Efficiency, Success, Life, Working Smarter, and Customer Service.

. **A-D Link Compilation adapted from** <http://www.buffettaylor.com>

. Acupuncture Foundation of Canada Institute

<http://www.afcinstitute.com/>

. Alzheimer Society of Canada <http://www.alzheimer.ca/>

. Arthritis Society <http://www.arthritis.ca/>

. Asimba <http://www.asimba.com/>

. Asthma Society of Canada <http://www.asthmasociety.com/>

. Benefits Exchange, The <http://www.the-xchange.com/>

. C-Health <http://www.canoe.ca/Health/>

. Canada Government On-Line <http://www.canada.gc.ca/>

. Canada's Physical Activity Guide <http://www.paguide.com/>

- . Canadian AIDS Society <http://www.cdnaids.ca/>
- . Canadian Association for the Advancement of Women in Sport and Physical Activity <http://www.caaws.ca/>
- . Canadian Breast Cancer Network <http://www.cbcn.ca/>
- . Canadian Cancer Society <http://www.cancer.ca/>
- . Canadian Centre for Occupational Health & Safety <http://www.ccohs.ca/>
- . Canadian Centre of Substance Abuse <http://www.ccsa.ca/>
- . Canadian Chiropractic Association <http://www.ccachiro.org/>
- . Canadian Council For Tobacco Control <http://www.cctc.ca/>
- . Canadian Diabetes Association <http://www.diabetes.ca/>
- . Canadian Food Inspection Agency <http://www.cfia-acia.agr.ca/>
- . Canadian Healthcare Association <http://www.canadian-healthcare.org/>
- . Canadian Hearing Society <http://www.chs.ca/>
- . Canadian Institute for Health Information <http://www.cihi.ca/>
- . Canadian Lung Association <http://www.lung.ca/>
- . Canadian Medic Alert Foundation <http://www.medicalert.ca/>
- . Canadian Medical Association <http://www.cma.ca/>
- . Canadian Mental Health Association <http://www.cmha.ca/>
- . Canadian Pharmacists Association <http://www.cdnpharm.ca/>
- . Canadian Society For Exercise Physiology <http://www.csep.ca/>
- . Center for Disease Control and Prevention, The <http://www.medofficeinc.com/f-set3.html>
- . Centre for Activity and Aging <http://www.uwo.ca/actage/>
- . Centre of Balance <http://www.centerofbalance.com/>
- . Crohn's and Colitis Foundation of Canada <http://www.ccfc.ca/>
- . Danone Institute of Canada <http://www.danone-institute.com/>
- . Dietitians of Canada <http://www.dietitians.ca/>
- . Dr. Koop's Wellness site <http://www.drkoop.com/wellness>

About The Editor:

Beverly Beuermann-King is the founder and professional speaker for Work Smart Live Smart and is the Education and Development Consultant to the

Canadian Mental Health Association Toronto Branch. Both companies feature a wide variety of affordable and customized corporate wellness workshops.

For companies in the Toronto area, please visit the CMHA at <http://www.StressSense.com>. Outside of Toronto, please visit Beverly directly at <http://www.WorkSmartLiveSmart.com>.

Next Issue

January 2003

Theme: Corporate Wellness Programs - Where To Begin

Look for:

- . Six Step Model To Getting Started
- . Employing 9 Processes of Change
- . Top 10 Canadian Wellness Initiatives
- . Average Healthcare Costs Related To Disease
- . Criteria That Contribute To Program Success
- . Links D-M

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 - or Path To Wellness, July 2002 - Beverly Beuermann-King
<http://www.WorkSmartLiveSmart.com> / <http://www.StressSense.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

From the editors - All attempts are made to ensure the accurate presentation of information and sources in this ezine. The information is provided as a service to individuals interested in wellness and is not presented as a legal or defining opinion.

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Enjoy and happy wellness until next year!