



Welcome to:

## *Path To Wellness* - February 2006 Edition

*For leaders who value their team*

Welcome to our **\*\* 1844 \*\*** subscribers from around the world.  
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This free, semi-annual e-newsletter highlights information on employee and corporate wellness. It provides you with various how-tos, and updates you on significant research and statistics that may assist you in your wellness programming. If you like what you read - pass this on to your colleagues. If you don't find that this information meets your needs - let us know what we can do to improve the next issue.

**Written by:**

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

and co-sponsored by the Canadian Mental Health Association - Toronto Branch

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**History Of Workplace Health**

Originally, workplace health concentrated on physical health and safety issues such as the handling of chemical substances. Employers were required to address these hazardous issues due to government regulations and legislation. The role of the health professional was primarily one of treatment on the job. Eliminating these factors alone was not sufficient to ensure healthier workplaces.

Mental health problems were not tolerated. These problems were presumed to be personal, which the individual was expected to resolve. If they failed they lost their job.

EAP's were created to help employees who were in danger of losing their jobs because of addiction problems. This form of crisis intervention broadened to personal assistance that included referral, direct counselling, or treatment. The objective was to assist employees to maintain or return to their previous level of productivity.

A more preventative orientation then materialized. The evolution has now moved from persuading employees on the benefits of a healthy lifestyle to also including environmental and organizational issues as well, which creates a greater sense of well-being across the company. This model espouses the credo that the organization has a duty to do no harm.

"Workplace health promotion should not be construed as a means of making employers responsible for their employees' well-being. Rather the focus is on creating an environment at work that is conducive to improving health behaviours and fostering well-being. Workplace health promotion programs target the lifestyle and health choices made by workers in the hopes that new, healthier behaviours are adopted." Conference Board Of Canada, Oct 2002

The evolution of workplace health has moved from crisis intervention, personal assistance and prevention to health promotion. The employee is recognized as a whole person requiring a variety of health supports and environmental adaptations in the organization. Comprehensive workplace health programs include all health facets, workplace levels and workplace dimensions. With industries becoming more knowledge based and relying on the health of their workers to keep themselves on top, health promotion has emerged as a necessity in business success strategy.

*"The most significant asset a company has is the intellectual capital from the people it employs."* - Ed Buffett, Oct 2002

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**Do you need assistance developing your Corporate Health Program -  
Contact Beverly [Info@WorkSmartLiveSmart.com](mailto:Info@WorkSmartLiveSmart.com) or call 705-786-0437**

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### **National Wellness Survey Report 2000**

The *Second Tri-Annual Buffet Taylor National Wellness Survey* shows that workplace wellness is becoming increasingly important to the Canadian business community. Four hundred and twenty-two businesses representing 716,885 employees responded to the 1999 survey.

*Results:*

- In Canada, 17.5% of companies offered comprehensive worksite wellness programs. 64% offered some wellness initiatives
- The above pales in comparison with the U.S., where the most recent data shows that a staggering 78% of worksites had comprehensive health programs and 90% sponsor at least one health promotion activity

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**The Top 4 Reasons Why These Companies Offer Worksite Wellness Programs - Buffett Taylor, 2000**

1. 27.3% consider healthy employees a valuable asset
2. 25.6% want to promote a healthy lifestyle - (visit <http://www.worksmartlivesmart.com> to find out more about our healthy lifestyle workshops)
3. 14.3% want to reduce absenteeism
4. 10.1% want to contain the costs of benefit programs

**The 5 Most Important Reasons Companies Do Not Have A Comprehensive Wellness Program**

1. Lack of resources -- 40.8%
2. Lack of staffing -- 38.6%
3. Concern about implementation costs -- 32.1%
4. Lack of knowledge about employee wellness programs -- 19.6%
5. Unconvinced of cost savings -- 17.6%

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"Really great leaders know that the 'soft' stuff is what makes the difference." - Tom Peters

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## 15 Employee Satisfiers - What Do Employees Want From Their Employer (Towers Perrin, 2003)

Employees want a sense of confidence, competence and control through:

- Self-esteem, confidence in their skills and abilities to do a job well and get meaning from it
- Education, training and learning new things (Visit <http://www.worksmartlivesmart.com> )
- Upward mobility, increased responsibility and rewards, not a dead-end job
- Job security and good opportunities in a growing company with no particular short or long-term worries
- Having new, different and intellectually stimulating assignments
- Receiving pay and bonuses commensurate with their level of contribution and commitment
- Being noticed, respected, appreciated and valued for a job well done, not receiving only negative feedback
- Being able to make a significant, valuable contribution
- Making a real difference for the company, for customers, for other people
- Having a full and busy workday, without artificial deadlines and 'make work'
- Compatible, trustworthy and team-oriented co-workers
- Fair, open-minded and supportive management that doesn't micro-manage and demonstrates trust and respect - feeling heard and the freedom to speak up
- Financially sound, reputable place to work and a place to be proud of
- Exciting and stimulating work environment with manageable amount of stress

Visit <http://www.worksmartlivesmart.com>

- Level of anticipation and enthusiasm about going to work each day, have a job one looks forward to doing

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*"The capacity of the work force to think, to be creative, to have productive relationships and to be innovative is vital to any corporation's competitive success."* Bill Wilkerson, Economic Roundtable, 2003

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### 10 Employee Priorities For Improving Or Maintaining Their Health- Health Canada - Active Living <http://www.hc-sc.gc.ca/>

- Physical Activity 69.1%
- Lose weight 52.8%
- Learn to cope better with stress and worry 37.7% - <http://www.worksmartlivesmart.com>
- Eat better 34.2%
- Remove a major source of stress or worry from my life 28.6%
- Drink less coffee or tea 19.8%
- Quit smoking, or smoke less 17.7%
- Change jobs 11.2%
- Change my home situation 7.0%
- Drink less alcohol 6.0%

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The Minister of Health said in his recent speech to the CMA:  
*"It is often the individual who must secure his/her health. But individuals need support. They want to be informed."* - Health Canada Website

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## 12 Steps To Setting Up Your Wellness Plan

### In The Beginning:

1. **Learn about the situations, environment, and the people.**
2. **Find out about the health needs from available data, research and opinion. Is there anything that we are doing that counterbalances our overall corporate wellness? Is there anything that we are doing that assists us in achieving overall corporate wellness?**
3. **Get buy in from all levels and committees of the company that this information shows areas for corporate improvement**

### Next Steps:

1. Set up a committee - reflective of the company to review the information gathered
2. Set mission, vision, and goals for your company's wellness plan - based on indicated costs related to lack of wellness, health assessment data, recognized sources of stress, corporate population, and agreed upon working definition of health. Visit <http://www.worksmartlivesmart.com> for a sample assessment questionnaire  
Workplace health's mission and vision should be aligned with the overall corporate mission and vision
3. Develop program objectives that meet the agreed upon goals. The programs should reflect the needs of all employees, regardless of their differences in level of health, language proficiency, social skills, culture or background and should be a balance of information, skill development, and attitude/value changes
4. The wellness plan should consist of programs based on the actual needs of various groups within the company and should consist of programs that are to be initiated immediately as well as ones that will be phased in.
5. Get buy in from all levels and committees of the company by showing that these programs will meet your desired goals and improve company performance. Educate managers and supervisors on the linkages

between general management skills and health outcomes and on the benefits of creating healthier work environments

**Finally:**

1. Launch programs - include effective communication directed to targeted audiences, rewards system that encourages healthier work habits and helps to ingrain healthy behaviours and effective evaluation
2. Evaluate
3. Continue creating buy in from all levels and committees of the company by sharing results of evaluation and future offerings according to overall plan.
4. Stress importance of considering the Corporate Wellness Plan in all business decisions

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5 Tips For A Successful Wellness Program - Health Canada - Active Living  
<http://www.hc-sc.gc.ca/>

1. **Keep in mind the feasibility of success:** Start with a program that will have the biggest impact on the work population.
2. **Design a program within your means:** Although a large company has the resources to hire big name vendors to run wellness programs, there are cost effective ways to promote wellness. Visit - <http://www.worksmartlivesmart.com>
3. **Fit the program to the workplace:** Wellness programs shouldn't disrupt the workday or have participants worrying about work piling up while they attend sessions.
4. **Ensure commitment:** A nominal fee charged to employees who participate in wellness programs makes sure there's some commitment. Another key to ensuring commitment is to get senior managers to actively participate.

5. Use a reputable and experienced provider.

<http://www.worksmartlivesmart.com>

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## 10 Reasons Why Wellness Plans Fail

According to Health Canada, excellent programs often flounder because:

1. The plan doesn't have true commitment from all levels of management
2. Workplace health is seen as only one person's or one department's responsibility
3. The program is not accepted by the people that it was intended to serve
4. The stakeholders cannot agree on the priorities
5. The plan doesn't get the resources it needs to continue
6. The plan doesn't address the most important health issues
7. The plan may not consist of the most effective interventions or the plan only addresses employees at one particular level of readiness (not-on-board, dabblers, on-board), location, shift, etc.
8. The program was not communicated in a way that was meaningful, motivating, attractive and accessible
9. Information on workplace health issues was not readily accessible
10. There was no measurements or base-line information collected prior to implementing the plan

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*"If there is not a strategy, it is not integral and necessary to the organization. Companies need a Comprehensive Health Program that is aligned with its business goals." - John Yardley, March 2003*

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*"The organizations that will truly excel in the future will be the organizations that discover how to tap people's commitment and capacity to learn at all levels in an organization." - Senge, 1990*

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## **A Continuum Of Involvement In Workplace Health - Conference Board Of Canada**

Is your company a:

1. **Complier** - Engaged only or primarily in activities that are required through legislation
2. **Tinkerer** - Programs are usually aimed at the early detection or minimization of illness or injury once it has developed
3. **Integrator** - Programs are more proactive and seek to address the physical, psychosocial and individual factors affecting health. The concept of employee and organizational health is part of their vision, mission and values
4. **Leader** - Programs also address the linkages between the various determinants of worker health and look outwards to the impact on their communities. They seek to manage work in ways that broadly promote health.

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## Your Connection To More Than 125 Wellness Awareness Days, Weeks and Months

To view our ENTIRE wellness list, along with their web addresses, visit <http://www.worksmartlivesmart.com>

### January (4)

- National Non-Smoking Week (<http://www.cctc.ca> Jan 19 - 25, 2003)
- Alzheimer's Awareness Month (<http://www.alzheimer.ca> )

### February (5)

- National Heart Awareness Month (<http://www.heartandstroke.ca> )
- Eating Disorder Awareness Week (<http://www.nedic.ca> Feb 2-8, 2003)

### March (11)

- Nutrition Month (<http://www.dietitians.ca> )
- Red Cross Month (<http://www.redcross.ca> )

### April (12)

- Dental Health Month (<http://www.cda-adc.ca> )
- Allergy Awareness Month (<http://www.aaia.ca> )
- Earth Day (<http://www.earthday.ca> April 22, 2003)
- World Health Day (<http://www.healthcanada.ca> April 7, 2003)

### May (25)

- Mental Health Week ([www.cmha.ca](http://www.cmha.ca) <http://www.cmha.ca> May 5-11, 2003)
- Mental Health Month ([www.cmha.ca](http://www.cmha.ca) <http://www.cmha.ca> )
- Canada Health Day (<http://www.cpha.ca> May 12, 2003)
- National Sun Awareness Week (<http://www.cancer.ca> May 13-20, 2003)

### June (12)

- Safety Awareness Month
- Stroke Awareness Month (<http://www.heartandstroke.ca> )

### July (2)

- Personal Health Month
- World Population Day (<http://www.unac.org> June 11, 2003)

August (4)

- Eye Exam Month
- International Youth Day (<http://www.unac.org> Aug 12, 2003)

September (8)

- Cholesterol Education Month (US)
- Arthritis Awareness Month (<http://www.arthritis.ca> )

October (24)

- Mental Illness Awareness Week (<http://www.cpa-apc.org> Oct 6-12, 2003)
- World Mental Health Day (<http://www.wfmh.org/> Oct 10, 2003)
- Breast Cancer Awareness Month (<http://www.cancer.ca> )
- Flu Prevention Month (<http://www.lung.ca> )
- Healthy Workplace Week (<http://healthyworkplaceweek.ca> Oct 20 - 26, 2003)

November (16)

- Diabetes Awareness Month (<http://www.diabetes.ca> )
- National Addiction Awareness Week (<http://www.naaw.net> )

December (5)

- Mothers Against Drunk Drivers Red Ribbon Campaign (<http://www.madd.ca> )
- World AIDS Day (<http://www.cdnaids.ca> Dec 1, 2003)

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**Compilation Of Over 100 Wellness Programs and Sessions From Research And Best Practises Forum, Toronto, 2002 CMHA Toronto**

*"Health is a state of complete physical, social and mental well-being, and not merely the absence of disease or infirmity. Health is a resource for everyday life, not the objective of living. It is a positive concept*

*emphasizing social and personal resources as well as physical capabilities."* -  
World Health Organization

Health at work is aimed at fostering wellness. Organizations need to understand the three major contributors to wellness:

1. *S - Situation* - The environment in which employees are trying to cope, which includes their surroundings, the conditions in which they work and their circumstances,
2. *O - Ourselves* - Health practices are the voluntary activities of the individual that affects their health
3. *S - Support* - The psychological and social resources people use to cope with stress

The work environment can help or hinder an individual's efforts to reduce stressors in his/her life.

Workplace Programs And Activities - Partial List

**For The Complete Compilation Of Workplace Wellness Activities And Programs Visit - <http://www.worksmartlivesmart.com>**

1. **Healthy Living Programs** - stress management (Stress Busters, Living Smart, Job Smart, Stress and Family, Joy Success and the Meaning Of Life, Activity Management, Finding Your Balance, Harnessing Your Energy...Visit <http://www.worksmartlivesmart.com> for related titles and descriptions) and mental health programs (depression, SAD, GAD), substance use and abuse programs, smoking cessation and control, nutrition counselling and weight control programs and counselling...

**\*\*Healthy Living Programs** should assist in the development of self-efficacy which means that the individual has a sense that they can influence the course of events in their daily life, that they can deal with normal consequences, that they feel confident and sure of themselves.

2. **Work/Family/Life Programs** - childcare programs and information, elder care programs and information, personal responsibility leave, alternative work arrangements, telecommuting, job sharing, work-family-life transition support... (Stress and Family, Joy Success and the Meaning Of Life, Activity Management, Finding Your Balance, Harnessing Your Energy... Visit <http://www.worksmartlivesmart.com> for related titles and descriptions)
  
3. **Health Related Services** - access to an EAP, on-site medical services, workplace medical examinations, health-risk screening and counselling - blood pressure, blood cholesterol and blood glucose clinics, breast self-exams, thyroid and/or bone density screening
  
4. **General Working Environment Strategies** - violence in the workplace education, equity in the workplace education, harassment policy and training, literacy/numeracy programs, professional development and skill enhancing training. air quality and sick building testing, smoke-free workplace, hazard control and WHIMS training, injury prevention, CPR/First Aid, emergency response programs
  
5. **Workplace Culture Strategies** - clear and accurate job descriptions, supportive appraisal system, employee empowerment through decision-making, pace of work and connection to corporate goals, (on-line tools that connect to goals such as Baxter Healthcare), two-way communication training...

\*\*The creation of health or harm within an organization depends on how work is managed. Workplace Culture Strategies must address high demand/low control, high effort/low reward, fairness, purpose and trust... (Stress Smarts For Leaders - Visit <http://www.worksmartlivesmart.com> for related titles and descriptions)

6. **Team Support Building** - fitness breaks, team challenges, corporate sport teams such as soccer, volleyball, and hockey, use employees who are in-house experts e.g., gardening, yoga, construction (Negative Attitudes and Difficult People - Visit <http://www.worksmartlivesmart.com> for related titles and descriptions)
  
7. **Supplemental Health and Dental Benefits** - massage, orthotics, orthodontics, fitness subsidies

For The Complete Compilation Of Workplace Wellness Activities And Programs Visit - <http://www.worksmartlivesmart.com>

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*"Have a vision for something larger than where we are today."* - Jackie Riley, Telus Mobility, Oct 2002

***"Whatever you can do or dream you can, begin it. Boldness has genius, power, and magic in it. Begin now"*** - Goethe

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Top 10 List of Wellness Initiatives - Buffet Taylor National Wellness Survey, 2000

1. EAP - Employee Assistance programs -- 49.3%
2. CPR and First Aid -- 47.6%
3. Smoking cessation -- 35.7%
4. Ergonomics --- 32.9%
5. Stress management -- 32.4%

6. Wellness posters -- 30.9%
7. Flu Shot clinic -- 30.2%
8. Fitness subsidy -- 29.0%
9. Safety -- 26.3%
10. Back care program -- 24.6%

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**Top 10 Preference List of Wellness Programs from Buffet Taylor  
National Wellness Survey, 2000 as reported in Benefits Canada, Feb  
2002**

1. Staff appreciation events (70%)
2. First aid and CPR courses (58%)
3. Subsidies for external programs (40%)
4. Flexible work programs (38%)
5. Flexible employee benefits (35%)
6. Time-off in lieu of overtime pay (35%)
7. EAP - Employee Assistance programs (33%)
8. Flu shots (30%)
9. Time management training (27%)
10. Work station/equipment assessment (27%)

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**Upcoming Wellness Events:**

**Health Work and Wellness Conference** - September 28 - 30, 2003 at the Hilton Lac Leamy, in the beautiful Ottawa-Gatineau region. Conference focus is on **Leading by Example**. Visit <http://www.healthworkandwellness.com>

*4<sup>th</sup> Annual Forum On Practical Proactive Strategies For Managing Employee Stress And Mental Health - The Canadian Institute* - October 22 and 23, 2003 at the Sutton Place Hotel, Toronto Ontario - Visit <http://www.CanadianInstitute.com>

*Work Smart Live Smart™* workshops may be coming to an area near you. If you are interested in bringing one of these workshops to your location, please contact Beverly and she would be glad to co-ordinate this with you. To select a workshop that may be right for your location, please visit <http://www.WorkSmartLiveSmart.com>

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### **In The News:**

#### Healthy Workplace Awards Program

The [Healthy Workplace Awards](http://www.nqi.ca/english/index.htm) <<http://www.nqi.ca/english/index.htm>> program recognizes organizations that promote, encourage, support and offer exemplary health-related programs in the workplace.

The criteria - developed in a partnership between Health Canada, the [National Quality Institute](http://www.nqi.ca/english/index.htm) <<http://www.nqi.ca/english/index.htm>> and professionals from the health and safety sector -- address five key areas:

1. Leadership;
2. Planning;
3. People Focus;
4. Process Management; and
5. Outcomes.

To earn recognition, employers must demonstrate that employee health and well-being are an integral and strategic part of the way they do business.

#### **2002 Recipients**

- Healthy Workplace, Trophy - Dofasco Inc
- Healthy Workplace, Trophy - NCR

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Places to find more information:

### Making It Work With Active Living In The Workplace

The Canadian Centre for Active Living in the Workplace has produced an excellent resource to help organizations set up and sustain active living programs.

*Making it Work* is a 'how to' workbook for those in the preliminary stages of program planning and development. It is designed to introduce practical ideas to help you and your organization develop new perspectives and create effective approaches to active living.

This workbook can be obtained by contacting:

The Canadian Council for Health and Active Living at Work (CCHALW)  
c/o Canada Safety Council  
Ph: 613-739-1535

### ***Walk And Roll -- A Guide To Active Transportation To, From, And At The Workplace***

*Walk and Roll* is a resource that calls on Canadian workers and employers to work collaboratively to develop opportunities for employees to engage in daily physical activity. The *Walk and Roll* guide warns against the critical health risks to Canadian workers who have become dangerously reliant on motorized transportation in a new economy that obliges many of them to sit all day at a computer, on the phone, or in meetings.

Developed by a multi-disciplinary team of experts from across Canada, the guide outlines new ways of approaching a workday, from both an employer and employee perspective.

This guide can be obtained by visiting the [Go for Green web site](http://www.goforgreen.ca/)  
<<http://www.goforgreen.ca/>>.

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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, July 2002 - Beverly Beuermann-King  
[www.WorkSmartLiveSmart.com](http://www.WorkSmartLiveSmart.com) / [www.StressSense.com](http://www.StressSense.com)

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#### 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)

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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.

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About The Author:

Beverly Beuermann-King is the founder and primary facilitator for Work Smart Live Smart and is the Education and Development Consultant to the Canadian Mental Health Association Toronto Branch.

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**Next Issue**

**January 2004 -  
Corporate Wellness Programs - What Gets Measured Is What Gets Done**

**Have A Healthy And Safe Summer!**