



Welcome to:

Path To Wellness - October 2006 Edition

For leaders who value their team

Welcome to our **** 3350 **** subscribers from around the world.
[Remember to let us know if you move]

Subscriber feedback

"Thank you for your new format. Easy to use for one who is computer challenged. Your info is always helpful and I hope to be able to attend more of your workshops." Sheila, Marmora ON

In this feature:

Corporate Wellness Programs - Programs To Benefit ROI And Become A Top Employer

Features

- **Just Released - 4th Triannual Wellness Survey 2006 - Buffett Taylor**
- **Job Quality - Health And Well-Being - International Comparisons - Canadian Policy Research Network Report**
- **Job Quality - Health And Well-Being - Environment - Canadian Policy Research Network Report**
- **Return On Investment Through Participation - Top 10 List Adopted From David Anderson, Welcoa**

- **Building Your Wellness Budget - Adopted From Joseph Leutzinger, Welcoa**
- **Wellness Programs Need The Right Approach**

Wellness Programming For Small To Large Companies

- **KPMG Towards Employer of Choice - A Look Into One Of Canada's 2007 Top 100 Employers**

Wellness Awareness Days, Weeks and Months for 2006

Wellness Statistics

Announcements -

- **Upcoming Wellness Events - Canadian Dates**
- **"[Awakening The Workplace](#)" - A valuable resource**
- **New Blog - [Work Smart Live Smart - Stress And Wellness Tips](#)**
- **Revamped website - www.WorkSmartLiveSmart.com**

Resources

Subscribe and Unsubscribe Procedures

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

4TH TRIANNUAL WELLNESS SURVEY 2006 RESULTS - BUFFETT TAYLOR - JUST RELEASED

THEMES

- Wellness is becoming increasingly prevalent
- Stress, work/family life balance, smoking, sedentary lifestyles, high blood pressure and cholesterol remain major health issues

Top three major health risks affecting employees in the organizations

Work-related stress	78.4%
Stress outside the workplace	57.9%
Smoking	42.5%

- Critical issues: Too few respondents are offering programs with either "increase employee retention" (41.8%) or "to attract employees" (25.5%) as a strategic objective. Research shows when the baby boomers leave the workforce in the next five years, there will be a worker shortage.

Top four motivators for offering comprehensive wellness programs

Improve employee morale	74.3%
Enhance organizational culture	62.1%
Lower short and long-term disability costs	60.1%
Improve productivity	56.4%

The top three barriers organizations have experienced when implementing wellness programs

Lack of budget resources	58.1%
Lack of staffing	47.8%

- Wellness appears not to be of strategic importance at most organizations and outcomes are too frequently not being evaluated

The majority of organizations are not calculating and recording the return-on-investment associated with their wellness efforts

Do not calculate ROI	81.4%
Do calculate ROI	18.6%

Very few organizations continuously evaluate and record the outcomes of their wellness efforts

Do not evaluate program success 70.4%

Do evaluate program success 29.6%

EDITOR'S NOTE:

Buffet Taylor's 4th Annual Wellness Survey continues to support the results of the **Work Smart Live Smart 2006 Wellness Survey in January** [see the January 2006 edition of the Path To Wellness] in that many organizations are offering at least one stress and wellness initiative however, most are not presenting a comprehensive wellness strategy. Organizations still must tie their wellness programs to the vision, mission and goals of their company, establish benchmarks and evaluate their success. Only by pulling all of this information together can you show an effective return-on-investment.

JOB QUALITY - HEALTH AND WELL-BEING - INTERNATIONAL COMPARISONS - Canadian Policy Research Network Report

Job quality is associated with lower turnover and absenteeism and improved productivity performance. Health and well-being is impacted by the physical work environment, the physical demands of the job, as well as the psychosocial dimensions of the workplace, like job stress, role-conflict, and job control.

The Canadian Policy Research Network (CPRN) looked at health and well-being in Canadian workplaces in relationship to 16 other countries around the world. Their research examined two indicators of health and well-being. The first is a measure of how often workers reported working at high speed; a job that requires workers to continuously work at high speeds may contribute to stress. The second indicator shows the proportion of workers who feel that their health or safety is at risk because of their job.

Their findings:

- On average, about 11 percent of workers in the 17 countries studied report working at a very high speed all of the time. Workers in Canada have the highest ranking with respect to workers reporting working continuously at a high speed. The figures range from a low of 7.3 percent of workers in Spain to a high of 16.8 percent in Canada. (US at 16.5%, UK at 12.7%, France 10.7%).
- This data supported the CPRN - EKOS Changing Employment Relationships Survey (2000) which found that almost one fifth of Canadian workers (18 percent) say they "often" or "very often" have difficulty keeping up with their workloads
- Self-employed workers are less likely to feel that they are working at a very high speed all of the time
- Those under 25 are more likely to report feeling that they are working at a very high speed all of the time
- Canada ranks 4th for feeling that their job puts their health and safety at risk at 31.7% behind Greece at 49.2% and above the 17 country average of 28.5% (US 28.4%, UK 25.5% and Sweden at 5.5%)
- Self-employed workers are more likely to feel that their job puts their health and safety at risk - except in Canada
- Older workers are more likely to feel that their job puts their health and safety at risk

JOB QUALITY - HEALTH AND WELL-BEING - ENVIRONMENT Canadian Policy Research Network Report

Working in a 'healthy' environment is a vital aspect of what constitutes a good job. While being employed in a physically safe workplace is an important aspect of this, other factors also contribute to workplace health. These include supportive social relationships, reasonable workloads and latitude to decide how to get the job done.

Their Findings:

- More than 1 in 4 Canadian workers say that their workplace is not healthy
- 68% of Canadians say that their workplace is both 'healthy' and 'safe',
- 11% of employees say that their workplace is neither 'safe,' nor 'healthy'
- 4 percent characterized their workplace as 'healthy,' but not 'safe' (Workers in this group might include people such as firefighters)
- 17 percent of Canadian workers say that while their workplace is 'safe,' it is not necessarily 'healthy' - (high levels of stress, long hours of work, unrealistic bosses etc.)
- Employees in larger firms are more likely to say that their workplace is not healthy
- Unionized companies are more likely to have their employees say that their workplace is not healthy
- Finance and insurance industries are least likely to have their employees say that their workplace is not healthy while public administration is the most likely to report an unhealthy workplace
- Those employees who strongly agreed that their workplace was healthy also reported a significant higher rate of job satisfaction and commitment
- Roughly one in eight Canadian workers reported that the fear of injuring themselves at work had caused them anxiety
- Blue collar workers (work in settings like factories, forestry operations, mines, farms, and construction, often alongside heavy machinery, industrial chemicals, in loud environments) were more likely than clerical workers to report concern at some point during the year that they might be injured on the job
- Working more than 40 hours per week significantly increases the likelihood of reporting concern of being injured on the job

Visit
Stress Smarts For Leaders For StressLess Teams -
Assessing Team Member Stress -
http://www.worksmartlivesmart.com/pages/page_51.asp
for a related workshop on additional strategies leaders can implement.

EDITOR'S NOTE:

A Comprehensive Wellness Program assesses the sources of employee stress including control over their tasks and demands of the job, the safety while on the job and the health impacts of the workplace. With more than 25% of Canadian workers reporting that they do not think that their workplace is healthy and with Canada ranking 4th for feeling that their job puts their health and safety at risk, organizations must take a bottom-line look at the impact of this stress and commit to a more focused and comprehensive plan. We need to become more proactive instead of reactive

RETURN ON INVESTMENT THROUGH PARTICIPATION - TOP 10 LIST **Adopted from David Anderson, WELCOA**

Employee's lifestyle health risks are very costly. Research has shown that a positive ROI can be achieved at surprisingly low participation rates and with the right participation-building strategies we can increase ROI dramatically.

David Anderson's Suggestions:

1. Manage the health of your champions, supporters and detractors
2. Conduct regular needs assessments - risks, interests and concerns - *[See the February 2003 Path To Wellness for a Sample Needs Assessment]*

3. A culture of health is a never-ending process - change company policies to promote health and health-related decisions
4. Position your program powerfully - through solid rationale for existence and brand identity
5. Personalized, targeted communication - communicate on the pros of changing to healthier lifestyle and on the commitment to a healthier lifestyle
6. Provide counsel to high risk participants - proactive and direct one-on-one counselling increases success
7. Offer a menu of solutions and options that will target different readiness - pamphlets for those not quite ready to change to intensive behaviour-changing interventions - *[See the July 2003 Path To Wellness on What To Offer]*
8. Use incentives but use them wisely - incentives may attract participation but will not usually sustain change
9. Measure, measure measure - participation rates, follow-up rates, activities per employee and increase or decrease in benchmarks - *[See the January 2004 Path To Wellness on What Gets Measured Gets Done]*
10. Be goal and objective focused for each offering

BUILDING YOUR WELLNESS BUDGET - Adopted from Joseph Leutzinger, WELCOA

As wellness practitioners it can be very difficult to justify your wellness programs through a return-on-investment lense. However, to ensure viability and sustainability a clear understanding of the budgeting process is needed.

Leutzinger suggests focusing on three areas of budgeting: budget principles, budget justification and budget sustainability

Budgeting Principles:

- Top-down budget planning - practitioner is given a finite dollar amount and must run their programs within that defined limit. Practitioner decides which programs are most important and how to include new initiatives
- Bottom-up budget approach - practitioner submits a budget itemizing the program offerings. Practitioner must choose which initiatives to include in the budget and be able to justify why they are being offered
- Budgets can be further broken down into functional and intervention areas. Functional include expenses for facilities and personnel. Intervention area budgets separate out costs for topical areas such as risk factors or health conditions

Budget Justification:

- To be able to answer questions on why your budget should be renewed or increased ensure that:
 - Program planning will provide you with results at various intervals
 - Management is told when to expect various results
 - Results are shared on a frequent basis

Budget Sustainability

- Use hot issues to expand your budget
- Centralize health related expenditures- look at existing corporate programs and can they be aligned under your comprehensive wellness plan - look at occupational health, health and safety, training and development, communication policies, etc.

EDITOR'S NOTE:

As budgeting and resources continue to be a barrier to offering a comprehensive wellness program, practitioners need to be able to effectively

present their budgets and their rationale to top-level management. A thorough understanding of how and by whom budget decisions are made within your company can help to develop buy-in and sustain your wellness plan. Be realistic with your outcomes and understand that generally you will be looking at a 3-5 year plan in order to see a bottom-line impact, but short-term results and measurements ensure that decision-makers see your progress towards these goals.

WELLNESS PROGRAMS NEED THE RIGHT APPROACH

In the face of rising health care costs, employers are taking a look into wellness programs, hoping that their investment will represent a bottom-line savings. But most companies aren't spending enough up front to realize the 3-to-1 returns that some companies are reporting. — Tracy Kershaw-Staley, Dayton Business Journal, February 11, 2005.

EDITOR'S NOTE:

Being proactive costs! But, all wellness initiatives don't have to be costly.

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

KPMG Towards Employer of Choice - A Look Into One Of Canada's 2007 Top 100 Employers

KPMG's goal is to be recognized as one of the best employers in Canada - a firm whose culture, work environment and opportunities are competitive with leading organizations.

The firm has invested in progressive HR policies and programs with the goal of building a high-performing organization of engaged people. Examples of these programs include:

- **FlexWork**

FlexWork enhances KPMG's work environment by providing our people with additional options to have more control over how, when, and where their work gets done. FlexWork at KPMG includes Flex Time, Compressed Work Weeks, Telecommuting, Part-time, Job Sharing, and Gradual Re-entry or Exit.

- **enCORE Recognition Awards**

At KPMG, we have developed a thank-you culture that recognizes the demonstration of our values and the contributions of our people in a variety of ways on a timely basis. enCORE recognizes our people demonstrating our values in everyday interactions with each other, our clients, and our communities.

- **Fitness Memberships and Home Fitness Reimbursements**

KPMG recognizes the benefit of supporting the health and fitness of our people. As such, a variety of fitness activities, equipment, and memberships are eligible for financial support up to 75 per cent of the cost to a maximum of 1.25 per cent of your annual salary.

- **Personal Care**

The Personal Care Program helps KPMG people manage the multiple commitments of work, personal, and family life. Personal Care provides up to 50 hours of paid time off annually to help with personal matters including: illness of a family member, family emergencies, bereavement, moving personal residence, religious observance, and personal appointments.

- **Sabbatical Leaves**

Sabbaticals provide an opportunity for KPMG people to change gears and have an extended period of time away from work. Sabbaticals are a

valuable contributor to achieving work/life balance, and can be taken in a variety of ways such as: spending time with family, pursuing personal interests and hobbies, community involvement, taking an education program, or traveling, to name a few.

- **A Matter of Family**

At KPMG, we are very sensitive to the multiple commitments of our people, especially the life changes that new parents experience. A Matter of Family provides employees with resources to support the transition to parenthood, including a Parental Leave Guide, a Parent's Kit, and a Child Care Resource Service that can assist you in finding appropriate child care in your neighbourhood. KPMG provides parental leave, maternity income benefits for 17 weeks after the birth of your child, adoption assistance, and up to one month of paid paternity and adoption leave.

- **Concierge Personal Services**

At KPMG, we understand that work commitments may make it difficult to carry out personal tasks. Concierge personal services provide access to qualified resources to help with errands and personal needs—saving you valuable time. Our people are able to delegate tasks such as getting hard-to-find tickets or gifts, special event planning, personal shopping, or errand running to name a few.

- **Back-up Child and Dependant Care**

When regular care arrangements for children and elderly dependants are unavailable, KPMG's back-up care program gives all of our people the availability of back-up care. This service provides an alternative option for our people when their regular care is not available.

- **Community Care**

At KPMG, we believe we have a responsibility to give back to our communities. Community Care provides KPMG people with support to make a difference in our communities with such benefits as time to volunteer, financial support for volunteering, KPMG Volunteers, and the CEO Community Excellence Awards.

- **Learning For All**

KPMG is committed to being a learning organization that encourages its people to enhance and grow in their careers through continuing education. To support our objective, Learning For All provides financial assistance to KPMG people who pursue continuing education through part-time studies.

- **Accreditation Awards**

KPMG's Accreditation Awards provide financial recognition for the successful completion of milestones in professional education.

- **empowernet**

empowernet is a comprehensive, on-line information and resource service made available to KPMG people and their families through KPMG's Employee Assistance Program. Ten wellness and lifestyle categories are available. Within each category, empowernet provides employees with topic-specific Web sites, self-assessment tools, and helpful reference material.

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

NQI HEALTHY WORKPLACE AWARD 2006 - CONGRATULATIONS

- **College of Physicians and Surgeons of Nova Scotia, Halifax, NS - Gold Trophy**
- **Pfizer Consumer Healthcare, Markham, ON - Gold Trophy**
- **Calian Technologies, Ottawa, ON - Silver Award**

WELLNESS AWARENESS DAYS, WEEKS AND MONTHS

To view the complete 2006 list of more than **420 National and International celebrations** [click here](#). Look for the 2007 list in January!

- **Diabetes Awareness Month** (<http://www.diabetes.ca>) November (CND) - (<http://www.diabetes.org>) (US)
- **National Family Caregivers Month** (<http://www.nfcacares.org>) November (US)
- **Day For Tolerance** (<http://www.unac.org> - Nov 16, 2006) (CND)
- **World Kindness Week** - (<http://www.actsofkindness.org/people/days.asp> - Nov 7-13, 2006)
- **Loosen Up, Lighten Up Day** - Nov 14, 2006
- **National Addiction Awareness Week** (<http://www.naaw.net> - Nov 19-25, 2006) (CND)
- **Mothers Against Drunk Drivers Red Ribbon Campaign** (<http://www.madd.ca>) (CND)
- **National Stress-Free Family Holidays Month** - December

Visit

Holidays By Design - Beating Holiday Stress

http://www.worksmartlivesmart.com/pages/page_57.asp

STATISTICS:

In celebration of World Kindness Week November 7-13 and MADD Red Ribbon Campaign - here is a timely stat on Road Rage...

Nearly Sixty Percent of Workers Experience Road Rage During Office Commute, CareerBuilder.com Survey Finds

Chicago, September 27, 2006 - Are yelling, horn-honking and creative hand gestures a regular part of your commute? You're not alone. Fifty-nine percent of workers surveyed by CareerBuilder.com admit to experiencing road rage while traveling to and from work. One-in-ten report they usually or always experience road rage during their commute. The survey, completed in June 2006, included more than 2,200 workers nationwide. It's no surprise that incidents of road rage climbed with the length of the commute. However, 30 percent of workers with commutes of less than five minutes still say they experience road rage on occasion. The same goes for 42 percent of workers with commutes of less than 10 minutes. Women were slightly more apt to feel road rage than men. Sixty percent of women reported road rage, compared to 57 percent of men.

ANNOUNCEMENTS - We have been busy!

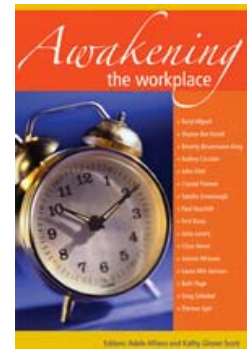
AWAKENING The WORKPLACE

**A great addition to your wellness library or
for your team's personal growth**

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 has been recently released and is full of tips, tools and stories by more than 16 contributing authors from around the world (including Beverly) who specialize in workplace connection, renewal and wellness.

If you would like to **learn more** about this exciting new book, please visit
http://www.WorkSmartLiveSmart.com/pages/page_59.asp



NEW BLOG

Work Smart Live Smart - Stress and Wellness Tips

Look to find stats, tips and opinions on dealing with work and daily-life stress and on finding balance and wellness strategies that will lead to more joy, success and meaning in your life.

To view this exciting new blog, please visit
<http://stressandwellnesstips.blogspot.com>

WEBSITE REVAMPED

www.WorkSmartLiveSmart.com

New Look - Updated Information - Valuable Resources

It has been an exciting process - and now it is almost 100% complete. The www.WorkSmartLiveSmart.com site has been overhauled to make it easier for you to access valuable information.

You will find:

- * 420 wellness days, weeks and months listed by the quarter
- * Over 65 articles related to your personal and corporate wellness
- * Workshops divided by topic along with a description, participant objectives and testimonials
- * A shopping cart for our stress products including the newly released book **Awakening The Workplace**
- * Access to video and audio recordings of previous workshops
- * And a meeting planner's resource center

Take a look and let me know what you think
<http://www.WorkSmartLiveSmart.com>

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>

- Beverly will be presenting her wellness workshops at a number of locations in:
 - **Ontario** throughout the fall and winter
 - **Vancouver, British Columbia** from Dec 4-10, 2006
 - **Brandon, Manitoba** - February 2, 2007

If you are interested in arranging a workshop for your team around one of these dates, please feel free to contact Beverly at 705-786-0437 or info@worksmartlivesmart.com

RESOURCES:

- **Welcoa - Wellness Councils Of America - Free Reports:**
<http://www.welcoa.org/freeresources/index.php?category=8>
- **About The Well Workplace Awards Initiative.**
The cornerstone of the Wellness Councils of America is the "Well Workplace" Awards process. This innovative initiative recognizes quality and excellence in worksite health promotion. Driven by a pre-defined set of worksite wellness criteria, organizations of all kinds compete to be recognized as one of America's Healthiest Companies. If your organization is looking to compete for national recognition, then we encourage you to consider the Well Workplace Awards initiative. To learn more, please visit this link.

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**, October 2006 - Beverly Beuermann-King, 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

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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**, log-on to www.WorkSmartLiveSmart.com - enter your email address - you will be forwarded to the subscribe/unsubscribe page - click on unsubscribe and you will be immediately removed from the email list or send a return email with unsubscribe in the subject bar, along with 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 - January 2007

Wishing You A Happy and Safe Winter!

Beverly