



Wellness for All Workplaces





THANKS TO...

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extracted from:

The Business Case for Active Living at Work

Developed by Health Canada and (CCHALW)

www.activelivingatwork.ca

and

Good Work!

Developed by Maine Cardiovascular Health Program

www.healthymainepartnerships.org



PEI ACTIVE LIVING ALLIANCE

The PEI Active Living Alliance is a group of organizations with similar philosophy, committed to contributing to the active living concept and reducing the level of physical inactivity in the province.

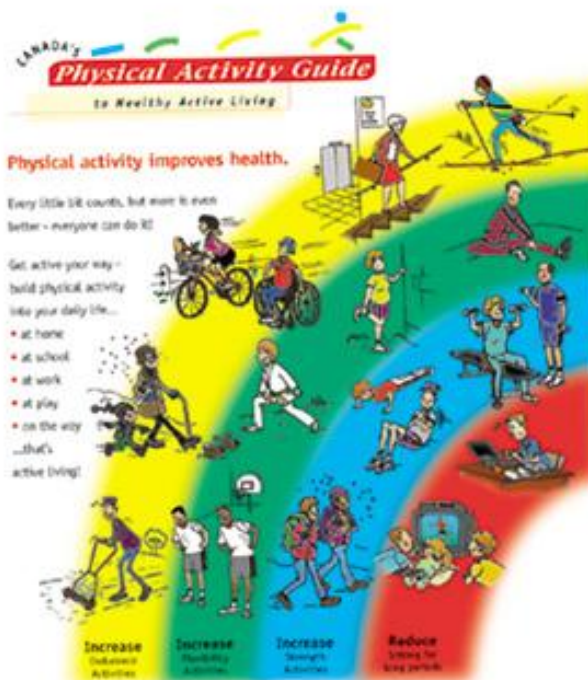


Physical Inactivity: A Serious Health Issue

- 63% of Canadians not active enough to achieve optimal health benefits leaving them at risk for premature death, chronic disease and disability.
- In PEI, that number is 73%!!!
- In PEI, more than 50% of Islanders are either overweight or obese.
- Physical activity levels increased between 1981 and 1995, but stalled since 1995.
- Physical activity has increased in leisure time, but has decreased in the workplace.



Guide Leads the Way



Canada's Physical Activity Guide to Healthy Active Living

Produced in 1998, it is the first-ever set of national guidelines designed to help Canadians improve their health through regular physical activity.



Health Risks of Physical Inactivity

- Heart disease
- Obesity
- High blood pressure
- Adult-onset diabetes
- Osteoporosis
- Stroke
- Depression
- Colon cancer
- Premature death

Source: Physical Activity Guide

Physical Activity improves health and quality of life



Health Canada Guide Recommends

- 30-60 minutes of physical activity most days
- Accumulate activities 10 minutes at a time
- A mix of activities that include endurance, flexibility, strength.



Why Active Living at Work?

- 15 million Canadians spend half waking hours at work
- 85% of Canadians value physical activity
- Canadians need help in making active choices easy choices
- Stress-related illness is on the increase and a majority recognize that physical activity will reduce stress
- The environments in which people live, learn, work and play have a significant impact on health
- Enabling physical activity can make a difference



Benefits of Active Living at Work

For employees:

- Improved fitness and health
- Improved productivity and morale
- Improved job satisfaction and team spirit
- Reduced stress and back injuries



Benefits of Active Living at Work

For organizations:

- Reduced absenteeism and turnover
- Reduced stress and back injuries
- Reduced workplace injuries
- Reduced worker's compensation costs
- Reduced claims against group benefit plans
- Improved productivity



Why Now?

- Canadians are concerned about health and health care
- Quality of life is high on Canadians' agenda
- Population is aging -- benefit costs are on the rise
- Business is concerned about costs / global competition
- People cite the following barriers to physical activity: lack of time, energy, motivation
- 52% of the workforce has little access to workplace health promotion (*Source: Buffet Taylor Report 2000*)



Physical Activity Could Play a Role In Meeting CEO Priorities *

CEO's Priority List (Angus Reid Group, February 1999)

- Increasing profitability *
- Attracting and retaining high-caliber employees *
- Expanding number of markets in which they do business
- Growth through mergers and acquisitions
- Increasing productivity *
- Launching new products and services
- Obtaining new capital or financing

* *Directly related to physical activity*



Employee Priorities For Improving Or Maintaining Health

Physical Activity	69.1%
Lose weight	52.8%
Learn to cope better with stress and worry	37.7%
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%

Source: *Workplace Health Survey*



Employees Say Employers Can Help By

Communicating more openly with employees	45.1%
Providing recreational or fitness facilities*	40.8%
Training managers being more sensitive to employee concerns	40.4%
Providing or supporting stress control programs*	39.5%
Encouraging employees to improve their health*	39.0%

Source: *Workplace Health Survey*

*** Directly related to physical activity and employee health/activity programs**



Evidence Suggests a Return on Investment for Business

- Canada Life Study in 70's found a return of \$1.95 - \$3.75 per employee per dollar spent on corporate wellness programs
- Municipal employees in Toronto: missed 3.5 fewer days in first six months of "Metro Fit" program
- BC Hydro employees enrolled in the fitness program had a turnover rate of 3.5% compared to company average of 10.3%
- Canadian Life Assurance Company found that turnover rate for fitness program participants was 32.4% lower than average over seven years.



Steps to a Healthier Workplace

- Gain Management Support
- Create a Wellness Team
- Assess Needs and Interests
- Develop a Plan
- Create a Supportive Workplace
- Evaluate



Management Support

- The most important factor for program success is the level of support and participation from senior-level management.
- Having a clear understanding of management support and tailoring strategies accordingly, can increase the likelihood of success for a new initiative.
- Top-level support can be gauged in a variety of ways. Start by asking some of the following questions:
- Does senior-level management believe in worksite health promotion?
- Do senior-level managers participate in wellness activities or practice good health habits on their own?

Taylor your programs and approaches appropriately.



Wellness Team

- The best way to generate and implement new ideas is through a Wellness Team.
- The team should be comprised of a cross section of the organization, including staff from various departments, senior-level managers, and key individuals in the organization with a proven record of leadership success!
- The Wellness team should be appointed by management with a clear mission and vision.
- This official capacity cultivates a greater sense of purpose among team members and adds value to the organization.



Wellness Team

An effective Wellness team will:

- Have a designated coordinator who is a good facilitator and strong leader
- Have a budget to ensure dedicated funding
- Hold regular meetings to sustain momentum
- Provide consistent reports to management to demonstrate activities and progress.



Assess Needs & Interests

- To best plan for new wellness initiatives, information should be gathered at several levels. This information gathering process gives the Wellness Team a better sense of existing health promotion initiatives, management buy-in, and employee interests.

Levels to Assess

- Organizational Assessment
- Employee Interests
- Employee Readiness
- Health Care Data



Assessment

Organizational Assessment

- Should catalogue existing programs, policies, activities, and benefits
- Provide baseline information on the policies, programs, and activities used by the organization to support employee health
- Provide information on the worksite culture regarding health.
- Tool: Heart Check Assessment



Assessment

Employee Interest

- The success of any new initiative is closely tied to employee interests and readiness levels.
- Conducting a survey on employee interests provides the Wellness Team with new ideas that will have a higher likelihood of success.
- Employees should be asked about health topics of interest and preferred delivery of information.
- Tool: Employee Interest Survey



Assessment

Employee Readiness

- In order to develop strategies that produce long-lasting changes in health behaviours, The Wellness Team must assess employee readiness for change.
- The stages of Change can be used to determine individual readiness for change about specific health behaviours (i.e. tobacco reduction, physical inactivity)
- Gaining an understanding of employee interests and readiness for change allow Wellness teams to develop strategies that meet employees where they are at.



Assessment

Stages of Change

1. PRECONTEMPLATION- Has no intention to take action within the next six months.
2. CONTEMPLATION – Intends to take action within the next six months
3. PREPARATION – Intends to take action within the next 30 days and has taken some behavioural steps in this direction
4. ACTION – Has changed behaviour for less than six months
5. MAINTENANCE – Has changed behaviour for more than six months.



Assessment

Health Care Data

- Gathering health care data from a health insurer or third-party administrator helps employers target programs toward the most costly health issues.
- Employers who have access to this information should review overall healthcare claims, medication utilization, chronic disease prevalence, injuries and other similar information.
- This data provides a baseline for which to evaluate program effectiveness in the future.



Develop a Plan

- Data from the assessments help define and prioritize needs and potential strategies
- Once identified, the Wellness Team must also address the feasibility of each strategy (next slide).
- Finally, the team must weigh the potential impact and feasibility of each initiative, prioritize the initiatives, and then determine a realistic timeline for implementation.
- Tool: Sample Workplan



Initiatives

- The implementation will depend on what suits your workplace and employees, however, most initiatives fall into one of three categories.
- POLICY
- ENVIRONMENT
- PROGRAMMING



Initiatives

POLICY

- A physical activity policy is a formal written code or standard that guides, encourages, and increases access and availability to physical activity.
- Examples: Flex Time, Fitness Club memberships...



Initiatives

ENVIRONMENT

- Interventions based on environment include changes to the physical building or place of work as well as opportunities use various outdoor/indoor environments.
- Examples: Fitness areas, Indoor or Outdoor Walking trails...



Initiatives

PROGRAMS

- Programming options are organized activities that give employees an opportunity to be physically active.
- Examples: Physical Activity Breaks, Fitness Classes, Lunch and Learn, PEI Stepping Out...



Evaluation

- A thorough evaluation of the Wellness Team's activities should be performed at least once per year.

Possible Questions:

- Which strategies were effective in reaching a large number of employees?
- Which strategies will be sustainable over the long-term?
- Which strategies were most effective in changing health behaviors.



PEI

A Unique Environment

- The majority of workplace programs available are geared at office settings.
- PEI has a wide range of workplaces that require unique programs or options to suit employees.

Four typical types of workplace settings include:

- Processing Plants
- Institutional Setting
- Physical Labor
- Office



Processing Plants

- Examples Include: Fish plants, Box plant, Cavendish Farms...

Issues to Consider

- Shift work
- Seasonal Employment
- Long Hours



Institutional Setting

- Examples include: Hospitals, Long term care facilities...

Issues to Consider:

- Shift work
- Stressful environment



Physical Labour

- Examples include: Fisheries, Farming, Landscaping...

Issues to Consider:

- Long hours
- Seasonal Work
- Large machinery



Office Setting

- Examples Include: Small Businesses, Government, NGO's...

Issues to Consider:

- Spending a lot of time sitting
- Spending time looking at computer



Group Work

Choose one of the four Workplaces (possibly the one most similar to your workplace).

With your group:

- Consider the work setting, the environment, staff, hours and other important issues.
- What are the barriers to implementing a wellness program?
- What are some opportunities (programs, policies, environment changes) for wellness in this specific workplace.



Some Ideas

- Activity Breaks – 10 minutes of activity every 2.5 hours (can work in shift work, most environments – speakers, electronically).
- Encourage Active Transportation. Offer showers, lockers, and flex time.
- Walking programs, lunch and learn.
- Fitness Club discounts



THANK YOU!

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