

THE
WORKPLACE
wellness
MOVEMENT



CHAMPION

Workplace Wellness Champion Series

A ROADMAP TO ENGAGING EMPLOYEES

 **CORPORATE WELLNESS**
M E M B E R S H I P

Powered by:



2003 - 2019 CELEBRATING 16 YEARS

WORKED WITH
17,902
PROGRAM
PARTICIPANTS



HEALTH FAIRS

87 



AWARDED
163
KIDS' WELLNESS
BURSARIES

INDUSTRY
PRESENTATIONS
& KEYNOTE
ADDRESSES

2,014 



90,145
ONSITE
PROGRAM
HOURS

DELIVERED

1,882 LUNCH 'N LEARNS

7,840 WALK AROUNDS

1,485 EMAIL CAMPAIGNS

5,544 EXERCISE CLASSES

1,061 WORKSHOPS

425
GROUP
CHALLENGES 

613
INDIVIDUAL
CHALLENGES

52,379 
COACHING
SESSIONS

HOSTED
589 WELLNESS
COMMITTEE MEETINGS



COUNTLESS MEANINGFUL
RELATIONSHIPS



“We are on a mission to influence 1 million Canadian employees.”



CORPORATE WELLNESS MEMBERSHIP



OBJECTIVES

- To educate wellness champions on being effective ambassadors for wellness within their organizations.
- To share the most successful workplace wellness practices for engagement optimization.
- To discuss best strategies on assessing, implementing and evaluating workplace wellness programs.

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MODULE 1

Defining Workplace Wellness and Setting Objectives

- Workplace wellness fundamentals
- Defining a healthy workplace
- Key elements for planning
- Setting objectives

MODULE 2

Creating a Healthy Culture

- Leadership support
- Wellness champions – creating a dynamic committee
- Which wellness program components support a healthy culture

MODULE 3

Successful Implementation Strategies

- Successful keys to implementation
- Not the ABCs but the CVIs
 - Communication
 - Visibility
 - Integration
- Creating program depth
- Building the strategy

MODULE 4

Evaluating Your Wellness Program

- Establishing value – What to measure and how to report
- VOI vs ROI
- Why, What, How to evaluate
- Next steps

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Module 1

Defining Workplace Wellness and Setting Objectives

“Workplace wellness programs are workplace-based programs that incorporate health promotion and disease prevention activities with the goal of improving the health of employees.” (Defining Workplace Wellness Programs, Hind & Rouse, 2017)

- ✓ Why a Healthy Workplace? Why now?
- ✓ What have you tried?



CORPORATE WELLNESS

M E M B E R S H I P



PREVENTION IS THE CURE



drive **15** chronic conditions

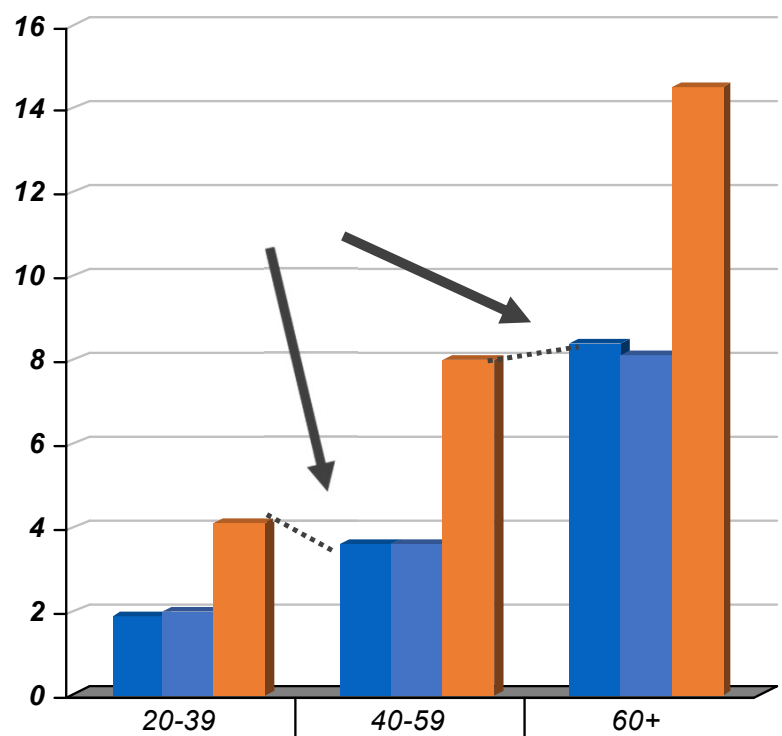
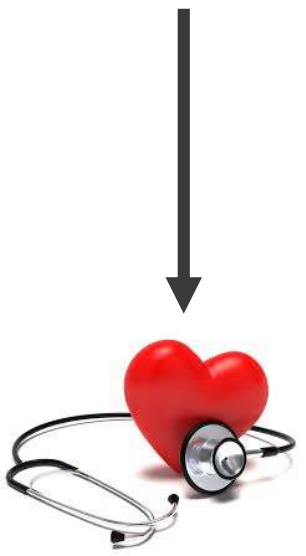
1. Diabetes
2. Coronary Artery Disease
3. Hypertension
4. Back Pain
5. Obesity
6. Cancer
7. Asthma
8. Arthritis

9. Allergies
10. Sinusitis
11. Depression
12. Congestive Heart Failure
13. Lung Disease (COPD)
14. Kidney Disease
15. High Cholesterol

accounting for **80%** of total costs for all chronic illnesses worldwide

Obesity and Aging

Impact of obesity on work limitations is akin to 20 years of aging



■ Normal Weight	1.9	3.6	8.4
■ Overweight	2	3.6	8.1
■ Obese	4.1	8	14.5



Hertz, et al. JOEM 2004; 46:1196-1203;
Jacobs et al., JOEM 2016

Mental Health in Canada

A recent Ipsos survey found that almost 60% of Canadians are struggling with some form of mental health condition or another because of the stress and strain of the pandemic.

Coronavirus pandemic may spark an increase in mental-health struggles that could last years: study

Anxiety on the rise, overtaking depression as top mental-health concern: analysis

- In April 2020, Angus Reid³ revealed that “half of Canadians report a worsening of their mental health, with one-in-ten saying it has worsened ‘a lot.’”

- In April 2020, the Mental Health Commission of Canada and Nanos² informed that “Canadians are four times more likely to report their mental health is worse or somewhat worse than before COVID-19, rather than better or somewhat better.”

In any given week, at least **500,000 Canadians** are unable to work due to mental health problems.

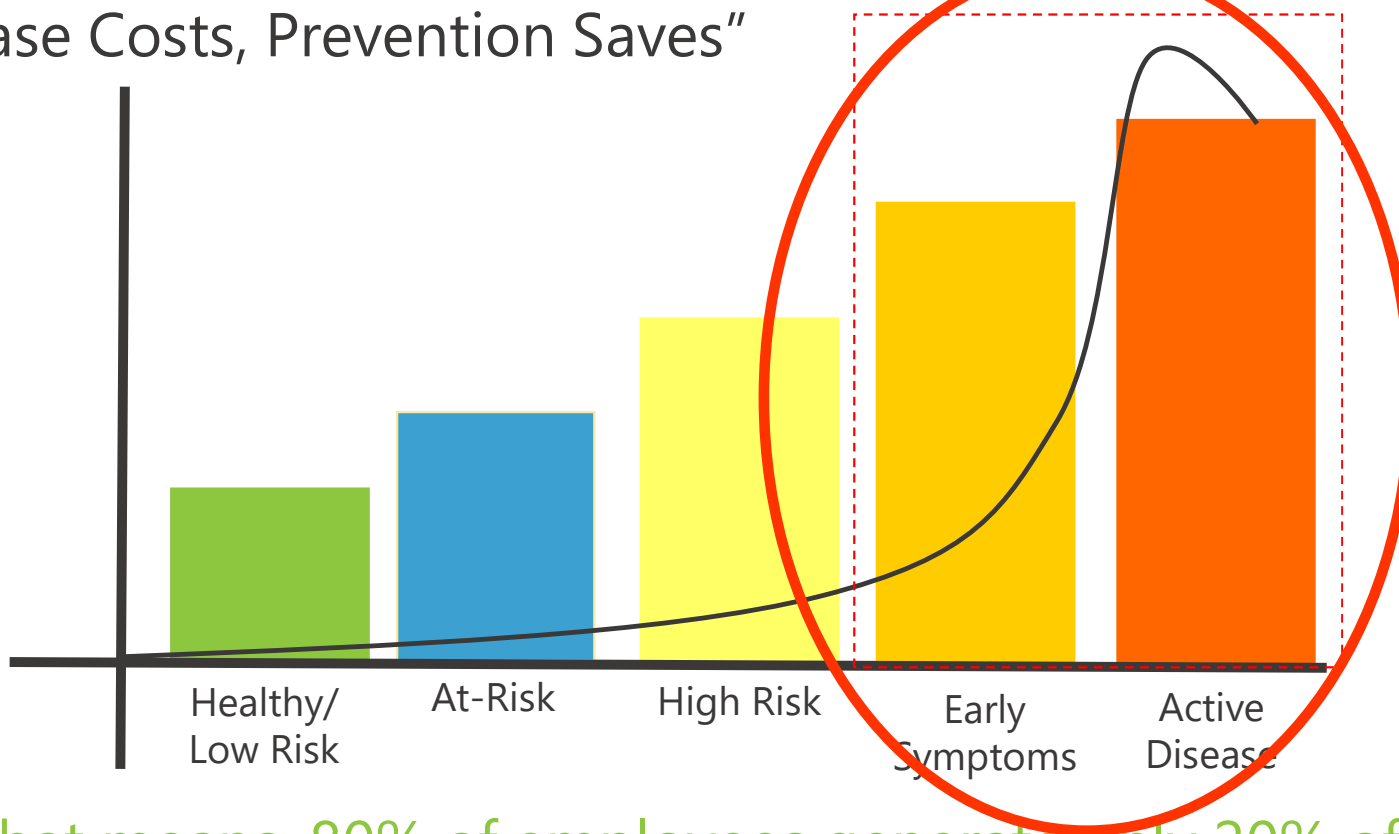
The economic burden of mental illness in Canada is estimated at **\$51 billion** per year. This includes health care costs, lost productivity, and reductions in health-related quality of life.

The CMHA reported in 2019, 2.5% of Canadians reported having had suicidal thoughts in the previous year. In the middle of lockdown, the CMHA found that about 1 in 20 Canadians (6%) had recently experienced thoughts or feelings of suicide due to the pandemic.

- 1 Westerhof and Keyes, “Mental Illness and Mental Health.”
- 2 Nanos and the Mental Health Commission of Canada, *Canadians Report an Increase in Feeling Stressed.*
- 3 Angus Reid Institute, “Worry, Gratitude & Boredom.”
- 4 Findlay and Arim, “Canadians Report Lower Self-Perceived Mental Health.”

CLAIMS COST DISTRIBUTION

"Disease Costs, Prevention Saves"



20% of employees generate 80% of the costs

Pronk et al., 2017

That means, 80% of employees generate only 20% of the costs.

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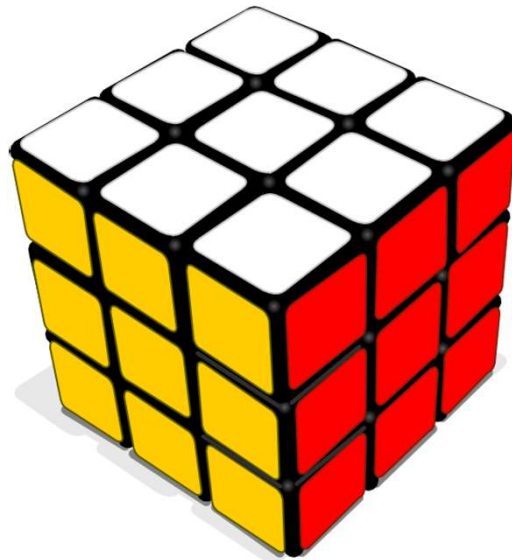
“They tried adding healthy snacks to the office vending machine, but all that rotting fruit made the candy bars taste bad.”

GOOD VS GREAT





TOP 5 SUCCESS CRITERIA



- ✓ Organizational Leadership
- ✓ Health-Risk Screening
- ✓ Individually Tailored Programs
- ✓ Supportive Workplace
- ✓ Comprehensive Program Design

Cancelliere et al., 2011; Linnan et al., 2008; Goetzel & Ozminkowski, 2008; Terry et al., 2008; Goetzel et al., 2007; Pelletier, 2005; Pelletier, 2009; Pelletier, 2011; Goetzel et al., 2002



Key Elements with Planning

Objectives: know what you want to see happen as a result of your efforts.

Target audience: who is the program for? All staff? Only certain groups?

Type of program: what tone will your program have? Informative? Fun? Fearful?



Consideration Checklist to Help Define Workplace Wellness

- ✓ Provide a comprehensive, integrated worksite health promotion program
- ✓ Engage leadership; align wellness with business goals
- ✓ Cross-functional approach to human capital management (ie: safety, HR, benefits, training, EAP)
- ✓ Policies and benefits that protect, support, and enhance employee health and well-being
- ✓ Manage health risks; make health the easier choice
- ✓ Expand your “touch points” and make it enjoyable
- ✓ Name your program – give it ownership

Strategic Planning Cycle



**MEAGHAN, I WANT THIS CAMPAIGN
FOR OUR COMPANY.**

Canada's
healthyworkplacemonth
October 1 – 31, 2020



VIEW MORE

**Workplace Wellness
Champion Series**



VIEW MORE

**Personal Wellness
Assessment Campaign**

- ✓ Health Questionnaire – 10 minutes
 - My Health Overview
 - Stress and Emotional Health
 - Physical Activity
 - Eating Habits
 - My Workplace
 - My Readiness to Change
 - My Health Interests
- ✓ Custom Log-In Page
- ✓ Member Portal
- ✓ Individual Assessment – user-friendly
- ✓ Personalized Scorecard
- ✓ Corporate Trend Report
- ✓ Health Risk Assessment and Recommendations

To Help Build a Strong Foundation for Your Wellness Program...

CORPORATE WELLNESS
Professional Series
YouTube - @EWSNetwork

STAY SAFE, STAY HEALTHY
www.ewsnetwork.com/staysafestayhealthy



MODULE 1: RECAP

- ✓ Recording of this Session
- ✓ Strategic Planning Cycle Worksheet
- ✓ Foundations of a Successful Wellness Program Infographic
- ✓ Defining Workplace Wellness Programs White Paper

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MODULE 2:

Creating a Healthy Culture

- Leadership support
- Building your wellness champion team
- Program components to support your culture

