

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.
- 90 Day Starter Kit – Mental Wellness, Focusing On YOU
  - April 1 or May 1 (Mental Health Month)



# OFFER ANNOUNCEMENT

## 90 Day STARTER KIT

Mental Wellness, Focusing On YOU

**FREE**



### Feature Sheet

UNLIMITED EMPLOYEES • FAMILY ACCESS

Membership Welcome Call • Strategy & Discovery Discussion • Year-at-a-Glance

#### WELLNESS RESOURCES

- Monthly Newsletters
- Monthly Individual Challenges
- Mental Wellness e-Campaign
- Mental Wellness Digital Poster Set
- Say YES to Exercise
- Keep Calm and Eat On



#### PERSONAL WELLNESS ASSESSMENT (PWA)

- Private and Confidential Login
- Individual Personal Wellness Assessment
- Corporate Trend Report



#### FAMILY FUN

- Mindfulness and Self-Compassion Family Wellness Webinar
- Access to one LIVE Wellness Webinar



#### MEMBER PORTAL

- Newsletter Archives
- Access to Resources
- Past PWA Reports



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MOVEMENT  **CHAMPION**

**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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- Wellness champions – creating a dynamic committee
- Best wellness program components support a healthy culture

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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



# 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 Reid<sup>3</sup> 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 Nanos<sup>2</sup> 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.

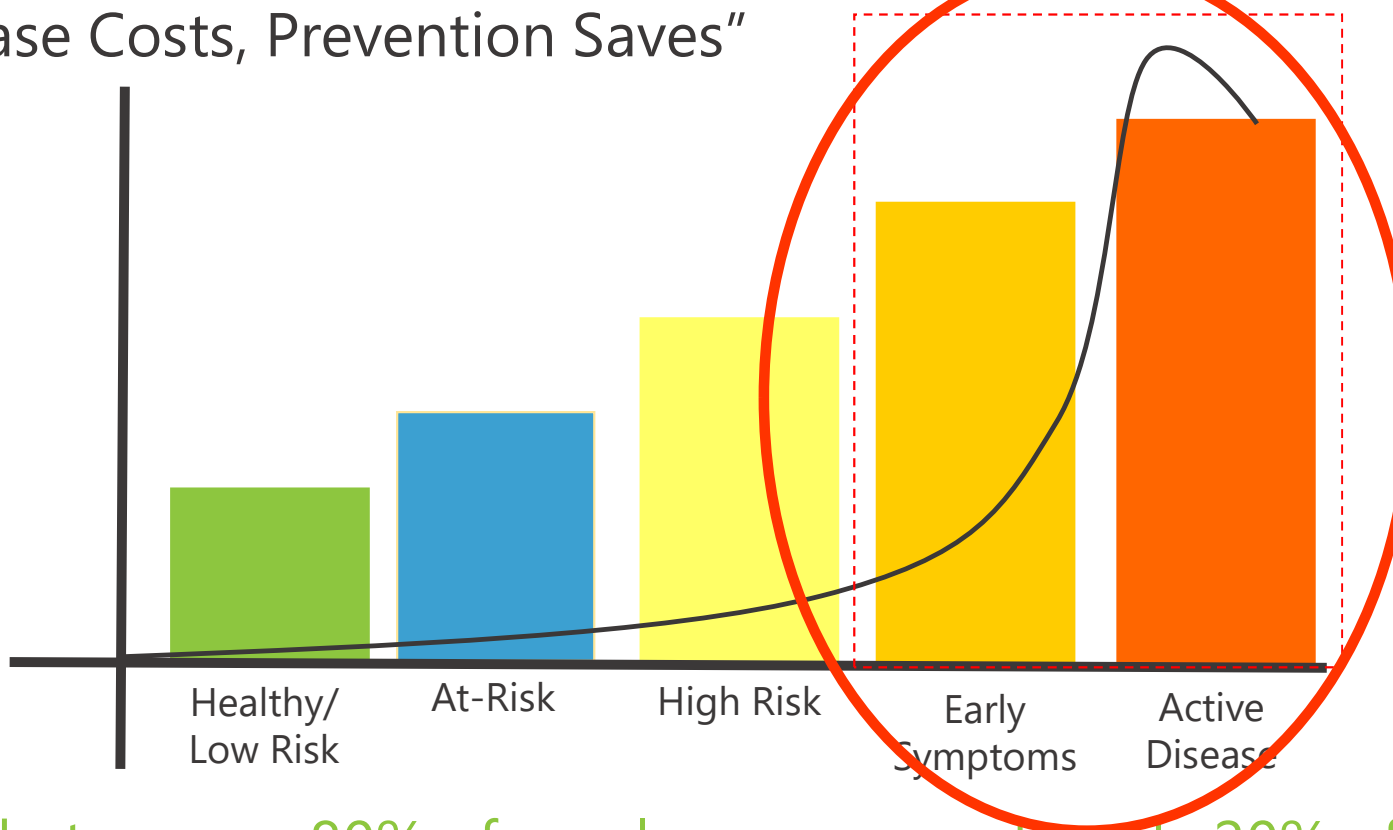
The economic burden of mental illness in Canada is estimated at **\$51 billion** per year. This includes health care costs, lost productivity, and reductions in health-related quality of life.

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

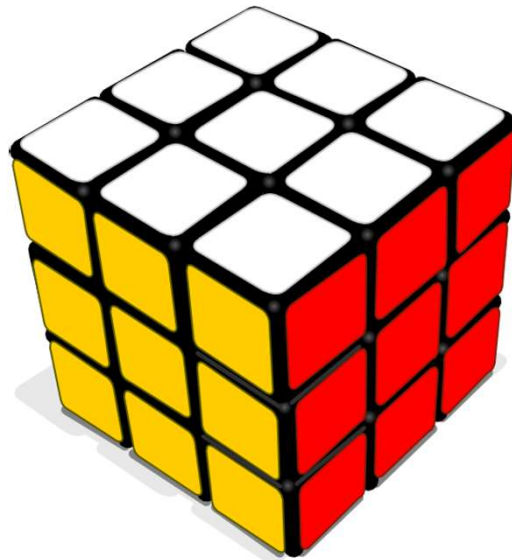








# TOP 5 SUCCESS CRITERIA



- ✓ Organizational Leadership Support
- ✓ Supportive Workplace Environment
- ✓ Comprehensive Program Design
- ✓ Data Collection for Strategy
- ✓ Several Touchpoints – group/individual

**“Workplace environment that supports making health the easy choice....”**

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

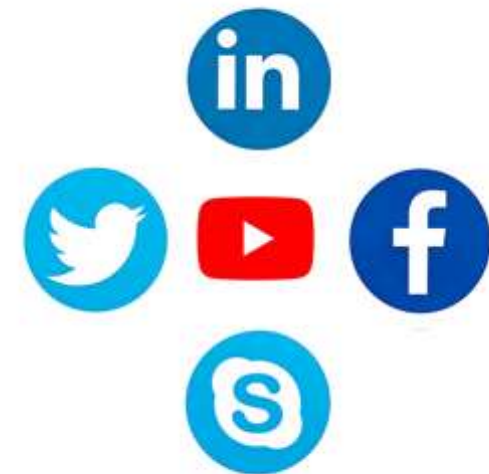
# Strategic Planning Cycle





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

**CORPORATE WELLNESS**  
**Professional Series**  
YouTube - @EWSNetwork



**STAY SAFE, STAY HEALTHY**  
[www.ewsnetwork.com/staysafestayhealthy](http://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

