Alberta: A Leader in Workplace Well-Being

By Nora Johnston

You can hardly pick up a newspaper or magazine without finding an article discussing workplace well-being. What's more, Alberta has emerged as a leader in the field.

A 1986 study, conducted by the University of Alberta, indicates that Alberta was in fact a frontrunner in employee fitness and health promotion. In an effort to document growth and development in this area, the Alberta Centre For Well-Being recently completed a study in conjunction with the Canadian Fitness and Lifestyle Research Institute; Alberta Recreation Parks and Wildlife Foundation; and Alberta Tourism Parks and Recreation) designed to allow for a longitudinal comparison of companies who completed the 1986 survey. The total number of companies that responded was 198—a 50% response rate.

Seventy percent of these companies offer some type of sport and recreation program, almost 50% offer some type of health promotion program, and only 13% offer structured fitness programs.

Overall, the most prevalent types of programs offered by these 198 companies are: team sports (58%), safety and accident prevention (52%), nutrition information (35%), retirement planning (33%), stress management (32%), smoking cessation (30%), and back care (28%).

Employees of Smaller Companies Losing Out

The prevalence of programs tends to increase with the size of the company—larger companies generally have workplace well-being programs, while the smaller ones do not. Sixty-two percent of the companies without programs have less than 100 employees.

The results of this survey (to be released December 8th, 1992—see Calendar on page 15) will include information on the current status of physical activity and health promotion; successes of past promotional efforts; and the need for future efforts. This longitudinal research will provide essential information for employers, employees, consultants, researchers and policy makers interested in the health and well-being of Alberta's employees.

Please look for a more complete report in the next issue of WellSpring.
Director's Note

Somewhere After The Rainbow

By Judy Sefton, PhD

"THEREFORE, WE RECOMMEND that the Government of Alberta, using a phased-in approach starting in 1990, provide additional funds from within the Alberta Health budget for health promotion and illness/injury prevention, so that by April 1, 1995, the department is spending at least one percent more of its overall operating budget on these areas."

How many of you remember the stir caused by this first recommendation made by the Premier's Commission when the Rainbow Report was released two years ago? Finally, some recognition was being given to the immense need to allocate funds to support health promotion initiatives in Alberta. Where has this recommendation gone since that time? Here's a quick review:

In 1991 the Minister of Health established an Advisory Committee to oversee the development of health goals and objectives for Alberta. A report of the preliminary objectives and strategies was released in February 1992, with the final report likely to appear in the Spring/Summer of 1993.

The 1991-1992 fiscal year also saw Alberta Health allocate dollars for health promotion/injury prevention activities. These dollars were kept within Alberta Health and from it will come two major projects - heart health and injury prevention. Dr. Michele Joffres is the Principal Investigator for the Heart Health initiative, while the injury prevention project is headed by Dr. Katherine Cain.

Throughout 1991-92 a process was worked out for accepting submissions to the "Health Services Research and Innovation Fund", set up to help meet the Commission's health promotion recommendations.

The guidelines for submission state: "This fund will provide support for research and evaluation of: health services; organizational structures within the health system; health status of Albertans; health promotion and injury and disease prevention."

"As the Fund becomes fully developed it will be used to foster innovation in the organization and delivery of health services to increase quality and promote cost efficiency and effectiveness. Monies will also be used to foster innovative approaches to health promotion and disease and injury prevention in order to enhance the quality of life for all Albertans." (Partners in Health, Government of Alberta, November 1991, p.15).

Letters of intent, for research fitting within the given guidelines, were invited by the "Provincial Advisory Committee on Health Research", who will be responsible for short-listing projects. Those investigators whose projects make the short-list (to be announced by the time you read this) will be asked to submit a formal research proposal to the committee by December 15/92. Final decisions will be released in February 1993.

Chairman of this Advisory Committee is Dr. Lorne Tyrrell, M.D., Ph.D. (who is also Professor of Medical Microbiology and Infectious Diseases at the University of Alberta).

I encourage you, as health promotion professionals and facilitators, to tune into the Spring issue of Wellness for a listing of successful proposals. This new initiative has the potential to put Alberta on the national health promotion front. Let's all take the responsibility to ensure this happens.

Bicycle Commuters

First of all, a comment about your magazine. I think it is excellent and salute you for your idea of bringing out a magazine which is so topical and important for all of us to read.

I have a comment re your article on bicycles, Volume 3, Number 3.

I'm wondering if any group has made a presentation to (Edmonton) City Council about a special lane for bicycles. As the Finland research indicated, improvement of commuting route safety is vital.

Years ago a special bicycle lane was established on 127th Street. Wonderful. But too much has been done since then - if anything.

I don't have confidence in every city driver being careful of the bicyclist. And when I drive, I always worry about getting too close to the bicyclist.

Quocca Kicin, Jewish Family Services

Magazine Recycling

While I enthusiastically support your recommendation that readers recycle their magazines by sharing them with friends or placing them in doctors' offices or other locations where they can be read by others, I am concerned about the manner in which you introduce the topic of recycling printed publications.

On page two, Wellness Summer '92, you stated 'newscapers can be recycled but mills do not take (continued on next page)
By Jackie Webber

Over 60% of our waking hours are spent at work. Many researchers have found that the environment and conditions in which we work can have an important impact on well-being from an individual and organizational perspective.

There are so many factors and variables that affect workplace well-being - the physical workplace environment, organization policies and procedures, the beliefs and values inherent in the organization and the attitude of other workers to name a few.

An important component of well-being is regular physical activity - active living. Workplace Active Living provides an exciting and effective approach to workplace well-being (see Spring 1992 issue of Wellspring). In cooperation with the Canadian Centre for Active Living in the Workplace, and as part of the national active living initiative (see Lloyd Bentz article on page 14), ACFWB is working with workplace health promotion professionals to promote the active living message to Albertans at work. Nora Johnston, our new active living coordinator, will visit organizations throughout the province (Esso Chemicals, Shell Canada, Imperial Oil, Calgary Herald and Peacock Industries to name just a few) with various resources and the Alberta Lotteries Wellness Check.

Active Living provides us with a new hook on which to hang our health promotion hats. It's user friendly and it makes sense. To those of you who may feel this to be a sudden paradigm shift which threatens existing programs and budget turfs, the message from the experts is "fear not!" Active living is aimed at Canadians who have not yet made the step to regular physical activity. It will benefit existing programs by increasing participation and encourage people to realize a certain level of motivation, physical competence and enjoyment.

With this issue of Wellspring, please consider your role as a health, recreation or human service professional or facilitator in helping promote workplace well-being. O

Jackie Webber, BSc Pharm, MSA, is ACFWB communications coordinator.

Chiropractic Recognition

One day this past August I had the pleasure of visiting the "Wellness Wagon" while it was here in Fort Saskatchewan. The young ladies operating the display, after listening to me about Chiropractic, handed me a copy of your "Wellspring" newsletter. I must say that I was impressed with the contents of this publication and applaud the efforts of everyone involved.

Robert W. Clark
Family Health Magazine

Keith A. Walter, D.C.
Fort Saskatchewan

Nora Johnston, ACFWB's new active living coordinator. Nora has a Bachelor of Physical Education from McMaster University and is presently completing a Master of Arts in Physical Education from the University of Alberta.

We appreciate your comments on articles past and present. If you wish to suggest future topics or areas of interest, please write:

The Editor
Alberta Centre For Well-Being
11759 Groat Rd.
Edmonton AB, T5M 3K8
Compulsive Gambling: The Hidden Addiction

By Gary Smith, PhD

Legal gambling is now a $1 billion a year enterprise that provides entertainment, amusement, and stimulation for hundreds of thousands of Albertans. Last year 88% of Albertans over 18 years of age gambled on at least one occasion. While the vast majority of players gamble responsibly by making sure they don’t bet more than they can afford to lose, there is a growing need to recognize the social and personal problems created by the few who are unable to resist the urge to gamble.

Compulsive Pathological Gambling Defined

Compulsive or pathological gambling is recognized by the American Psychiatric Association as a disorder of impulse control and defines it as “a chronic and progressive failure to resist impulses to gamble, and gambling behaviour that compromises, disrupts, or damages personal, family, or vocational pursuits.” A person who exhibits at least four of the following behaviours is thought to have a compulsive gambling problem. 1. As gambling progresses they become more and more preoccupied with reliving past gambling experiences, studying a gambling system, planning the next gambling venture, or thinking of ways to get money. 2. They need to gamble with more and more money in order to achieve the desired excitement. 3. They become restless or irritable when attempting to cut down or stop gambling. 4. They gamble as a way of escaping from problems or intolerable feeling states. 5. After losing money gambling, they often return another day in order to get even (“chasing their losses”). 6. They lie to their family, employer, or therapist to protect and conceal their extent of involvement with gambling. 7. They commit illegal acts such as forgery, fraud, theft, or embezzlement in order to finance gambling. 8. They have jeopardized or lost a significant relationship, marriage, education, job, or career because of gambling. 9. They need another individual to provide money to relieve a desperate financial situation produced by gambling (a “bailout”).

Gambler’s Addiction: A Secret

Generally speaking, there is little public awareness of compulsive gambling due to the subtle nature of the disorder. Since you can’t smell lotteries tickets on someone’s breath or see poker chip stains on their fingers, the phenomenon tends to be concealed. Yet around 3% of those who gamble become afflicted by compulsive behaviour. Inevitably, as legal gambling opportunities expand, so too will the incidence of compulsive gambling behaviour.

Similar To Drug And Alcohol Abuse

While compulsive gambling is masked to some extent because it does not involve the use of a substance, scholarly research has noted its similarity to other addictive behaviours. Compulsive gamblers, like alcoholics and drug abusers, have an obsession; they gamble longer than intended and with more money than intended. There is also the equivalent of “tolerance”, as when gamblers say that after they have bet with hundreds of thousands, two dollar bets lose their significance. Compulsive gamblers also suffer withdrawal symptoms continued on next page
in recovery programs. While it is true that compulsive gambling is like other addictions, the main difference is that it does not by its nature directly attack the body. It is, however, equally capable of ruining lives and fracturing relationships.

**Society Pays The Gambling Addict's Debt In Many Ways**

It is estimated that each compulsive gambler costs society $56,000, excluding trial and incarceration costs. There is also the point that compulsive gamblers contribute disproportionately to legal gambling profits. Since by definition compulsive gamblers “chase” their losses, they wager more than the typical player. Even though only about 3% of the adult population are perceived to be compulsive gamblers, it is not unrealistic to speculate that at least 10% (and possibly up to 50%) of gambling revenues are derived from those with a gambling problem.

The most effective treatment programs for compulsive gamblers are found in the United States and Australia. These programs utilize a combination of group and individual therapy, lectures, films, and self-help groups such as Gamblers Anonymous. The practitioners typically include psychiatrists, psychologists, certified alcohol or drug counselors with added training for treating compulsive gamblers, and peer counselors (recovering compulsive gamblers). Family counseling, as well as coordination with employee assistance programs often round out the holistic approach to compulsive gambling therapy.

**Albertans Lead The Wagering Race**

Canada has lagged behind these other jurisdictions in efforts to identify and treat compulsive gamblers. This is ironic considering the rapid expansion of legal gambling opportunities that have occurred in the past few years. Albertans lead all Canadians in per capita wagering—over $400 per person is spent on legal gambling activities—yet there are no formal treatment facilities in the province for compulsive gamblers and few, if any, certified health professionals with an expertise in compulsive gambling. As a result compulsive gamblers seeking help in Alberta must rely solely on Gamblers Anonymous. This is a serious problem because Gamblers Anonymous chapters in Calgary and Edmonton report a minuscule 5% recovery rate. It is expected that if Gamblers Anonymous membership was combined with an appropriate treatment program the recovery rate could be increased as much as ten-fold.

As a first step in rectifying this situation "Compulsive Gambling Awareness Seminars" are being offered to professional groups interested in learning more about this hidden addiction. The seminars will be conducted by the University of Alberta's Dr. Garry Smith who has spent more than a decade researching gambling issues.

**Gambling Addictions Workshop:**

For Health, Recreation and Human Service Professionals.


Dr. Garry Smith, professor at the University of Alberta, will facilitate this hands on workshop in order to create awareness of the gambling situation in the province and discuss programs and treatment modalities. Fee $40 per participant. Limited enrollment. Call 1-800-661-4551 or 453-8692 to register.
Sometimes Work Can Be A Pain In The Back

"Over 150,000 Canadian workers are victims of back injuries costing $800 million in compensation."

Protecting Your Back At Work
By Sharon Taylor and Dr. Keith Walter

Proper Working Height makes the difference between comfort at the end of the day and collapsing on the couch in agony.

Any job requiring precise motor hand movement needs arm support. Ensure your table or bench is 5-10 cm above your elbows (when arms are resting comfortably at your side) to provide enough support without raising your shoulders.

When using a computer, keep the wrists straight by resting your fingers on the home row about 3" below the level of your elbow (remember not to let the wrists drop down). Make sure that the feet are adequately supported with a foot rest, phone book or whatever you have on hand.

Lighter activities such as stuffing envelopes should be done at about 2" below elbow height either standing or using a sit/stand stool, whereas heavier work should be performed on a bench 4" - 6" below elbow level.

Workers who stand for long periods benefit greatly from using "anti-fatigue" matting that provides a softer surface and can assist venous blood return from the lower limbs.

Too high a working surface means that the shoulders stay raised for long periods. Too low a working surface encourages forward leaning, leaving the back unsupported--both which can result in muscle tension and discomfort.

Sharon Taylor, MSc, is an ergonomicist in Edmonton.

A Good Stretch Works Wonders. Low back/pain will affect up to 80% of Canadians at some point in their life and is less costly to prevent than treat. An evaluation of the work environment to make it "user friendly", specific exercises to condition employees for the physical demands of their job or work environment, and regular stretch breaks work wonders for employee performance and attitude.

Here are some simple stretches one can do at work:

**Neck and Upper Back:**
1. Move neck through these motions: forward (chin to chest), backward (only to a comfortable angle), sideways (ear to shoulder) and rotate (turn face to side). Hold a gentle stretch at each position for 5 seconds.
2. Inhale as you roll your shoulder up and back, exhale as you let them drop down and relax.
3. Raise arm in front to shoulder height, use opposite hand to pull arm across chest for a gentle 5 second stretch.

**Low Back:**
1. Move torso through same planes of motion as neck (forward, back, sideways, rotate), hold stretches.
2. Lie on back, grasp bent knee with hands and pull knee towards chest (hold 5 seconds, repeat with other leg).

Dr. Keith Walter represents the Alberta College of Chiropractors (403)420-0932.
Fair Play At Work

Employment equity means that employment or promotion opportunities are based on the ability to do the job—fairness in the workplace. No one should be discriminated against because of their sex, ability level, race or creed.

Barriers to employment or advancement are a form of discrimination sometimes called systemic discrimination—hidden in the way the system works. These patterns are the result of certain habits of recruitment that tend to exclude designated groups, employment agencies that agree to choosing a certain favorable candidate over others, and workplace environments or cultures that do not allow equal opportunity for employees to succeed.

Human Rights and Equity

In 1977 the Canadian Human Rights Act became law to protect Canadians from discrimination based on race, national or ethnic origin, colour, religion, age, sex, marital status, family status, disability, or conviction for an offence for which a pardon has been granted.

The Canadian Human Rights Commission, which has investigated individual complaints, believes that although legislation may change systemic discrimination, it is a slow process that only deals with specific issues surrounding the complaint.

In 1986 the Employment Equity Act became law. Its goal is to ensure fair hiring, promotion and training practices in companies under federal jurisdiction in an attempt to reflect the greater society. The four designated target groups are women, disabled people, natives and members of visible minorities.

The Employment Equity Act covers all federally regulated companies with more than 100 employees.

Working Together

The Canadian Human Rights Commission investigates complaints from Canadians who suspect, based on the content of the employer's reports, that they are the victims of systemic discrimination. Fines for noncompliance can be as high as $50,000. Legislation coupled with a management commitment are essential to ensure equity.

Biological Agendas: Pregnant Women, Work and Equity

The Individual's Rights Protection Act makes it illegal to discriminate against a woman because she is pregnant. For example, the law protects pregnant women from:

* being asked on a job application or in a job interview if they are pregnant or if they plan to have children
* being fired, laid off or demoted because they are pregnant
* not being allowed to use their benefit plan for part of their maternity leave that is health related
* having to pre-pay their benefit premiums or pay the employer's share of the premiums for that part of their maternity leave that is health related
* not being allowed to rent an apartment or house
* being refused the use of, or access to, any type of public service such as hotels, restaurants, retail stores, schools, hospitals, etc.

An employee's pregnancy may prevent her from doing her job. Where possible the employer should try to modify the work place so that the employee can do her job without harming herself or the fetus.

For further information, call:
The Canadian Human Rights Commission
Alberta/Northwest Territories: 403/495-4040
Winnipeg: 204/983-6000

For more information on pregnancy, maternity or paternity leave, please call 427-7661 (Edmonton) or 297-6571 (Calgary).

Toll Free Number:
1-800-432-1638 (within Alberta).
Active Living Ideas
From The Alberta Recreation Parks and Wildlife Foundation

Fitness & Sport

By Gordon Stewart

Shaping the Nation

The Campbell’s Survey on Well-Being, carried out by the Canadian Fitness and Lifestyle Research Institute in 1988, contacted 4,000 Canadians to find out about their lifestyle and activity habits. The people involved had taken part in a similar survey in 1981, making it the largest follow-up study of its kind ever conducted. Here are a few highlights:
- About one-third of Canadian adults are active enough to benefit their health.
- Men and women are about equally active.
- Walking is the activity with the greatest number of participants, followed by gardening, swimming, bicycling, and dancing.
- Participation in all of the top 10 activities increased between 1981 and 1988 with the exception of one—running (or jogging, if you must!).
- The activities Canadians are most interested in taking up? Swimming and tennis...

Hoofin’ it

They used to talk about the 60-year old Swede and the 30-year old Canadian. Perhaps it should have been a Dane! When it comes to getting around on foot, we’re told that the number of kilometres walked by the average senior in Denmark in a year is 440. The average Canadian over 65 covers 120 Kilometres; the average American 41...

Well-Being in Non-Traditional Workplaces

By Alaire Zavers

With home based businesses on the rise, “fitness” and “active living in the workplace” have new meanings. A workplace may be a home, car, or wherever a client happens to be.

Our perceptions about workplace well-being take new shape in non-traditional workplaces. Remember that well-being is more than physical fitness, but involves social, emotional, intellectual and even spiritual health.

Although barriers to participation may be similar—time, cost, accessibility—whether you are at home or on the road, here are some simply strategies to consider:

- Take 10-15 minutes to meditate. Your time is your gift to prioritize and plan.

You’re not on set lunch schedule? Eat regular, healthy meals and drink plenty of water (especially if you are active or talk a lot). Keep in mind your car can’t run without fuel—how do you think you can?

Office Exercise

If you’re looking for more activity during your work day, you might consider the following: wading through paper work, passing the buck, throwing your weight around, jumping to conclusions, and dodging responsibility...

Budget time to be active. The benefits are innumerable.

Physical activity is a major investment in your business and you.

Rest and relaxation is critical to avoid “burnout”.

Alaire Zavers, RN, BSc.N, is a heart health consultant in Edmonton.

WellSpring: Alberta Centre For Well-Being Newsletter: Fall 1992
By Jen Pullin

"College Kids" in Summer

In 1991 The Centre initiated exciting new summer programs, which, throughout July and August invites children and youth to come on to campus to participate in various indoor and outdoor sports camps and in "College Kids", a unique program providing a mental and physical challenge for children as they take on the role of a college student for two weeks exploring fields such as criminology, anthropology, and aviation.

On the Move

In a continued effort to reach out into the community to provide fitness education and opportunities for all, the Sports and Fitness Resource Centre operates the Mobile Fitness Unit. This unique delivery system utilizes a van carrying resources and fitness appraisal equipment which can provide custom designed services to groups or facilities, and make program information and services more accessible.

A Quick Fix For Stress

A client yells at you, your boss confronts you with an urgent problem, your kids start screaming in the middle of an important phone call, the phone won't stop ringing when you're trying to write an important letter. You need a stress quick-fix.

S Stop what you are doing.
T Take a deep breath.
R Regroup, put your call on hold, ask your boss for a few seconds, or don't scream back at the kids.
E Evaluate available options.
S Select the best alternative
S State your position.

Source: Communications Briefings, 1992

Profile

Be Fit For Life In Calgary: At Mount Royal College

From Hockey to Rodeo

In addition to the wide variety of fitness programs and services for all ages, the Sports and Fitness Resource Centre offers fitness assessments and is the home of the Sports Therapy Service which provides sports therapy coverage for local, national and international organizations.

Boasting 123 therapists, current clients include the Canadian Professional Rodeo Association, Calgary Minor Hockey Association, the Calgary Public and Private Board of Education and Bantam through Junior Football.

For further information on any of the Sports and Fitness Resource Centre programs, or to arrange to have the Mobile Fitness Unit visit your organization, please call 240-6001.

Jen Pullin represents the Be Fit For Life Centre at the Mount Royal College

Volume Three, Number Four

Page Nine
Program Evaluation: The Consultant's Role

By Carole Perkins

Evaluation is as necessary to program success as periodic financial statements are to the health of an enterprise. Planning and implementing a health promotion program - without tracking the results, and evaluating the outcomes - is like telling a joke with no punchline.

Program evaluation on a regular basis should not be an afterthought, but a fundamental consideration in the "planning phase" of the program.

A good evaluation process considers program "impact" (can be called "results") and "outcomes". Impact is characterized as those tangible, observable changes in individual behaviour, knowledge, skills and attitude. These changes can be seen as soon as 3 months after initiating a program. Types of impact include:

Health attitudes are most impacted by awareness and education programs and can be tracked through the use of attitude surveys.

Health risk behaviour change can be measured by means of pre and post program health risk appraisals, back assessments and so on.

Health enhancement can be measured by such means as blood pressure and cholesterol checks, fitness assessments, and the like.

Program outcomes are tangible and trackable and are distinct from results, in that they occur at an organizational level and include: reduced absenteeism; reduced turnover; reduced long term and short term disability; compensation claims and extended health benefits.

On the qualitative level, effective evaluation instruments evaluate whether the "processes" which are necessary for successful programming are in place. These processes include sufficient management commitment; clarity of program purpose; specificity of program results and outcomes; the degree of employee participation in the process (accessibility and collaboration); and the degree to which the positive health intentions of the company are nurtured within the organizational culture.

Of particular importance is whether the program is integrated into the system of rewards and recognition; communications and information systems; orientation and retirement procedures; food services; occupational health and safety systems; and training and development priorities.

These processes can be reviewed through interviews with the program stakeholders, and employee surveys. Program evaluation should represent a systematic method for evaluating the success of a program and ensuring continued visibility with management.

ACFWB Update

New Health Promotion/Prevention Research Update

A new series from ACFWB and the Cancer Prevention Program of the Alberta Cancer Board, will present recent research findings and updates on current research from the fields of health promotion and prevention.

If you wish to receive this monthly update, coordinated by our four research associates, please call or write ACFWB (see page three).

"The Power of Networking": A Workshop For Health, Recreation and Human Service Professionals

Networking with others in business is an essential element of success. Learn key strategies for networking effectively: how to work a room; how to develop a cartel of colleagues; and other key skills to achieve career, organizational and personal goals through networking. With marketing consultant, Bobbi Smith, BA. 9:00am to 12:00noon: Feb. 23, 1993 in Edmonton (Room 17, Percy Page Centre); and Mar. 23, 1993 in Calgary (University of Calgary). $40 per participant. Limited enrollment. Call 1-800-661-4551.

Active Living In the Workplace: Mobile Exhibit and Presentation

Let us help you promote active living in your workplace. Call Nora Johnston at 1-800-661-4551 to book the "Be A Well Being" exhibit.
By Kristy Hollingshead

Autumn is an exciting time for all it seems. The pace begins to pick up as September, October and November progress—at home and at work. Exuberant youth head back to school with mixed emotions of trepidation and hopefulness for what the year will bring. Workers leave behind summer holidays and head back to their jobs, often bringing enthusiasm and renewed vigour with them.

This is the time when employees tend to be fresh, relaxed, and highly motivated—a feeling management and staff alike need to recognize and hold on to all year.

Wake Up For Winter

For many organizations, the fall is a time to reflect on workplace processes, policies and culture—akin to a yearly awakening. Strategic plans, goals for the fall and winter and the passing of the comfortable summer months leave organizations, companies, community groups and schools to examine issues like corporate or employee health and well-being.

Early fall is an excellent information gathering time for companies seeking resources on workplace well-being programs of every type: fitness, active living, employee assistance, social, intellectual and even spiritual. This season, many Alberta companies are gearing up and taking action towards creating a healthier, more active, more productive workplace.

Resources To The Rescue

At first it may seem a somewhat overwhelming task to collect and sift through all the great information available, but that is the best place to start. First decide what type of programs you are interested in starting, continuing, enhancing or maintaining. If you don’t yet have a solid vision of your workplace program(s), select resources that most apply to your particular organization—small or large workforce, small or large budget.

Here is a sampling of some of the valuable and unique titles available for viewing in the Alberta Centre for Well-Being’s Resource Room. In addition to the publications listed here and throughout this issue of Wellspring, there are over 250 articles related to workplace well-being located in our resource room.


"Helping human beings fulfill their potential is of course a moral responsibility, but it’s also good business. Life is aspiration. Learning, striving people are happy people and good workers. They have initiative and imagination, and the companies they work for are rarely caught napping."

RALPH STAYER, CEO, Johnsonville Foods, Inc.

“I know that good health is high on everyone’s list of personal priorities. It is also a business priority because a healthy, growing and competitive enterprise depends on the health, vitality and energy of individuals.”

ROBERT ALLEN, President and CEO, AT&T

Kristy Hollingshead, BA, is the ACFWB resource coordinator. If you live in the Edmonton area and wish to view any of these or other resources, visit the Alberta Centre for Well-Being at our new address: 11758 Great Road, or call Kristy at 453-8692 (1-800-861-4551 toll free in Alberta).
Harassment—at work

Harassment—particularly sexual harassment—is one of the most common complaints received at work, and the most costly for employers who refuse to take the matter seriously.

Harassment is any unwelcomed behaviour which directly or indirectly, adversely affects, or threatens to affect: a person's job security; prospects of promotion or earnings; working conditions; or opportunity to secure a job; living accommodations; or any kind of public service.

Sexual harassment is defined as above, however the behaviour is sexual in nature. Although men are sometimes sexually harassed by women, and same-gender harassment does occur, statistics show that women are most often the subjects of harassment. Numerous surveys indicate that roughly 70% of women and 15% of men have been subjected to unwanted sexual attention in the workplace. In the end, employers are also affected—they inherit the costs.

The Costs Are High

Harassment has been shown to have devastating physical and psychological effects: lowered self-esteem and self-confidence; stress-related illness and absenteeism; increased staff turnover; compromised employee morale and productivity; and departments or even entire organizations can develop bad public images.

A 1987 Supreme Court of Canada decision indicated that employers are responsible for the actions of their employees in cases of proven sexual harassment. Even if upper level management does not perceive evidence of sexual harassment, it does not mean that it doesn't exist!

Other forms of harassment can be just as devastating as sexual harassment. Name-calling, intimidation, racial remarks, and gender-related negative comments are a few of the many forms harassment can take.

Eliminating harassment in a workplace can be accomplished by developing, promoting and enforcing an effective harassment policy within the organization. Policies that deal fairly and effectively with harassment—sexual or other—do work.

There are several documents, seminars and video presentations available from the Human Rights Commission on Harrassment in the Workplace. Please call the Commission at: 427-7661 (Edmonton) or 297-6571 (Calgary). Toll Free Number: 1-800-432-1838 (within Alberta).

continued on next page

Needs Assessment Tools

By Tammy Horne, PhD

Needs assessments should cover both employee and employer wellness issues. Here are some examples of needs assessment tools available to employers, consultants and workplace well-being professionals and facilitators:

Tools That Address Employee Issues

1. Health risk appraisals such as the Wellness Check or EvaluLife; lifestyle assessment (physical activity, nutrition, smoking, stress,).
2. Holistic well-being instruments such as TeaWell and wellness dimensions model (physical, emotional, social, spiritual, intellectual, occupational).
3. Employee surveys to find wellness priorities and program preferences. These surveys and checklists, with room for additional comments, will help ensure programs are relevant to and accepted by employees.

**Tools That Address Employer Issues**

1. Personnel data; to determine major causes of employee illness, disability or death.
2. Corporate culture analysis using an instrument such as the Lifegain Health Culture Audit.
3. Inventory of present wellness-promoting programs and policies. Assess both employer and employee perceptions.

Examples of these needs assessment tools are available for viewing at the ACFW Resource Room. Call 1-800-681-4551.

**Tammy Home, PhD, is a research associate with the Alberta Centre For Well-Being, based at the University of Alberta.**

**We** have a unique system of health promotion and program delivery in this province. Due to private sector leadership, particularly in the energy industries, Alberta has been a leader in workplace wellness for many years. We also have an excellent pool of both private consultants and government funded agencies that act as valuable resources to organizations and corporations in the area of occupational health and well-being.

The Alberta Survey of Workplace Programs (see page one) indicates that forty-nine percent of companies surveyed wish to start or enhance workplace programs.

Where do they turn? The government? The consultants? Perhaps it's a combination of both. Four private workplace consultants give their opinions of the respective roles of the private and public sectors in promoting health and well-being in the workplace.

Here are their responses:

"*What do you perceive to be the role of private consultants versus the government in promoting health and wellness in Alberta workplaces?*

"The private consultant can be an objective observer to organizational issues, situations and circumstances; can direct professional expertise and a level of service(s) to an individual customer...that will have an immediate effect; can customize any level service(s) and programs..."  

_Janice Sarich, Spectrum Strategies, Edmonton_

"The government's role is to provide awareness, education and promotion of the concept--to be a resource and a promoter, not a hands-on provider. The consultant provides and implements programs directly to Albertans."

_Kendrith Bentley, Kendrith Bentley and Associates, Calgary_

"The government's role is to provide initiatives, get people interested, and make legislation. The consultant's role is to make recommendations to organizations on implementation and design of cost-effective programs."

_Sharon Taylor, Ergonomist, Edmonton_

"The government's role is to come up with initiatives and promotions. The consultant's role is that of advisor for employee run programs--needs assessments, survey work, evaluation, implementation."

_Deb Jones, Well Advised, Red Deer_

If you are a consultant and have an opinion on this issue, we'd like to hear from you. In addition, please make yourself known to our resource coordinator so she may include you on the Network of Networks as a consultant.
Workplace Fitness and Active Living: A Historical Perspective

By Lloyd Bentz

Increasingly, companies are viewing physical activity programs as important. Books such as: "The 100 Best Companies to Work For in Canada" include workplace fitness as a factor of organizational excellence. Companies in Japan and Germany view workplace fitness programs as important for employee's well-being and productivity. Research has verified a strong link between physical activity and health.

The workplace is an excellent venue for health promotion programs. The National Health and Welfare Health Promotion Survey of 1985 indicated that more than two thirds of the working population feel the workplace is an appropriate environment to promote good health. Several studies have suggested the biggest obstacles to increased physical activity are the lack of available time and the lack of convenient locations. Workplace Fitness and Active Living programs can overcome these obstacles.

History in the Works

In the 1970's, governments became interested in the promotion of Workplace Fitness programs. In 1974, Fitness Canada hosted a national employee fitness conference where delegates made a number of recommendations resulting in various initiatives, including the 1976 Exercise Break program and the 1978 Canada Life Study. During the 1970's, the Department of Recreation and Parks played a leadership role in Alberta by organizing the first provincial employee fitness conference in 1977; acting as a contact for individuals and companies interested in employee fitness; and providing information on program rationale and start-up.

Fitness Canada has continued to make significant contributions; most recently, the development of Canada's Blueprint Toward Active Living in the Workplace—a planning document that outlines a vision for the future of Workplace Fitness and Active Living. The Blueprint led to the formation of a national coordinating agency for active living in the workplace (The Canadian Centre for Active Living in the Workplace).

Strong private sector leadership led to the development of a number of programs in the 1980's. In 1981, ESSO Resources opened its ESSO Plaza Fitness Centre in Calgary and many companies have since followed suit.

A Government Commitment

Since the early 1980's, Alberta Tourism, Parks and Recreation and the Recreation, Parks and Wildlife Foundation have supported a number of organizations that delivered fitness and lifestyle programs to Albertans: The Be Fit For Life Network, developed in 1981, consists of eight regional centres that deliver fitness leadership and lifestyle services to Albertans in rural areas of the province.

In 1982, the Alberta Fitness Appraisal Certification and Accreditation Program was established to ensure the quality of fitness appraisals in the province.

In 1984, the Alberta Fitness Leadership Certification Association was developed in accordance with provincial needs and the National Guidelines in Fitness Leadership Training and Recognition in Canada.

The Alberta Centre For Well-Being At Work

The Alberta Centre for Well-Being was created in 1989 as a joint project of the three main Universities, the Recreation, Parks and Wildlife Foundation and Alberta Tourism, Parks and Recreation. The Centre has developed resources in a variety of areas including workplace well-being.

Let's Get Active

According to the Alberta Survey of Workplace Programs (see page one), although 70% of Alberta companies offer some type of sport and recreation opportunity on occasion, the majority do not offer ongoing fitness programs.

With increased pressure on organizations to become leaner and more effective there is a need to support the human resource element of companies through workplace well-being and active living programs—let's get active at work.
Calendar of Events

Dealing With Job Stress and Burnout
To assist participants in identifying and dealing with occupational stress.
Edmonton: Dec 11, 1992, 7pm to 10pm; Dec 12, 9am to 4pm. Fee: $105. Call 492-5049.

17th Annual Volunteer Management Conference:

Wellness in the Workplace
12th annual conference on linking employee health to organizational excellence.

Vitalize '93: Provincial Volunteer Conference.
June 10th, 11, 12.Calgary Convention Centre. Call (403)422-9305.

2nd Canadian Conference on Health Promotion Research.
Mar. 26 to 28, Vancouver, B.C. Call (604)688-3787.

Applied Strategic Planning:
The Driving Force of an Organization's Game Plan.

From The Alberta Centre For Well-Being
Lectures

Health Promotion Lecture #1: Social Marketing Strategies.
November 25, 1992, Edmonton Room, Centennial Library, Edmonton. 10:00am to 12:00noon. No charge.

Health Promotion Lecture #2: Health Promotion Fair.
Nov. 27, 1992, Room GB-06, Education South, University of Alberta campus. 9:00am to 1:00noon. Stop by at any time.

Health Promotion Lecture #3: Workplace Health Promotion Programs in Alberta:
Results of a longitudinal survey. Dec. 8, 1992. Room 17, Percy Page Centre, Edmonton. 1:00pm to 2:30 pm.

Workshops

Media Relations Workshop (University of Calgary).
Nov. 19, 1992. $40 per participant. Call 1-800-661-4551 to register.

Gambling Addictions Workshop (Edmonton).

The Power of Networking: For health, recreation and human service professionals.
Learn how to network for success, build a cartel of colleagues, work a room and enhance your opportunities through networking. Communications and marketing consultant Bobbi Smith, BA. $40 per participant. Feb 23, 1993 in Edmonton; Mar. 23, 1993 in Calgary. 9:00am to 12:00noon. Call 1-800-661-4551.

Conferences

Just For The Well Of It! A Conference on Creating a Healthy Balance.

Wellness Works Symposium.
Feb 9, 1992. Edmonton Convention Centre. Coordinated by the Personnel Administration Office-Staff Development and Occupational Health in conjunction with the Alberta Centre For Well-Being. Call 1-800-661-4551 to register.

Keep In Mind

November

Nov. 1-7: Canada Career Week, National Crime Prevention Week
Nov. 8-14: International Week of Science and Peace
Nov. 11: Remembrance Day
Nov. 14-21: National Senior Safety Week, National Drug Awareness Week, College and Institute Week
Nov. 24-30: Adoption Week, National Home Fire Safety Week.

December

Dec 1: World AIDS Day
Dec 6: National Day of Remembrance and Action on Violence Against Women Day
Dec 10: National Human Rights Day
Dec 14-31: Christmas Fire Safety Campaign

January

January 1: Alzheimer's Awareness Month
Jan. 18-24: National Non-Smoking Week
Jan. 20: Weedless Wednesday
New In The Resource Room

The Healthy Company: Eight Strategies to Develop People, Productivity, and Profits; Robert H. Rosen Ph.D. with Lisa Berger 1991. This comprehensive, practical, and interesting book addresses the steps managers and companies can take in order to increase productivity and profitability, while lowering worker stress and dissatisfaction. Rosen stresses that the solutions to these company crises are to be found in the "hearts and imaginations of employees at every level".

The Healthy Company recognizes eight critical strategies that contribute to creating a vibrant, healthy working environment. Opening with the attributes and qualities that define a healthy company, the author moves on to discuss how to use the power of respect and trust to motivate and inspire commitment, the benefits of flexible leadership on productivity, how to develop health and training programs that encourage employees to become "appreciating corporate assets", and why paying attention to employee families is smart business.

Strategically placed throughout the text are fascinating facts and notable quotes by successful company executives.

Last Word...

Why Worry About CPR?

By Katharina Burns

What is CPR and why should you care? CPR, Cardiopulmonary Resuscitation, is a potentially life-saving process involving a series of skills and procedures which could be used on an infant, child, or adult who could be choking, having a heart attack, or suffering from another life-threatening cardiopulmonary problem.

Universally, CPR performed in conjunction with rapid access to Emergency Medical Services has shown to make a difference in increasing the chances of survival for an individual suffering from a heart attack or other cardiac and/or breathing problem. With the numbers of heart attack, choking, and drowning victims increasing each year, regardless of age, it becomes necessary to inform and teach the public what to do in case of such an incident.

The numbers of individuals throughout North America, and other parts of the world, who have decided to become trained in CPR have also increased over the past few years. This trend can only improve our chances of survival from an incident.

A course in CPR will help you learn how to identify risk factors related to cardiopulmonary disease; recognize the signs and symptoms of heart attack and stroke, and take appropriate action; recognize and respond to a sudden and unexpected "death"; recognize and assist a choking or obstructed infant, child or adult; perform the appropriate sequence of skills on an infant, a child, or an adult related to assessing response and breathing, maintaining an airway, ventilating/breathing artificially if required, assessing presence of pulse, and compressing the chest and heart in order to enhance blood circulation to the vital organs.

In summary, CPR Awareness Programs promote heart health and emergency prevention: mean a better chance of survival; promote early recognition of an emergency situation; and reduce the number of deaths and disabilities which can result from cardiovascular diseases.

For a copy of the complete article, please call or write ACFWB. (See address and phone number on page three)