

# Rogers Communications Inc.



## Rogers Employee Wellness Program



## **bwell – 2009 Fitness Challenge**

- **Dates: Monday, November 9 to Friday, December 4, 2009**
- **Teams of five to 15 participants**
- **Daily minimum of exercise = 20 minutes; daily maximum of exercise = 60 minutes (these daily minimum and maximums were established to encourage all levels of aerobic ability)**



# bwell – 2009 Fitness Challenge

**NUMBER OF TEAMS 126**

**NUMBER OF PARTICIPANTS 1,173**

**CHALLENGE PARTICIPATION  
(BASED ON A 30,000 EMPLOYEE WORKFORCE) 4%**

**LENGTH OF CHALLENGE (DAYS) 25**

**AVERAGE NUMBER OF EXERCISE MINUTES/PARTICIPANT/  
DAY 33**

**Percentage of Nutrition Bonus Used 55%**

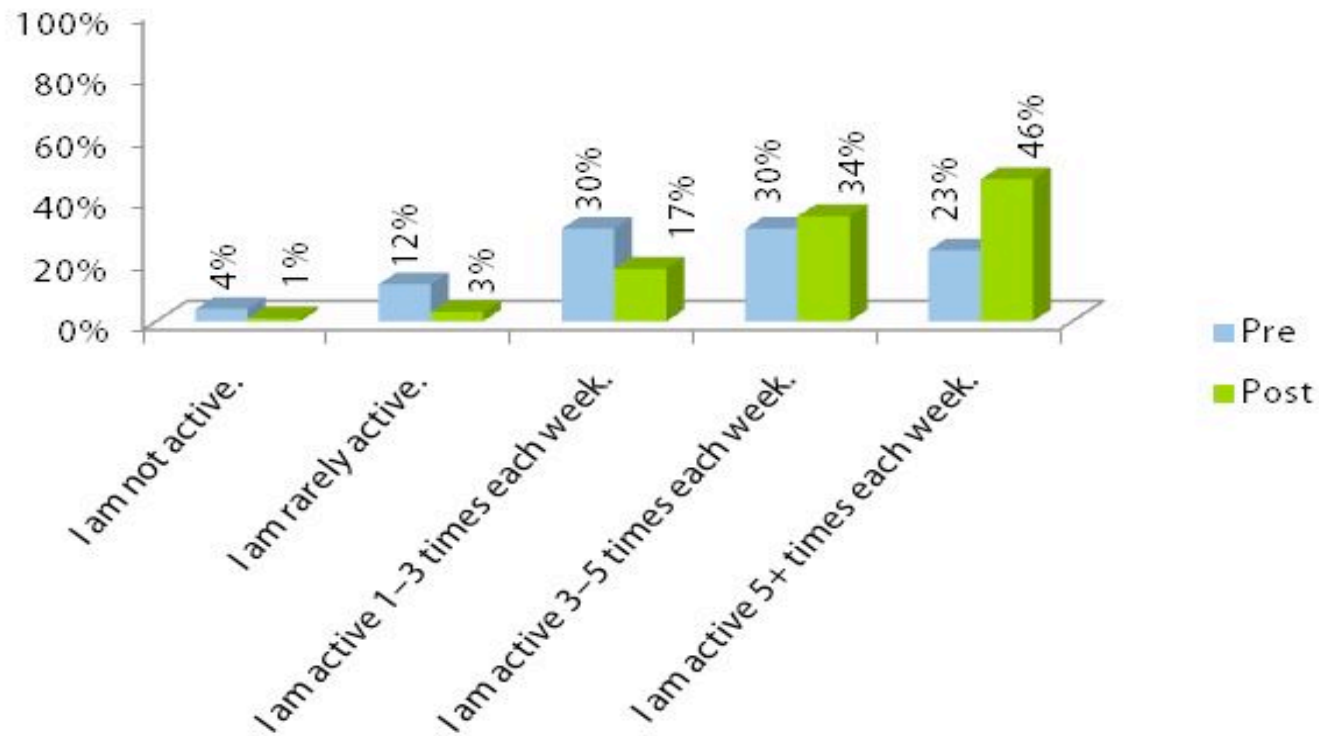
**Percentage of Donation Bonus Used 16%**

**Percentage of Litter Bonus Used 18%**



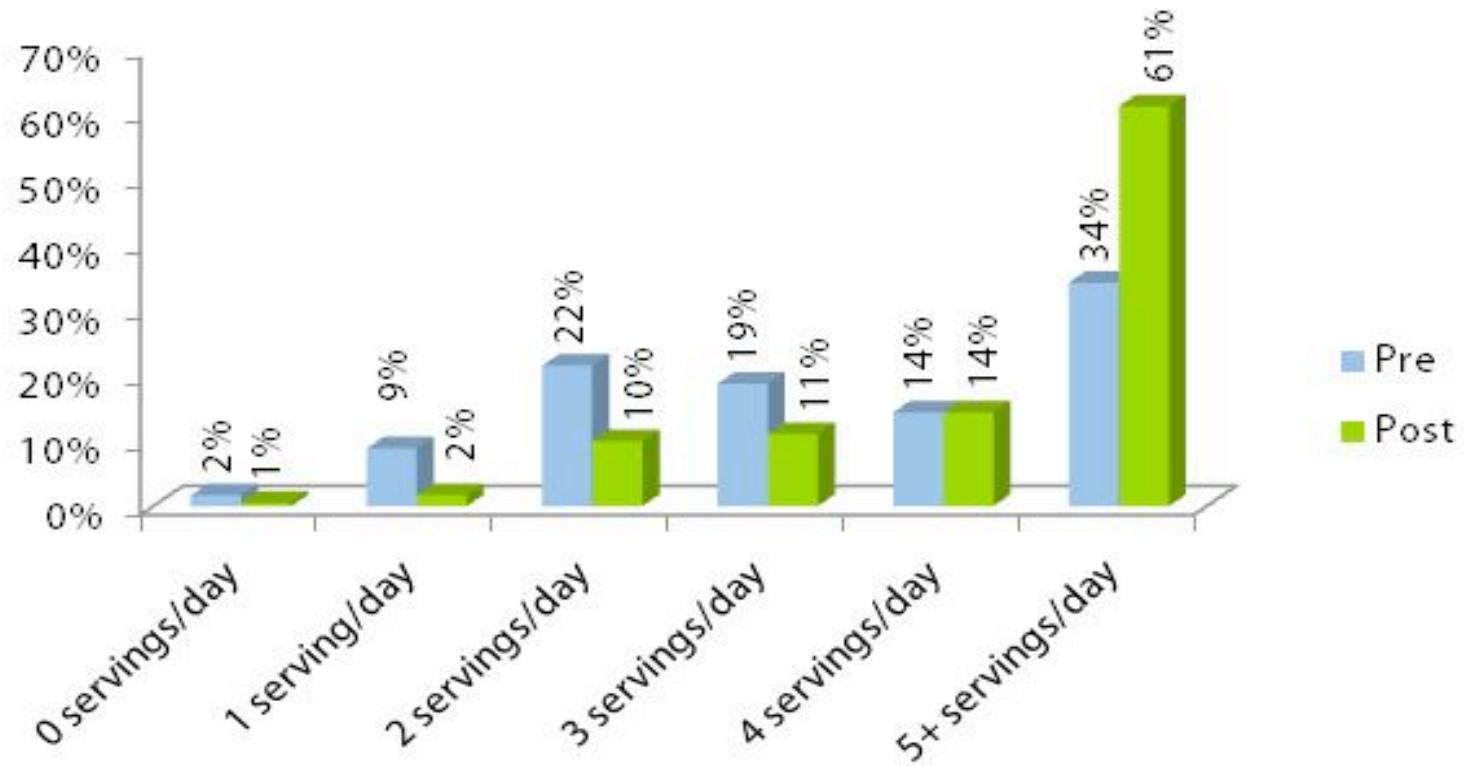
# bwell – 2009 Fitness Challenge

## Pre and Post Physical Activity Levels



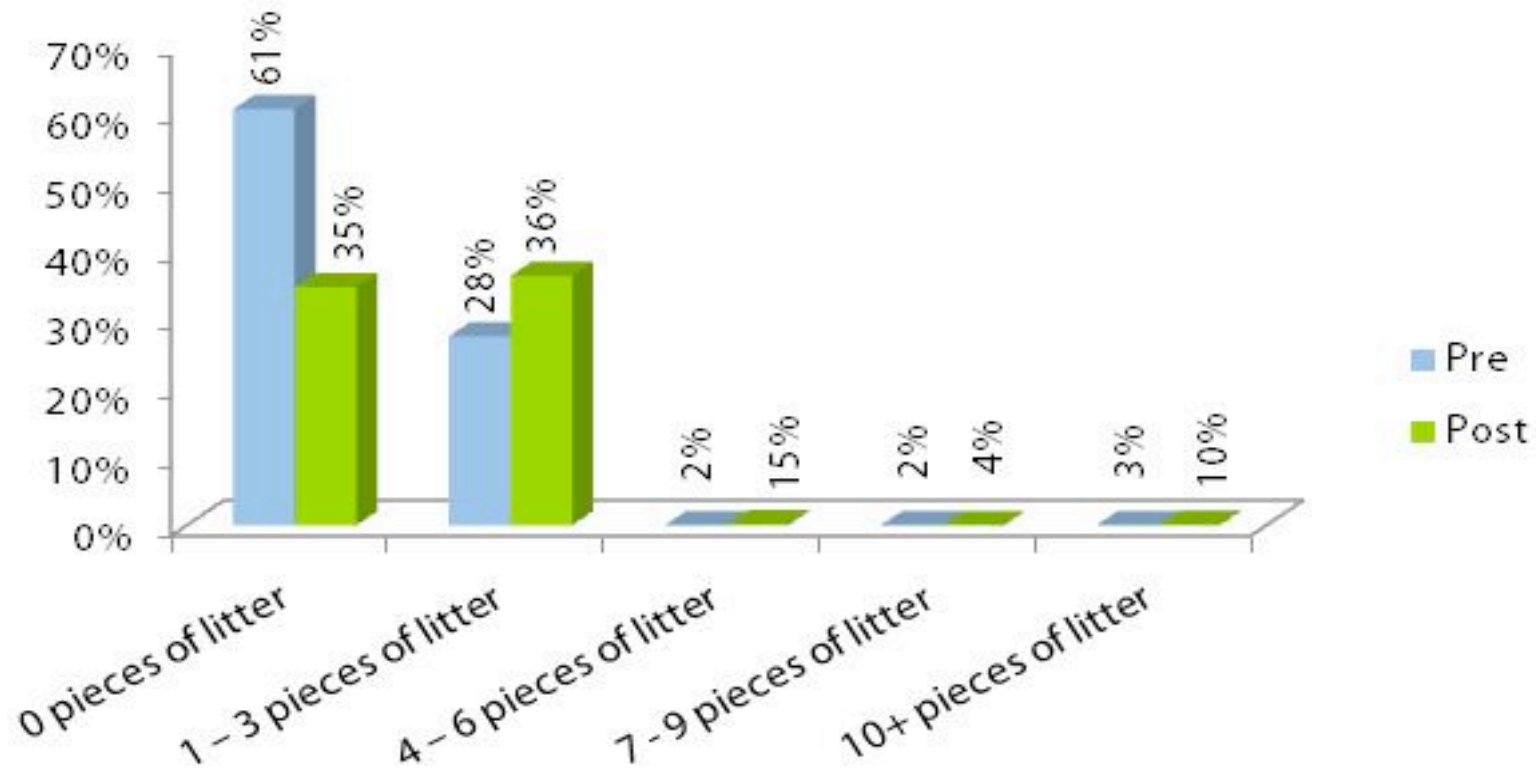
# bwell – 2009 Fitness Challenge

## Pre and Post Fruit and Vegetable Consumption



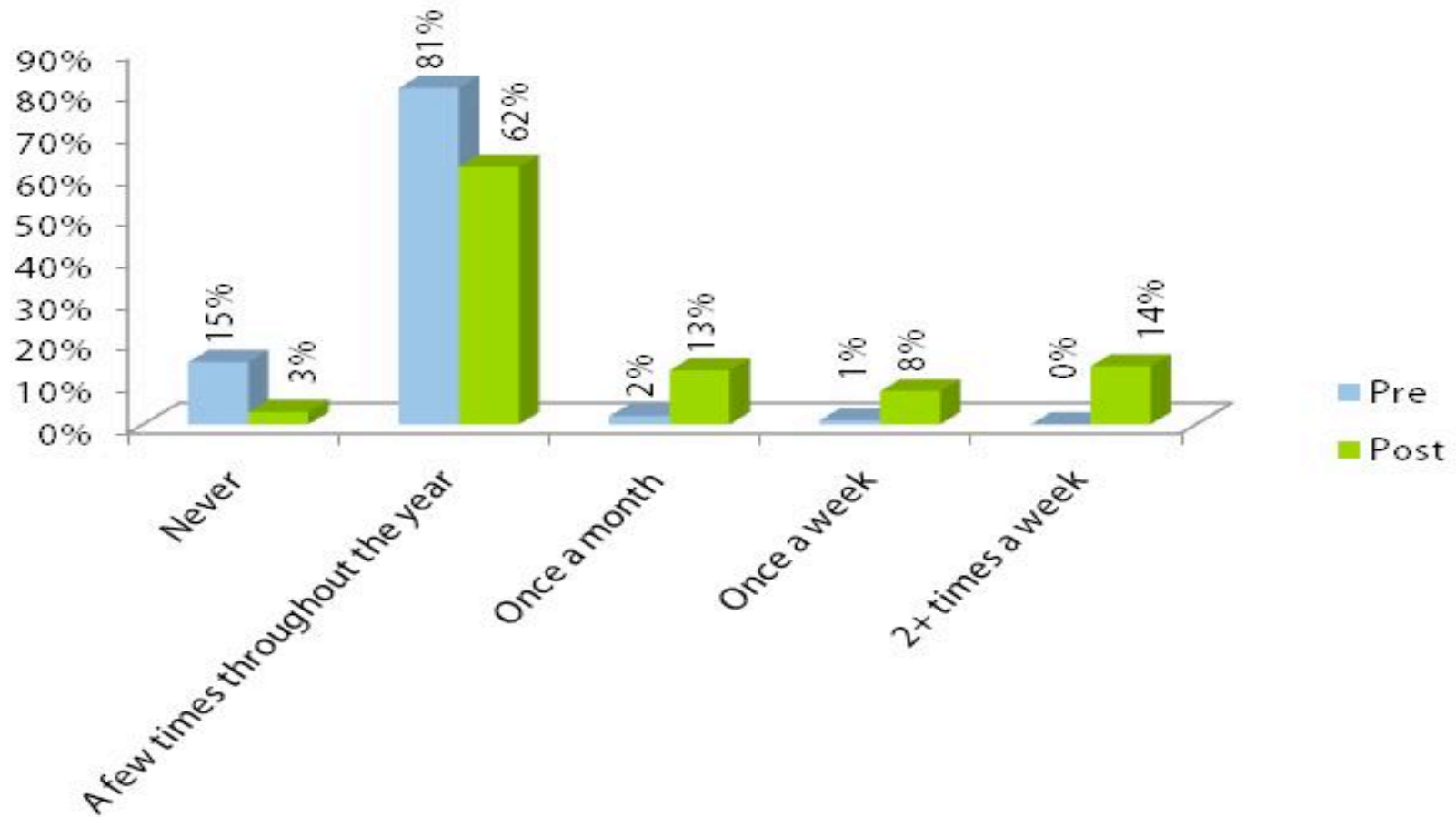
# bwell – 2009 Fitness Challenge

## Pre and Post Litter Removal



# bwell – 2009 Fitness Challenge

## PRE AND POST PHILANTHROPIC BEHAVIOUR (FOOD DONATIONS)



# bWELL – 2009 Fitness Challenge

## Evaluation Highlights:

- BEFORE THIS CHALLENGE, I USED TO FIND SO MANY EXCUSES AS TO WHY I COULDN'T FIND THE TIME TO EXERCISE. NOW, I SEE HOW EASY IT IS TO FIT IN 30 MINUTES A DAY!
- BEING PART OF A TEAM, I DIDN'T WANT TO DISAPPOINT THEM BY NOT PARTICIPATING TO THE BEST OF MY ABILITY. IT WAS A GREAT MOTIVATING FACTOR FOR BEING ACTIVE EVEN ON DAYS WHEN THE ENERGY LEVEL WAS DOWN. I WENT FROM BEING MODERATELY ACTIVE TO DOING A MINIMUM OF 60 MINUTES OF EXERCISE EVERY DAY. AN UNEXPECTED SIDE BENEFIT IS FEELING PROUD OF WHAT I'VE PERSONALLY ACCOMPLISHED, AND THAT I'VE CONTRIBUTED TO THE OVERALL SUCCESS OF OUR TEAM. AND, I'LL CONTINUE ON WITH BEING ACTIVE. THIS CHALLENGE HAS BEEN FUN AND I'D JUST LIKE TO SAY "THANK YOU FOR ORGANIZING THIS EVENT!"



# Bwell – 2009 Fitness Challenge

## Evaluation Highlights Continued:

- I HAVE BEEN TRYING TO LOSE WEIGHT (GOAL - 25 LBS) SINCE END OF SEPTEMBER. BEFORE I STARTED THE FITNESS CHALLENGE I HAD LOST 8.8 LBS OVER 6 WEEKS. AFTER I STARTED THE CHALLENGE (IN 3 WEEKS), I LOST ANOTHER 7.8 LBS. BRINGING MY TOTAL WEIGHT LOSS TO 16.6 LBS! THE ACTIVITY HAS CERTAINLY HELPED IN GETTING ME CLOSER TO MY GOAL WEIGHT...FASTER! AND I AM GOING TO KEEP IT UP...THE FITNESS ACTIVITY THAT IS...NOT THE WEIGHT! :0)
- I THINK IT WAS A GREAT EXPERIENCE FOR US ALL.



# Rogers Employee Wellness Program

## **BEST PRACTICES FOR CREATING AND MAINTAINING A SUSTAINABLE, SUCCESSFUL WELLNESS PROGRAM**

### **Why wellness?**

Between 1994 and 2005 Canadians aged 12 – 34:

261 % increase in high blood pressure

70 % increase in diabetes

19 % increase in obesity

### **Increases in Canadian health risks are due to:**

Sedentary lifestyles

Bad nutrition choices

Stress at work and at home

Smoking

Lack of awareness and understanding of health risk factors



# Rogers Employee Wellness Program

## **BEST PRACTICES FOR CREATING AND MAINTAINING A SUSTAINABLE, SUCCESSFUL WELLNESS PROGRAM CONTINUED...**

### **Strategic Corporate Choice:**

Health care benefit costs increase 13 to 15% each year

Burnout / Mental health issues are affecting 20 to 30% of a Canadian workplace

Absenteeism and presenteeism

Increased workloads

Aging workforce

Economic instability

Disengaged employees



# Rogers Employee Wellness Program

## **BEST PRACTICES FOR CREATING AND MAINTAINING A SUSTAINABLE, SUCCESSFUL WELLNESS PROGRAM CONTINUED...**

### **Healthy Workplace Critical Success Factors:**

Senior Level Support

A comprehensive strategic approach to wellness (including culture)

At least a 3 year commitment

Baseline measurements at outset (measurable outcomes throughout)

Clear long-term ROI expectations and goals

Expert partners sharing the same goals

Link internal resources

Communication and visibility (branding)

Wellness Champions (Committee/Network)

Continuous innovation / keep current

Make it fun and exciting!



# Rogers Employee Wellness Program

## **BEST PRACTICES FOR CREATING AND MAINTAINING A SUSTAINABLE, SUCCESSFUL WELLNESS PROGRAM CONTINUED...**

### **CLIENT EXPERIENCE:**

Program participation is typically around 20 to 40% of the workforce.

Evaluating programs is essential however 65% of workforces currently offering wellness programs do not evaluate (2009 National Wellness Survey, Buffett & Company Worksite Wellness Inc.).

By offering targeted wellness programs and by evaluating such programs, organizations can be guaranteed a healthier and happier workforce.



# Know Your Numbers Pilot Program

	<b>MALE</b>	<b>FEMALE</b>	<b>TOTAL</b>
<b>PRE CHALLENGE</b>			
<b>CLINIC</b>	15	31	46(92%)
<b>POST CHALLENGE</b>			
<b>CLINIC</b>	20	11	31 (62%)

PLEASE NOTE THAT EACH CLINIC HAD A PARTICIPATION CAP OF 50 REGISTRATIONS, AND THE PERCENTAGES NOTED ABOVE ARE BASED ON THE CAPPED REGISTRATION.



# Know Your Numbers Pilot Program

**TABLE 2**

<b>Number of Risk Factors</b>	<b>Pre Challenge Clinic N=46</b>	<b>Post Challenge Clinic N=31</b>
1 RISK FACTOR	13 (28%)	11 (35%)
2 RISK FACTORS	5 (11%)	2 (6%)
3 RISK FACTORS	1 (2%)	0 (0%)
4 RISK FACTORS	0 (0%)	0 (0%)

# Know Your Numbers Pilot Program

**Graph 1**  
**At-Risk Measurements for Pre and Post Challenge Clinics**

