



YMCA

We build strong kids,  
strong families, strong communities.

Your YMCA  
A charity open to all

## **BROCKVILLE AND AREA YMCA COMMUNITY AND CORPORATE WELLNESS PROGRAM**

### **EXECUTIVE SUMMARY**

Researchers have estimated that the economic return for wellness programs range from \$1.95-\$3.75 per employee for every dollar spent. Canadians spent 26 billion dollars, or an average of over \$850, on supplementary insurance and “out of pocket” health costs in 1999. Much of this insurance is obtained through their place of employment and is employer-sponsored. (*Canadian Lifestyle and Fitness Research Institute – 2006 Capacity Study*).

Health promotion programs in the workplace provide both employees and employers with a host of benefits, including improved corporate image, improved job satisfaction, improved employee morale, reduced staff turnover, increased ability to handle job stress, and decreased conflicts at work.

For the third straight year, Canada has received a failing grade (D), indicating that overall progress on improving physical activity among children and youth has stalled. The number of obese children and youth has increased by 35.7% from 2003 to 2006. Today, 52% of Canadian children are considered either over weight or obese. There is also less funding available to promote health and recreation amongst youth, that should diminish the epidemic of childhood obesity as well as its related burden on our health care system. The United Way of Leeds and Grenville has identified an overwhelming gap in recreation, leadership and programming for children and youth after school from 3-7 pm in Leeds and Grenville.

The key to our future is our youth; thus the progression of childhood obesity must be addressed. The burden on our health care system, dealing with childhood diabetes and other obesity related diseases, must be contained before this epidemic drains our resources and inhibits our country’s growth.

By becoming a Y Community and Corporate Wellness Partner, your donation to the Y allows your staff a preferred Y membership rate. The road to better and productive employees starts here. In turn, your donation based on the number of employees you have, will go directly to funding Health, Homework, Literacy and Leadership to children and youth, during after school hours.

Y programs focus on health promotion using the concept supported through the research of Dr. Fraser Mustard, in that **for every dollar you invest in an individual today, society will save seven dollars in health care costs in the future.**

## **Corporate Statistics**

- Current estimates from the National Population Health Survey indicate that the majority of Canadians (55%) are physically inactive.
- 16% of working Canadians report they missed work because of sickness, injury and disability for six or more days; 41% said one to five days.
- The likelihood of having no sick days away from work increases as workers' activity levels increase.
- 20% of Canadian workers report that their employer is very, or extremely supportive of workplace health and wellness programs, with most reporting moderate (18%) or little or no encouragement (61%). Of those reporting no support, 45% believe employer encouragement would help them be active. Of those having some support, 67% think that such support actually helps them to be active.
- Given the fact that 55% of the Canadian adult population are considered physically inactive, and therefore at greater risk of mortality and chronic diseases (including coronary heart disease, stroke, colon cancer and non-insulin dependent diabetes), it is important that the workplace play a more prominent role in promoting physical activity among Canadians.
- Employee absenteeism is costing Canadian companies \$15 billion annually. (2006 – *Organization for Economic Cooperation and Development*)

## **Vulnerable Youth**

For the third straight year, Canada has received a failing grade (D), indicating that overall progress on improving physical activity among children and youth has stalled. The number of obese children and youth has increased by 35.7% from 2003 to 2006. Today, 52% of Canadian children are considered either overweight or obese. There is also less funding available to promote health and recreation amongst youth, that should diminish the epidemic of childhood obesity as well as its related burden on our health care system.

The United Way of Leeds and Grenville has identified an overwhelming gap in recreation, after school activities for children and youth after school from 3-7 pm in this region.

- Physical Activity Programming at School – (2006 – Grade: C)  
Almost all elementary and middle school students in Canada participate in at least one physical education class per week, with an average of three classes of physical education per week.
- Training of School Personnel – (2007 – Grade: C-)  
24% of schools provide professional development on physical activity promotions to all staff, and 26% provide it only to physical education teachers.

- The 2007 Report Card on the Physical Activity of children and youth identifies the following recommendations.
  1. Engage and empower youth – with physical activity levels at their lowest point ever among teens, we must work directly with youth to find activities that will motivate and engage them into participating.
  2. Target the after school hours – research confirms that the six hour period after school is a “danger zone”, representing a lack of programming and a need for structure. Parents, schools and communities need to work harder to provide options for meaningful, physical activity opportunities during these hours.
  3. Establish immediately a reliable baseline with respect to the number of children who enrol in sports and physical activity.
  
- Two out of five Canadian schools report that they have fully implemented policies to ensure the ongoing funding of adequate physical equipment to meet the needs of students. Even proportions (30% each) report that such policies are partially implemented or that they have no policies for this.
  
- Obese children are at risk for a number of problems including:
  1. High blood cholesterol levels
  2. Type 2 diabetes (found only in adults until recently)
  3. High blood pressure
  4. psychological difficulties

### **Make the investment in your people**

In today’s fast pace and often stressful environment, optimizing the well being of your workforce is no longer seen as a luxury but as a pre-requisite for a successful business.

In fact, the investment you make in your employees offering them the opportunity to participate at the YMCA, will boost staff morale, their health status and send them a strong message that they are a valued and important part of your team.

The Brockville and Area YMCA has over 150 years of experience in providing health, fitness, and recreation programs to the communities of Leeds and Grenville. All YMCA programs and services focus on developing the spirit, mind and body of program participants. This wellness model approach allows participants to enjoy both the physical and psychological benefits of living a healthy, balanced lifestyle.

Participation in YMCA fitness programs and health enhancement workshops, will help your employees to be healthier in spirit, mind and body. This will have a direct and positive impact on their productivity in your organization and, in turn, on the future success of your company.

## **Proven Benefits Of A Workplace Wellness Program**

- DuPont's Worksite Health Promotion pilot sites saw a saving of 11,726 disability days and a return of U.S. \$2.05 for every dollar invested by the end of the second year,
- Johnson & Johnson estimated an **average saving of U.S. \$224.66 per employee per year** for the four years examined after the program introduction, with the bulk of the savings being in the third and fourth years,
- Canada Life Insurance saw a **return of \$3.43 on their fitness program**,
- Pacific Bell reported that overall absenteeism decreased after implementing a program,
- Coca Cola report saving \$500 every year per employee after implementing a fitness program, with only 60% of their employees participating,
- Coors Brewing Co. reported that for each dollar spent on their Corporate Wellness Program **they saw a \$5.50 return**, and the employees who participated **reduced their absentee rate by 18%**, and
- Prudential Insurance Company reported that the benefits costs for employees participating in their program were \$312, as opposed to \$574 for non-participants

## **How the Brockville and Area YMCA contributes to a solution** ***Serving Our Community, Serving Our Children***

The Brockville and Area YMCA offers opportunity for participation to all members of the community, even if they cannot afford to pay full fees. Our Financial Assistance program offers support through:

Membership assistance

Camperships

School programming

Any given year, the Brockville and Area YMCA provides access to the facilities and our programs to more than 850 individuals of all ages at a subsidized rate. These individuals are willing but unable to pay full fees. At least 40% of this number is comprised by children and youth. In total, our Financial Assistance program provided a value of almost \$325,000 to this community in 2006.

Your donation as a Y Community and Corporate Wellness Partner is used to fund any number of these needs. As well, your donation can be directed to one specific need only if that is your preference.

Our children and youth are in need of Health, Homework, Literacy and Leadership programs to enhance their lives and elevate their chances at being healthy and productive members of society. The Y's core values are Honesty, Caring, Respect and Responsibility. We genuinely care about the outcome of our children and youth and respect our responsibility to ensure every child has all-inclusive access to physical activity and experiential learning.

To be successful at what we do, the Brockville and Area YMCA has always relied on community partnerships. Becoming a Community and Corporate Wellness Partner with your YMCA, is your opportunity to make a difference in the outcome of our children's and our community's future!

## **THE BENEFITS OF BECOMING A YMCA COMMUNITY AND CORPORATE WELLNESS PARTNER**

As a partner in the Y Community and Corporate Wellness Program, your organization will receive many special and rewarding opportunities to participate in valuable Y programs and services at preferred rates. We will be pleased to work with you to design specific educational workshops for your staff that would best suit their particular needs and wishes. Offering opportunities for involvement in the Y, as well as participation in team building and health enhancement workshops which provide information that parallels your employees' health concerns, will not only demonstrate your company's genuine interest for the welfare of your employees, but will lead to a healthier and more successful organization.

The following are some of the benefits offered to your workplace and workforce through our Community and Corporate Wellness Program:

- Development of a stronger, healthier and more productive work force
- Decreased turnover and reduced rates of absenteeism
- Increased employee satisfaction and morale
- A preferred rate of 25 % off of the advertised rate on all Adult and Family Membership fees for employees enrolled in the program
- Thorough evaluation, with written report, of each participating employee's fitness needs delivered by a trained instructor
- "Lunch and Learn", YMCA Health Enhancement Workshops provided by our Health Wellness Professionals. Lunch will be provided and a range of current health topics covered.
- Regular information reports providing details on how your donation has helped assisted members and families
- Recognition as a Y Corporate Wellness Program Partner on the Y website, including a link back to your organization
- Recognition in the Y foyer for donations of \$500 or more, viewed by an average of 500 members daily
- Invitations to all Y Donor Recognition events

- Opportunity to network with other corporations through recognition events specifically designed to celebrate Y Corporate Wellness Partners
- Ongoing recognition in Y internal publications, including recognition in our Annual Report and newsletters
- The Knowledge that you have helped make a difference in the fight against childhood obesity and the lack of physical activity among our youth by providing direct funding to after hours school programs

*Your investment will make a meaningful difference in the fight to diminish the chronic conditions that inactivity has helped develop for Canadians, including childhood obesity.*

**Brockville and Area YMCA**  
**345 Park Street, Brockville, ON K6V 5Y7**  
**Phone (613) 342-7961 Fax (613)342-8223**  
**[www.brockvilley.com](http://www.brockvilley.com)**

