

# *Waterloo Region's Healthy Workplace Awards*

# *2012 Application Guide*



Reporting Period: June 1, 2011 – May 31, 2012  
Application Deadline: July 1, 2012



Region of Waterloo  
PUBLIC HEALTH

**Project Health**

Supporting Healthy Workplaces

[www.projecthealth.ca](http://www.projecthealth.ca)

# Waterloo Region's Healthy Workplace Awards 2012 Application Guide

## Purpose of the Awards Program

The purpose of the *Waterloo Region's Healthy Workplace Awards Program* is to recognize and celebrate workplaces in Waterloo Region who demonstrate a strong commitment to improved health for their employees.

Workplaces who receive an award demonstrate that they utilize a comprehensive workplace health promotion programming approach (see page 2) to enhance the health of their employees and work environment.

## Who We Are

Region of Waterloo Public Health works to build healthy and supportive communities by promoting and protecting health and preventing disease. We believe that health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity. Public Health works in partnership with the community to enhance our Region's health, with opportunities for all to reach their highest level of health.

The *Waterloo Region's Healthy Workplace Awards* is a program offered by Region of Waterloo Public Health to compliment the services and resources they currently offer through our workplace wellness initiative, Project Health.

As a Public Health program, Project Health and the *Waterloo Region's Healthy Workplace Awards Program* honour the commitment to meet and support Public Health values and standards. Due to this commitment, any organization affiliated with the tobacco industry will not be eligible for an award.

## Benefits to Your Workplace

There are many benefits to both the employer and employees to participate in workplace wellness.

Research has demonstrated that a financial commitment to the health of employees results in a positive return on investment for organizations (National Quality Institute, 2003). The benefits of supporting the health and wellbeing of employees far outweigh the costs in terms of employee health and productivity. Workplaces that have comprehensive wellness programs find that their employees' morale improves, energy increases, stress and injuries are reduced, and health is improved overall. Employers also report reduced absenteeism and turnover of employees, increased productivity, and improved corporate image.

By committing to workplace wellness, your company will benefit in the following ways:

- Increased ability to attract and retain excellent employees
- Enhanced image in the corporate community, particularly with customers and visitors
- Enhanced employee commitment and engagement
- Ability to be profiled as a champion for workplace health promotion and inspire other workplaces

—Health Canada, 2011

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## Health Promotion Strategies

You will notice that in the application, each topic is accompanied by check boxes categorized within four health promotion strategies. In order to make the greatest impact on the wellness of your employees and company, all four of the following approaches need to be considered in your wellness planning efforts.

Strategies	Purpose
Awareness Raising	Provides information to employees about the benefits of making healthy choices. (e.g., bulletin boards, Health Fairs, Newsletters, Wellness intranet information)
Skill Building	Helps to educate employees and develop the necessary skills to support a healthy choice. (e.g., campaigns, Lunch and Learns, programs that span several weeks)
Supportive Environments	Strengthen and enhance employees' healthy practices. These activities will make it easier for employees to make healthy choices. (e.g., group programs, bike racks, EAP services, and healthy food choices in vending machines)
Policy Development	Further enhances and sustains healthy practices by implementing healthy workplace policies. Helps clarify roles and expectations between employers and employees. (e.g., healthy food choices at meetings/events, smoke-free entrances, flexible work schedules to incorporate physical activity)

## Sample Health Promotion Topics

In the application, workplace wellness activities are categorized into the following health promotion topics:

- Physical Activity
- Healthy Eating
- Tobacco-Free Living
- Substance Misuse Prevention
- Sun Protection
- Breast Cancer Screening
- Cervical Cancer Screening
- Colorectal Screening
- Immunization
- Healthy Pregnancy and Transition to Parenthood
- Breastfeeding Support
- Road Safety
- Active Transportation
- Work Stress
- Work-Life Balance

***\*This is not an exhaustive list; feel free to add your own health promotion topics to the "Other Health Promotion Topic" sections on page 10 of the Application Form.***

## Award Criteria

### Bronze Award

- Choose one of the following health promotion topics: physical activity, healthy eating, or tobacco-free living
- The above chosen topic must include all four health promotion strategies (awareness raising, skill building, supportive environments, and policy development)
- Have at least 50 Health Promotion Strategy Points (see page 3)
- Have at least 30 Foundational Points (see page 3)

### Silver Award

- Must meet Bronze Award criteria above
- Select an additional health promotion topic that includes all four health promotion strategies
- Have at least 75 Health Promotion Strategy Points
- Have at least 50 Foundational Points

### Gold Award

- Must meet Silver Award criteria above
- Select an additional health promotion topic that includes all four health promotion strategies
- Have at least 150 Health Promotion Strategy Points
- Have at least 70 Foundational Points

***Note: The reporting period for all your wellness activities is from June 1, 2011 to May 31, 2012.***

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## Healthy Workplace Awards Points System

### Health Promotion Strategy Points

(max 200)

For each Health Promotion Strategy utilized in this application, points are earned to a maximum allowable limit.

#### Awareness Raising

**1 point each** (max of 20 points)

#### Skill Building

**2 points each** (max of 30 points)

#### Environmental Support

**5 points each** (max of 50 points)

#### Policy Development

**10 points each** (max of 100 points)

#### Notes:

- If you promote 10 topics areas each month, you can only claim a maximum of 20 points under awareness raising strategy.
- A supportive environment or policy development strategy that covers more than one topic area only counts once.  
(e.g. flexible work schedule policy which can be covered under Physical Activity, Cancer Screening, and Healthy Pregnancy etc. is only awarded 10 points once).

Remember to add up **all** your health promotion strategies in the **entire** application (not just the topic areas you focused on to meet award level criteria).

### Foundational Points (max 100)

The success of your wellness activities is often dependent on the steps taken to plan and evaluate wellness programming. Your workplace will be awarded Foundational Points for having in place essential components of a comprehensive workplace health program. Thirty (30) Foundation Points are required to be eligible for Waterloo Region's Healthy Workplace Award Program. The following questions will be asked on the application form and are worth 10 points each, up to a maximum of 100 Foundational Points.

- Q1** Have you made the business case to obtain management support for your wellness programming?
- Q2** Do you have a designated committee that is responsible for workplace wellness?  
If yes, is management represented on your committee?
- Q3** Do you have a current wellness plan that drives your initiatives?
- Q4** Have you surveyed employees about their needs related to health and wellness within the past 3 years?
- Q5** Do you regularly evaluate your wellness activities after they take place?
- Q6** Do you have a designated wellness/health professional on site?
- Q7** Do you have an Employee Assistance Plan (EAP)?
- Q8** Does your company support at least one community charitable event per year?
- Q9** Were you a recipient of another/wellness health related award in the past year?

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## Steps to Apply: Applying for an Award is Easy!

### Step 1

Complete an application form to describe your wellness programming efforts. Your application must include a completed Award Application Checklist (See Application Form, page 6). If you have any problems with accessing or filling out this form, call the Project Health phone line at 519-883-2287, or email Project Health at [projecthealth@regionofwaterloo.ca](mailto:projecthealth@regionofwaterloo.ca)

### Step 2

Once completed you have two options for submitting your application:

#### Email

Save the document to your computer as a PDF and email it to [projecthealth@regionofwaterloo.ca](mailto:projecthealth@regionofwaterloo.ca) indicate "Workplace Health Award Application" in the subject line.

#### Mail:

Healthy Workplace Awards  
c/o Region of Waterloo Public Health  
99 Regina St. S., 3<sup>rd</sup> Floor, Waterloo, ON N2J 4V3

### Step 3

You will be notified that your application has been received.

### Step 4

Your application will be reviewed and evaluated by an Awards Selection Committee. If further clarification is required, a member of the Committee will contact you for more information. A site visit to showcase your wellness programming may be requested.

### Step 5

Successful applicants will receive their award at the annual Healthy Workplace Awards Celebration Event held each October during Healthy Workplace Month. Information about this event will be provided at a later date.

### Submission Notes:

The information you will be reporting on in the application are the activities that you completed between *June 1, 2011 – May 31, 2012.*

This application is due by *July 1, 2012.*

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## Award Application Check List

1. Our primary health promotion topic required for the Bronze Award level is:
  - Healthy Eating
  - Physical Activity
  - Tobacco-Free Living
  - All four health promotion strategies were applied to the above topic.
2. Our 2nd health promotion topic required for the Silver Award level is:  
(must insert topic) \_\_\_\_\_
  - All four health promotion strategies were applied to the above topic.
3. Our 3rd health promotion topic required for the Gold Award level is:  
(must insert topic) \_\_\_\_\_
  - All four health promotion strategies were applied to the above topic.
4. We have achieved the minimum required Health Promotion Strategy Points
  - Bronze – 50 points
  - Silver – 75 points
  - Gold – 150 points
5. We have achieved the minimum required total Foundational Points
  - Bronze – 30 points
  - Silver – 50 points
  - Gold – 70 points
6. The workplace wellness activities reported on occurred between June 1, 2011 and May 31, 2012
  - Yes  No
7.  For every policy development strategy checked, we have included the name of the policy and the date it was implemented/revised/reviewed in the **Additional Notes** section on page 12.

8. All required contact information is provided in the application
  - Yes  No
9. We have included a brief company description of 250 words or less
  - Yes  No
10. We have included a Success Story of 350 words or less
  - Yes  No

Please **check all that apply**

- I give permission for our Success Story to be shared verbally at the annual Awards Celebration Event
- I give permission to share our workplace Success Story on the *projecthealth.ca* website

### 11. Wellness Programming Photos

Region of Waterloo Public Health would like to visually highlight workplace accomplishments during the annual Awards Celebration Event. We are requesting workplaces send us 10–15 photos (jpg/jpeg format) of your wellness programming activities for this purpose. Please select one of the following:

- I have included 10–15 photo files (jpg/jpeg format) of our wellness programming activities that can be used at the Awards Celebration Event

### 12. Declaration (required field):

- Our workplace **does not** have any direct or indirect association with the tobacco industry
- Our workplace is **in compliance** with the Smoke Free Ontario Act or municipal smoking bylaws, for a minimum of 12 months prior to this application
- Our workplace has a **record of compliance** with the Ontario Food Premises Regulation for a minimum of **12 months** prior to this application
  - Not applicable to our workplace as we do not have a cafeteria and/or café

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## Frequently Asked Questions

### 1. Can my workplace apply more than once?

Workplaces are encouraged to apply annually for these awards as a way of maintaining or expanding your comprehensive workplace health promotion programs.

### 2. Is there a deadline for the application?

Yes. The deadline is **July 1, 2012**. All applications received after that date will not be included in this year's award selection.

### 3. What is the reporting period for these awards?

For this award, only workplace wellness activities that occur between June 1, 2011 and May 31, 2012 are eligible for the 2012 award program.

### 4. How are workplace applications reviewed?

All applications will be reviewed by the Awards Selection Committee. If further clarification is required, the workplace will be contacted. Once the entire process is completed each workplace will be notified.

### 5. Who is on the Awards Selection Committee?

The Awards Selection Committee is made up of Region of Waterloo Public Health Project Health staff and local workplaces and agencies.

### 6. Can there be more than one award recipient for each category?

Yes! There may be several award recipients for each category.

### 7. If our workplace qualifies for an award, when will we receive the award?

Award recipients will receive their award at the annual Healthy Workplace Awards Celebration Event in October during Healthy Workplace Month.

### 8. What if our workplace does not qualify for an award?

If you do not qualify for one of the three levels of awards, we hope that this information will provide you with next steps in your program planning for the following year so that you can become a successful candidate in upcoming years.

### 9. Can I focus on different health promotion topics than those listed?

The listing provided is a sample to help get you started. If there is a topic that is not listed that is an issue for your workplace and your employees, then by all means, include it. The only stipulation is that the topic relates to health and wellness and of course, that you meet the minimum bronze, silver and/or gold criteria by selecting one of tobacco use, physical activity, and healthy eating.

### 10. What does 'policy' refer to in this award program?

One way to influence health behavior is through workplace health policies and procedures. A policy is a formal written statement that helps clarify roles and expectations between employers and employees. A policy typically includes an objective, definitions, and expectations of employee behaviour. In addition, a policy is generally: required, equitable, sustainable, incentive-based (punitive or positive), and enforceable (where there is meaningful consequences for unsafe, unhealthy, and/or prohibited behaviour).

A policy is NOT a guideline or recommendation.

### 11. Are guidelines the same as policies?

Sometimes guidelines are confused with policies. For example, a guideline exists when employees are provided with information that they may choose to utilize to help them make healthier lifestyle choices, yet there is no explicit expectation that the employee will follow the guidelines.

A policy is different than a guideline in that the behaviour outlined in the policy is expected and/or required of all employees, and that it is not up to the employees' discretion as to whether or not they will follow the policy.

### 12. Can one policy that covers many health topics count for each topic area?

No. If you have developed a policy that covers many topic areas, it only counts once for a total maximum of 10 points (e.g., Flex Time Policy).

### 13. Is having a policy the same as creating a supportive environment?

Supportive environments create an environment that fosters good health. Within a supportive environment, employees feel that the organization they work for provides them with encouragement, opportunities, and rewards for developing or maintaining a healthy lifestyle. Sometimes supportive environments are created in the absence of policy, and sometimes a policy may exist without a supportive environment.

### 14. Can one supportive environment strategy that covers many health topics count for each topic area?

If you have developed a supportive environment activity that potentially covers several topic areas it can only be counted once for a total maximum of 5 points (e.g., bike racks, walking groups).

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## Frequently Asked Questions

**15. If I check 'Other', do I need to specify what I mean by 'Other'?**

All 'Other' checkboxes require a written explanation. There is space available in all 'Strategies' columns for written explanations; however, if you require additional space, there is also section for free text at the end of the application.

**16. Do I add up the points for topic areas where we have not completed all four health promotion strategies?**

Yes. The application form applies to all of your workplace wellness initiatives – not just the topic areas that you have focused on to meet award level criteria.

**17. Why do you request photos?**

These photos will be used at the celebration event if your workplace is an award recipient. Taking photos of your wellness initiatives will also help you capture your successes in a visual way.

**18. What type of photos are you looking for?**

Consider taking photos of your activities, wellness committee, building/facilities, etc. Remember to get consent from employees who are in the photos.

**19. What is involved in a site visit?**

A site visit may be requested when being considered for an award. This is an opportunity for members of the Awards Selection Committee and/or Project Health staff to visit your company and meet with you face-to-face to hear all about your exciting wellness planning activities and have an opportunity to learn more about your company and site facility.

**20. Who would I contact if I require help with filling out this application?**

Support is available. Please contact Project Health at: Phone: 519-883-2287  
Email: [projecthealth@regionofwaterloo.ca](mailto:projecthealth@regionofwaterloo.ca)

### **Example 1: Supportive environment in absence of a workplace policy**

Workplace ABC cafeteria provider decides that it will offer a healthy entrée option every day. Although this is a positive health promotion activity, there is no formal expectation that it will continue. In this case, the cafeteria may decide that if the healthy entrée does not sell well, they would discontinue the item. Similarly, the cafeteria may consider a food item healthy; however, the workplace may disagree on the criterion that was used to determine if the item was healthy or not. If the workplace had a policy regarding healthy food items in the cafeteria, healthy/unhealthy food items would be clearly defined, and it would not be up to the discretion of the cafeteria to decide whether or not to sell a healthy entrée, or what types of foods are defined as healthy.

### **Example 2: Workplace policy in absence of a supportive environment**

Workplace ABC has a smoke-free workplace policy. Although they require that smoking does not occur on workplace premises (including workplace entrances and grounds) no other efforts are made to support employees with their smoking cessation efforts. A supportive environment that supports the workplace policy may include cessation support groups, benefits coverage for smoking cessation options, or other smoking cessation incentive programs.