



Springing into ACTION!

With the arrival of warmer weather, many of us are feeling the need to shed those extra winter pounds or once again enjoy the marvels nature has to offer us by spending time outdoors.

The Canadian Council for Health and Active Living at Work (CCHALW) is also looking to spring into action and has put in place the following new initiatives aimed at serving you better and providing continued leadership to the active living community:

Logo Makeover

Everyone can use a makeover after the dreary days of winter, and our logo was no exception!

The colour and style of the former logo was dated and rather difficult to reproduce in today's electronic environments such as the Internet.

Displayed for the first time in the top corner of this issue's masthead, the new logo is a modern graphic that more accurately reflects the Council's commitment to capitalizing on communication technologies to deliver its mandate.

'New & Improved' Council Website

Created in 2003, the initial Council website provided professionals in the active living and business communities with an online resource for the latest news and information from the field.

Now in its second year, the website has recently been revised and updated using current and emerging technologies to provide an interactive, knowledge-intensive service framework for workplace active living and health professionals.

The new site aims to be your 'one-stop shop' for information, resources, tips and other tools about improving employee health and wellness through active living in the workplace.

Available at www.cchalw-ccsvat.ca, site visitors can choose from the following options off the home page:

- **The Council:** a profile of the CCHALW and an overview of

the Council's projects & activities

- **News & Rumours:** check here first each time you visit for the latest news and site updates
- **Resources:** a variety of tools and other resources related to fostering health and active living in the workplace
- **Conferences & Special Events:** details of conferences and other special events focusing on health and active living in the workplace



- **Partners:** information about the Council's various partners and their collaborative efforts to boost health and active living in the workplace
- **Contact Us:** send us a question, comment or other message via e-mail

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The Business Case for Active Living at Work

Developed in joint partnership with Health Canada, the *Business Case for Active Living at Work* has been one of the CCHALW's principle initiatives. Well received by workplace health professionals across Canada and internationally, the Business Case website is a comprehensive resource dedicated to promoting the value of being active at and around the workplace.

The results of a Webtrend tracking survey for Health Canada indicate the website received more than a million 'hits' after it was launched, with corresponding e-mails of praise and requests for more information. The CCHALW has been active in responding to these enquiries and has added many new contacts to its database as a result.

Available at www.activelivingat-work.com, the Business Case website recently added Success Stories of Canadian organizations with effective health and wellness policies that recognize the many benefits of physical activity for employers and employees alike.

A new Success Story will appear every two months on the site, starting with BC Hydro & Accenture Business Services of BC. Stay tuned for Success Stories for Labatt Breweries of Canada, Vancouver International Airport Authority, and Veterans Affairs Canada!

Stairway to Health

Recently launched, Stairway to Health is a companion initiative to the Business Case for Active Living in the Workplace designed to help increase physical activity and subsequently boost health in Canadian workplaces.

Specifically, the project's goal is to develop and implement strategies that increase the use of stairways, and reduce the use of elevators and escalators by employees, throughout the workday.

Stairway to Health is delivered as a comprehensive, interactive web-based resource designed to help Canadian workplaces implement measurable programs to encourage everyday use of stairways by all employees.

To learn more about this unique initiative, please see the ad in this newsletter or visit the website directly at www.healthcanada.ca/stairwaytohealth.

National 'Fit for Life, Fit for Duty' Conference

The CCHALW, in partnership with the Police Fitness Personnel of Ontario (PFPO), the Ontario Association of Sport and Exercise Sciences (OASES), and Ontario Provincial Police (OPP), are organizing the first ever "Fit for Life, Fit for Duty" conference to be held October 20-24, 2004.

Held in Ottawa, this conference is open to delegates from across Canada who are involved in the promotion of active living at their respective facility or service, including:

- Law enforcement personnel;
- Fitness consultants, practitioners and trainers;
- Employee wellness consultants; and
- Individuals interested in improving their health.

The conference will allow both the partners and participants to share resources and knowledge from the field, as well as to host a meeting of those interested in the development of a certification program specifically aimed at workplace health promotion and active living professionals.

This conference is uniquely focused on the practitioner who is working hands-on with clients. Conference delegates will be able to choose sessions from three different tracks:

1. Occupational fitness;
2. Workplace health and wellness; or
3. General fitness issues and research.

Please visit the PFPO web site at: www.pfpo.org for more information.

What's In A Name? Enter Our Change the Newsletter Name Contest

We all know that FITNESS WORKS and it has for the past 16 years, serving as the CCHALW's newsletter title. However, just as the Council has evolved so must our newsletter and the term 'fitness' is considered too restrictive in light of how we view active living in today's world.

YOU can help! If you think you have a unique, catchy and relevant name for our newsletter, we'd like to hear it!

The winning suggestion will be published in the next newsletter and the winner will receive a membership to a physical activity class or a fitness centre of your choice, up to a maximum value of \$200.

Please e-mail your suggestion(s) to sbray@cchalw.ca, or contact us by mail at: CCHALW Newsletter Naming Contest, c/o Canada Safety Council, 1020 Thomas Spratt Place, Ottawa, Ontario, K1G 5L5, Attention: Suzanne Bray.

Contest closes at midnight, June 30th, 2004. The winner will be advised July 15th, 2004, by telephone and/or email.

Visit us in
cyberspace to
register!

This is the last issue of the CCHALW newsletter that will be printed and distributed by mail. From now on, all newsletters will be available via the Council's website, where you have the option to view articles on-screen, or print them out for easier filing and reference. If you haven't already registered your e-mail address with the Council, please visit the 'Contact Us' section in cyberspace at www.cchalw-ccsvat.ca to send us your coordinates. **There is no cost for registration.**



Guest Feature: *Adventure in Active Living*

By **Kendy Bently**, President
Kendrith Bently & Associates
*Corporate Health Promotion and
Fitness Consultants*

Sending your fitness club members in a raft down the 'Widowmaker Chute' on the Kananaskis River in Alberta - may sound like a way to put an end to your business! Not so, says Troy Delfs of the Shell Canada Limited Active Living Centre.

In fact, it's a wonderful method of recruiting and retaining members of the 12,500-sq. ft. corporate facility. However, he advises detailed planning, careful organization and attention to client safety and covering your bases with proper legal procedures.

It was in the early 90s that Health Canada and the Canadian Centre for Active Living in the Workplace (the predecessor to CCHALW) introduced the concept of active living to encourage Canadians to increase their activity levels.

It acknowledged that not all aerobic programs appealed to all Canadians, and that other approaches to encouraging people to be active were needed. Active living is '*all physical activity with no bounds.*' It means incorporating activity into all parts of life and not just the gym! It is more than sit-ups and running.

At the time, the emphasis had been on aerobics classes and gym workouts. Active living was meant to show that all activity -- such as walking the stairs, gardening, walking the

dog and bowling -- are bona fide activities that enhance the health of Canadians, not only physically but emotionally, spiritually and culturally as well.

This raft trip is one of the many active living special offerings of the Centre. Since Shell adopted the concept of active living in 1992, staff have sought ways to increase the variety of active programs for its members, Shell employees and their families. Programs have included:

- Mountain biking
- Snowshoe hiking
- Historical walking tours
- Avalanche safety courses
- Indoor wall climbing
- Rock climbing
- Scuba diving
- African dance
- Guided hikes
- Fly fishing
- Bird watching
- Inline skating
- Archery
- Swing, jive, ballroom and two-step dancing
- Cross-country ski trips
- Gardening talks and tours
- River rafting
- Kayaking
- Voyageur canoe trips
- Bicycle maintenance clinics
- Self-massage
- Physio ball demos
- Ballet workout
- Karate and self-defence

These programs are in addition to the more traditional activities such as yoga, tai chi, pilates, cardio box, ski conditioning, and athletic boot camp.

The philosophy behind the programming is to offer Shell employees and their families an opportunity to try an activity under the supervision of a qualified instructor or guide. That way, the participants can feel safe in knowing it will be well supervised and that they aren't making a huge financial investment in a long-term program which they may find they don't enjoy.

The idea is that, having tried a different activity, they can choose to join an ongoing community-based program if they enjoyed the activity and wish to continue it.

Shell has specifically chosen not to try to compete with established community programs. Their unique active living programs serve to provide:

- Raise awareness of the benefits of being physically active;
- Educate members about the activity, its equipment, its skill

requirements and how to get involved; and

- Provide an opportunity to try it out in a safe environment.

However, in developing this new approach to workplace fitness, the legal and safety concerns were increased because the Centre has less control over the environmental aspects and the instruction.

Some ways of enhancing the safety of participants and reducing the company's liability include:

- Having all participants sign an acknowledgement of risk, indemnity and waiver of liability form;
- Providing a detailed explanation of the activity to all participants including location, what to bring, length of time and any physical preparation necessary;
- Ensuring contractors have liability insurance, web coverage and current certifications (first aid, CPR, etc.);
- Using a contract of services outlining expectations you have of the contractor.
- If possible, have a staff person

participate to oversee safety and enjoyment of participants;

- If possible, giving a small intro/safety talk to all participants which includes responsibilities of parents for their own children;
- Advising participants to tell of any medical concerns the instructor/guide should be aware of; and
- Having staff attend risk management workshops so as to familiarize themselves with this issue.

Having said all this, you may be hesitant to offer these programs, but it shouldn't stop you from doing your homework and being diligent in providing a safe activity.

You'll find that many members realize they need to continue using the 'gym' to keep in shape to participate in many of the activities to prevent the Weekend Warrior syndrome. It also helps get new people into the Centre to find out that it isn't at all as intimidating as some think!

It's the essence of active living and living life to its fullest -- so put a little adventure into your programs and the lives of your members!

Take a Step in the Right Direction!

Think you don't have time to be physically active during your busy day? Why not take the *Stairway to Health* and start enjoying the many benefits active living offers! Available at <www.health-canada.ca/stairwaytohealth>, this online resource encourages Canadians to be more physically active simply by choosing the stairs instead of the elevator, especially at work. The website provides tools for workplaces to set-up a stair climbing program that's both fun and effective for employees.

Remember, taking the stairs is often faster than waiting for the elevator and burns five times as many calories. So, don't despair – take the stairs!

