

NEWS RELEASE



For Immediate Release

OCTOBER IS HEALTHY WORKPLACE MONTH!

Activate your workplace and increase productivity

Burnaby, BC (October 5, 2009) – October is Healthy Workplace Month, and the BC Recreation and Parks Association (BCRPA) is supporting workplaces and communities across British Columbia in promoting healthy living and physical activity. The Association is encouraging workplaces to sign up and receive resources, communications tools and programming suggestions to improve employees' health.

Resources participants will receive include access to information regarding healthy food and beverage sales, and communications tools like the Marketing Action Plan (M.A.P.), which provides templates and instructions on creating promotional materials like posters and point-of-decision prompts to encourage physical activity.

Participants will receive support in starting and maintaining workplace walking programs from BCRPA's Walk BC initiative and will be able to connect to fitness leaders for workplace programs.

The Public Health Agency of Canada states that work performance improves by a factor of up to 15% when people are regularly physically active¹. Other benefits to businesses and organizations that have active employees include reduced illness and stress, reduced absenteeism and increased employee retention.

"Research has widely shown the benefits to employers and employees of investing in workplace wellness programs," said BCRPA Chief Executive Officer Suzanne Allard Strutt. "Healthy workplaces lead to healthier communities."

Teck Metals Ltd., Trail Operations has long been a proponent of workplace wellness through their Inspiring Wellness and Learning program, and has participated in other BC Recreation and Parks Association programs to promote healthy living within their workforce. "Healthy Workplace Month is an excellent time to bring awareness to the components of active living," says Megan Olson, coordinator of Inspiring Wellness and Learning, Teck Trail Operations. "The impact of workplace wellness affects the individuals, the organization and trickles into local municipalities and families of employees."

To register with BCRPA and become involved in Healthy Workplace Month, visit www.physicalactivitystrategy.ca.

¹ BCRPA Active Workplace Workbook, BC Recreation and Parks Association, pg. 8

BACKGROUND:

Healthy Workplace Month

Healthy Workplace Month is a nationally recognized event from October 5 – November 1 that aims to raise awareness of workplace health and increase the number of healthy workplaces in Canada. BCRPA is offering workplaces and communities throughout BC the opportunity to participate in activities and awareness-raising campaigns to improve physical activity and healthy living within the workplace.

The British Columbia Recreation and Parks Association is a not for profit organization dedicated to building and sustaining active healthy lifestyles and communities in BC. Established in 1958, the Association is a central resource agency for members and stakeholders of the parks, recreation, physical activity and culture industry, providing leadership, training and support to help meet national, provincial and local priorities. Through a diverse network of partners and extensive programs and services, BCRPA actively advocates accessibility and inclusiveness to recreation and physical activity and strives to bridge the gap between recreation and sport.

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