

# A Healthy Workplace Everyone Matters

Heart and Stroke Foundation Annual Workplace Wellness Conference  
April 12, 2011, Casino New Brunswick, Moncton



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# Welcome Messages...

## *Welcome Message from the President of the Heart and Stroke Foundation of New Brunswick:*

Dear conference participants,



It gives me great pleasure to welcome you to Moncton and to the Heart and Stroke Foundation of New Brunswick's Annual Workplace Wellness Conference.

Our goal for this conference is to help workplaces and organizations in the province create cultures that promote trust, respect, effective communication and recognition of employees' needs. This year's program will offer the tools to empower you, a wellness champion, to engage your workforce in the process of

building a healthy workplace.

We are thrilled to have the opportunity to share the expertise of some great workplace wellness champions including Graham Lowe who will provide you with key strategies from his new book "Creating Healthy Organizations", and Karen Liberman who will help you "change minds at work".

Enjoy the conference and I hope that the day brings shared best practices, energy and enthusiasm that extends wellness throughout workplaces in New Brunswick.

Cleo Cyr

President, Heart and Stroke Foundation of New Brunswick

# Agenda at a glance...

<b>9:00-9:15</b>	<b>Welcome</b>
<b>9:15-10:45</b>	<b>Keynote Speaker – Graham Lowe</b>
<b>10:45-11:15</b>	<b>Nutrition Break/Exhibit Viewing</b>
<b>11:15-12:15</b>	<b>From Awareness to Action</b>
<b>12:15-1:00</b>	<b>Lunch/Exhibit Viewing</b>
<b>1:00-1:30</b>	<b>Wellness at Heart Awards Presentation</b>
<b>1:30-2:00</b>	<b>New Brunswick Success Stories</b>
<b>2:00-2:15</b>	<b>Break</b>
<b>2:15-3:45</b>	<b>Keynote Speaker - Karen Liberman</b>
<b>3:45</b>	<b>Wrap up</b>

# Agenda...

## 9:00-9:15 - Welcome

## 9:15-10:45 - Building Healthy Organizations for Sustainable Success

**Presenter: Graham Lowe**

Workplace expert Graham Lowe draws on his new book, *Creating Healthy Organizations*, to offer a fresh perspective on how you can make your organization more sustainable in human terms. The session provides action insights and tools that will help you put in place the four building blocks of a healthy organization: a positive culture, an inclusive approach to leadership, a vibrant work environment, and inspired employees. Examples will illustrate how change agents can help their unit, department or organization navigate its own healthy organization path, involve co-workers in the process, and put in place the foundations for sustainable business success.

## 10:45-11:15 - Nutrition Break/Exhibit Viewing

## 11:15-12:15 - From Awareness to Action

**Presenter: Jennifer Hubbard**

The Economical Insurance Group, a large Canadian property and casualty insurance company, has truly embraced organizational wellness even in the midst of a challenging economy. With strong leadership support and a comprehensive strategy, it has succeeded in engaging 70% of its 2,500 employees in its healthy workplace journey – a commitment that won the company a Who's Who in Workplace Wellness award. This journey began with a focus on building awareness and has moved to one of action. This case study will show the path Economical took and will provide insights into the steps organizations can take to pursue their own wellness journey.

## 12:15-1:00 - Lunch/Exhibit Viewing

## 1:00-1:30 - Wellness at Heart Awards Presentation

The Wellness at Heart Awards Program recognizes organizations that help employees lead healthier lives, both at work and at home with an award. This program is a joint initiative of the Heart and Stroke Foundation of New Brunswick, the Government of New Brunswick and the College of Psychologists of New Brunswick.

## 1:30-2:00 - New Brunswick Success Stories

**Presenters:**

**Steve Adsett and Cody Arnold – Bird Construction New Brunswick**

**Darlene Farrell – Irving Oil Refining, G.P.**

We are happy to be able to welcome 2 different New Brunswick success stories to the conference and have them share with us the positive results they have experienced after implementing their individual workplace wellness programs in their organizations. The best way to become inspired is by learning first hand the successes of those around us.

## 2:00-2:15 Break

## 2:15-3:45 - Changing Minds at Work: Seeing the Unseen-the Invisible Disability

**Presenter: Karen Liberman**

This interactive session will blend personal insights, factual information and collaborative group discussion to examine how organizations can take steps to create healthy workplace environments and put in place practices, fundamental to managing mental ill health. We will explore the challenges of dealing with individuals' mental health issues - at work, off work and returning to work - and approaches to dealing with these. Audiences can expect to be engaged, will leave with practical resources they can turn to and suggestions they can act on.

## 3:45 Wrap Up

# Keynote Speakers...



## **Graham Lowe**, President of The Graham Lowe Group Inc.

The Graham Lowe Group Inc. ([www.grahamlowe.ca](http://www.grahamlowe.ca)), is a workplace consulting and research firm specializing in high-quality, high-performing work environments. Graham is a professor emeritus at the University of Alberta. He has over two decades of organizational, labour market, and employment policy consulting experience across Canada and internationally. Graham's publications include *The Quality of Work: A People-Centred Agenda* (Oxford University Press) and he is co-author of a popular university textbook *Work, Industry and Canadian Society*, now in its 6th edition. He regularly contributes articles to practitioner publications such as *Canadian HR Reporter*, *Canadian Business*, *Health & Productivity Management*, and *Healthcare Quarterly*. His latest book, *Creating Healthy Organizations*, was published in 2010 by Rotman/UTP Publishing ([www.creatinghealthyorganizations.ca](http://www.creatinghealthyorganizations.ca)). As a "thought leader" on work issues, Graham has given hundreds of conference talks and workshops and is a frequent media commentator.



## **Karen Liberman**, Executive Director Mood Disorders Association of Ontario (MDAO)

Karen Liberman is well-known for her presentations, focused on mood disorders, mental illness and the discrimination and stigma that can result. Above all, she is a shining example of hope and recovery, having recovered from a decade-long battle with severe clinical depression.

Karen was recently featured in the Mental Health Commission-sponsored CTV spots with Valerie Pringle, as well as in the *Globe Mail* "Breakthrough" series on mental health recovery. She has been honored by *Chatelaine* as a Health Hero and by the Royal Bank of Canada for her work combating the stigma of mental illness. Among other awards and accolades, Karen received the Courage to Come Back Award from the Centre for Addiction and Mental Health (2003), the Ontario Psychological Association's Public Service Award (2004), the Toastmasters International Communication and Leadership Award (2005) and the prestigious Douglas Utting

Award for battling the stigma of Depression (2008). Karen plays a lead role on the Mental Health Commission's "Hallway Group", that provides perspective, through the lens of the lived experience, on the Commission's anti-stigma work. And she has been very active, across Canada, educating audiences as to the relevance and realities associated with mood disorders.

### **Conference Site**

Casino New Brunswick, 21 Casino Drive Moncton

**\$143.00** This special guestroom rate is available to you when making a reservation in the block of rooms reserved for this conference. For reservations call **1-506-861-4661**.

### **Language Services**

The conference is conducted in English with French translation services available. All powerpoint presentations will be visually displayed in both English and French.

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