

2011 Buffett National Wellness Survey results now available

We're very pleased to announce that the 2011 Buffett National Wellness Survey results were released Tuesday, October 25 at an invitation-only Breakfast Presentation in Toronto, and in [a news release](#).

Have Canadian businesses embraced the wellness opportunity?

Key findings this year reinforce the importance of a strategic approach to wellness. Nearly all survey respondents (97%) felt that the **health of their employees influences their organization's overall performance** and most organizations offer wellness programs (72%). However, the majority are not taking the type of strategic approach required to make a significant positive impact on their employees' wellbeing. For example, less than a quarter (22%) of organizations offering wellness programs conduct an employee needs assessment – a necessary step in designing a targeted program that will deliver results. The proportion of organizations that consistently evaluate the outcomes of their wellness initiatives is also small (36%), meaning the majority are foregoing the opportunity to learn what is working and what might be improved upon.

Additional findings include:

- Organizations continue to embrace and prioritize workplace wellness despite tough economic conditions
- Only a small percentage of organizations are offering comprehensive programs with broad offerings
- Key barriers to offering workplace wellness continue to be lack of budget and lack of staffing
- Small businesses emerge as a strong Canadian growth sector with unique workplace wellness challenges – citing resources and affordability as barriers

About the 2011 Survey

The survey was launched in 1997 by Buffett & Company Worksite Wellness. In July 2011, Sun Life acquired Buffett & Company. With a commitment to workplace wellness that's stronger than ever, the integrated team focused on the delivery of this insightful 2011 survey.

The survey was conducted over the spring and summer of 2011. A national sample of 677 Canadian employers participated in the online survey. Respondents represented public, private and non-profit organizations ranging in size from less than 100 employees to those with more than 2,500 employees.

Release of findings

The inaugural Sun Life Wellness Institute™ Breakfast Presentation launched the release of the 2011 Buffett National Wellness Survey. The results of this much anticipated and renowned survey were presented in Toronto on October 25. A national news release followed. A second presentation will be delivered in French in Montreal on November 9, with a Quebec-focused news release on that day. The Breakfast Presentation is open by invitation only to clients, prospects, consultants and advisors. If you are in the Montreal area and would like to attend, please contact your Sun Life group benefits representative.

For more information on [the survey results](#) and the Sun Life Wellness Institute, visit sunlife.ca/wellnessinstitute.

Questions?

Please contact your Sun Life Financial group benefits representative.