

DaimlerChrysler Canada and the Canadian Autoworkers bring innovative programs to employees

In 2004, DaimlerChrysler Canada Inc. (DCCI) and the Canadian Auto Workers (CAW) committed to providing a healthy and safe workplace and optimize employee wellness and morale. The result is a collaborative effort between DCCI and the CAW to deliver programs that improve the health, safety and well-being of over 60,000 DaimlerChrysler employees, retirees, and their families.

“We recognize that healthy employees are motivated, high-performing individuals who can provide us with the opportunity to be successful competitors in our global industry,” says Rick Thrasher, Senior Manager, Benefits, Hourly Compensation & Employment, DaimlerChrysler Canada Inc. “The health, safety and wellness of our employees, retirees and their families is a priority for DaimlerChrysler Canada and our CAW partners.”

This comprehensive policy on employee well-being ties together various initiatives including health and safety, education and training, environment, wages and benefits, on-site health and wellness services and other related initiatives. This focus on health, safety and wellness has produced in a number of positive results, including a decrease in injury rates, a decrease in the severity of injuries, a decrease in cardiovascular risk factors for program participants and DaimlerChrysler Canada has been consistently rated one of the best benefits providers in Canada.

The collaborative partnership between the company and the CAW has also resulted in a new wellness program called *Working*

Toward Wellness. The goal of *Working Toward Wellness* is to improve the health and wellbeing of DCCI

employees, retirees and their families through a comprehensive multi-component approach. A local wellness committee has been established at each worksite and includes representatives from the CAW and DCCI management.

This is an innovative program supported by health units across the country. This is a first in Canada where private and public resources are combined to deliver a wellness program of this magnitude, and the program has quickly become an industry benchmark. DCCI and the CAW were honoured with the National Quality Institute’s Healthy Workplace Award in recognition of these efforts in 2004.

“When we first started the *Working Toward Wellness* program, we began with broad based objectives and programs,” adds Thrasher. “Through surveys and employee feedback, we continue to evolve the program and our activities. We try to deliver programs that our employees want and need.”

“Employees are excited about our health, safety and wellness programs and are increasingly becoming more engaged,” Thrasher says. “We have received positive feedback and have seen a willingness for employees to share motivational stories and accomplishments.”

Employing almost 12,000 Canadians, DaimlerChrysler is the second largest vehicle manufacturer in Canada with business and parts distribution centers located across the country dedicated to supporting the sales, service and marketing of Chrysler, Jeep®, Dodge and Mopar products.



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