

# Is nutritional counselling part of your employee health plan?

**It should be!**

## Seize the Opportunity

Amend the list of covered practitioners to include all those able to provide the service and supported by CANNP.

Chronic disease cause **65%** Canadian deaths each year.  
**1 in 5** Canadians are living with a chronic disease.  
 About **4 in 5** Canadian adults have at least one modifiable risk factor for chronic disease, including healthy eating. Canada has among the **highest adult obesity rate** of the OECD countries.  
 More than **50%** of Canadians aged 12 years and older consume **less than 5 fruits and vegetables per day**.<sup>1</sup>



### ACCOMPLISH

**Educate** to help modify habits in a more natural & sustainable way  
**Improve** eating habits & weight control  
**Encourage** healthier lifestyles to lower chance of disease  
**Answer** massive public swing toward more natural health alternatives

The industry needs to provide benefit plan programs that encourages and supports all employees to maintain or improve their health before the consequences of poor habits decrease the quality of their lives.<sup>2</sup>



### DECREASE

**Illness**, less occurrence & severity  
**Absenteeism** of employees  
**Presenteeism**, working while ill leads to reduced productivity  
**Benefit plan costs** by way of reduced drug & para-medical claims  
**Disability claims** & other related costs

Those who improved their diet significantly improved their presenteeism (Pelletier et al., 2004).  
 Reductions in health risks, such as poor diet, are associated with positive changes in work productivity.<sup>3</sup>



### INCREASE

**Choice/Control** by employee of health practitioner/approach and health outcome  
**Productivity** with improved physical wellbeing and reduced stress & anxiety  
**Happier, more energetic** optimally nourished employees  
**Attraction/retention** of health-focused employees  
 Healthier employees mean a **healthier bottomline**

CANNP members are graduates from select educational institutions and must meet strict annual upgrading criteria.  
 Each member is an expert in the field of nutrition.  
 Members must carry professional liability insurance to protect their clients and themselves.  
 Each member is bound by a Code of Ethics, Scope of Practice, & Disciplinary Procedures.  
 CANNP Members hold a wide variety of impressive credentials and accomplishments.



### CANNP Members

**Expert** in the field of nutrition & healthy living  
**Explores** employee needs as a whole, understanding each person is unique  
**Preventative** approach, not responsive or reactive  
**Advice** founded on evidence-based and holistic principles  
**Supported** by CANNP as NNCP and/or RNT

<sup>1</sup> <https://www.canada.ca/en/public-health/services/publications/healthy-living/how-healthy-canadians.html>  
<sup>2</sup> <http://www.wellknit.ca/blog/contrary-to-popular-belief-canadian-employers-do-not-provide-health-benefits>  
<sup>3</sup> [https://www.who.int/dietphysicalactivity/Proper\\_K.pdf](https://www.who.int/dietphysicalactivity/Proper_K.pdf)