

# COMMUNIQUÉ

To group insurance plan administrators  
Health and wellness

## Total wellbeing | World Mental Health Day is coming up

More than one in five Canadian employees (22.2%) suffer from a mental health problem that can affect their productivity, according to the Conference Board of Canada<sup>1</sup>. This is a major concern for companies, both for group insurance plan administrators and their members.

October 10 is World Mental Health Day, and we're taking the opportunity to take stock of mental health issues, perceptions and behaviours in the workplace.

To do so, we're curating a range of content for plan members in a campaign aimed at group insurance plan administrators.

### A captivating podcast

Mental health issues are on the rise, and their effects can be far-reaching. Fortunately, awareness-raising initiatives and resources to help those affected are also on the increase.

In this podcast, our expert Myriam Auclair highlights, most notably:

- The importance of understanding the interrelationships between mental health, physical health and overall wellbeing.
- The need to recognize warning signs and show empathy.
- Factors and actions that positively influence mental health.

Listen to the podcast:

[Keys to optimal personal and professional mental health](#)



## Stay tuned

On October 10, World Mental Health Day, we'll be putting out a new podcast for plan members. It will explore ways of helping loved ones with mental health problems, and will be made available in My Client Space.

## A practical guide

To raise awareness among group insurance plan administrators and their staff, offer useful tips and help them change their perceptions and behaviours about mental health, we're rolling out a [practical guide](#).

Deployed last spring for Mental Health Week, it contains five easy-to-read fact sheets that highlight essential topics such as:

- Stress management
- Life-work balance
- Impact of physical activity, sleep and diet on mental health

The fact sheets offer:

- Wellbeing-focused **challenges**
- **Content** on different mental health themes
- **Advice** on healthy lifestyles
- **Resources** for delving deeper into certain subjects



DISCOVER THE GUIDE

## How to distribute the content to your employees

We invite you to use the following [email](#) (Outlook format) to send out on October 10 to mark World Mental Health Day.

## Health and wellness programs for your employees

World Mental Health Day can be a good opportunity to review the services and tools available in your group insurance plan. Our programs enable employees and their families to get personalized support and follow-up from qualified professionals.

Please see the [Well-Balanced® webpage](#) for the wide range of services that we offer to organizations.

If you have any questions or would like to enhance your health and wellness services for your employees, please contact your advisor or your iA Financial Group Account Executive.

**We support organizations' employees at each step of their total wellbeing journey through advice and resources that fit their needs.**

<sup>1</sup> Conference Board of Canada: [Future-Proofing Investments in Workplace Mental Health: Meeting Employees' Evolving Needs](#)

You, as the plan administrator, have an important role to play in informing your plan members about their group insurance plan. We also look to your support to give them all explanatory and administrative documents upon enrolment or upon request. We will help you show them where they can consult this documentation if it is not available in hard copy. If you have any questions, please feel free to consult your administrator's guide or to contact your local Account Executive or Client Relationship Manager.

This communiqué and past publications are also available on our website at [ia.ca](#).

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