

Welcome to the SIG University Webinar Series:

# What Leading Companies Are Doing to Support Employees' Emotional Health & Families

Daniel Freedman | *Co-Founder & Co-CEO of BurnAlong*

*July 23, 2020*



During the webinar if you have any questions please feel free to...

📱 Text Richard: **(443) 250-8606**

✉ Email Richard: **[richard@silbs.com](mailto:richard@silbs.com)**

💬 Zoom Chat: Enter questions via the “**Chat**” feature in the Zoom meeting

**QUESTIONS?**

# REMINDERS

Slides and resources will be emailed after the webinar and are available on **[silbs.com/sig-university](https://silbs.com/sig-university)**

Your feedback is important to us.

**COMPLETE OUR [SURVEY](#)\*\***

\*\*All completed surveys will be entered in a raffle to win a \$100 donation to the charity of your choice!\*\*

**Congratulations to last week's winner, Surbhi Seth from Springboard Community Services. We are proud to support Springboard Community Services!**





# WEBINARS

## RECORDINGS

### New and Recent Considerations for Re-Opening the Workplace

**Presenter:** Doug Desmarais, Esq., *Smith & Downey*

## UPCOMING

### Workplace Wellness Programs and Compliance with DOL & EEOC Rules

**AUGUST 12TH, 12 PM – 1 PM EST**

**Presenter:** Stacy Barrow, Esq., *Marathas, Barrow & Weatherhead*

### **Moving Out of Your Comfort Zone and Into the Struggle: A Discussion on Leading through Change**

**AUGUST 21ST, 10 AM – 11 AM EST**

**Presenter:** Chevonne Hall Smith, *Chief Executive Officer*

*Baltimore Leadership School for Young Women*



## RECENT INSIGHTS

### WHITEPAPER

[COVID-19 and Affordability for Applicable Large Employers](#)

### BLOG POST

[Mustering Employer Resources to Combat Mental Health Issues](#)

### PODCAST RECORDING

[Navigating Together: Supporting Employee Wellbeing During Uncertain Times](#)

The background of the slide features a warm orange-toned image. It depicts a pair of hands holding a tablet computer. Overlaid on the image is a faint, white geometric pattern consisting of interconnected lines and dots, resembling a network or data structure. The overall aesthetic is professional and tech-oriented.

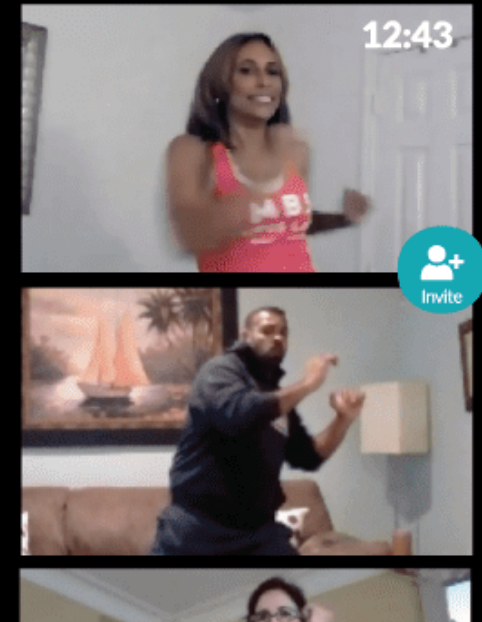
# **If you are a Mid-Atlantic employer with 50 or more employees, then you are invited to participate in the 2020 Mid-Atlantic Benchmarking Survey**

Our survey provides companies with comparable benchmarking data for:

- Medical Plans
- Dental, Life, and Disability Benefits
- Innovative Benefits & Strategies
- Wellness & Vision
- Other Specialty Benefits

[silbs.com/benchmarking](https://silbs.com/benchmarking)

**2020 MID-ATLANTIC  
BENCHMARKING  
SURVEY**



 BURNALONG

# *Webinar: What Leading Companies Are Doing to Support Employees Emotional Health and Families*



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- Daniel Pre-COVID Bio:
  - Co-Founder and Co-CEO of BurnAlong
  - Wall Street Journal, Forbes,
  - United Nations,
    - Co-author of NYT top-10 bestseller
  - CSO at Intelligence Consultancy TSG
  - London School of Economics
- Daniel COVID Bio Additions:
  - Spouse who also works full-time
  - Kids (Camp Co-Director, Educational Co-Coordinator, School Teacher)











# Working remotely with kids



**Today's Health Crisis  
is Forcing  
Employees and  
Families to Stay  
Home  
... That Brings New  
Health Challenges**

**Example: Social  
Isolation**

*Research has linked  
social isolation and  
loneliness to higher  
risks for a variety of  
physical and  
mental conditions\**

\*Source: NIH: Includes "high blood pressure, heart disease, obesity, a weakened immune system, anxiety, depression, cognitive decline, Alzheimer's disease, and even death."



# HEALTH & WELLNESS PERSONAL JOURNAL.

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THE WALL STREET JOURNAL.

Tuesday, July 21, 2020 | A9



FROM TOP: AL BELO/GETTY IMAGES; MELISSA DODD

◀ Olivia Grant, right, and her grandmother, Mary Grace Sileo, embraced through a plastic barrier in Wantagh, N.Y.

▼ DeeDee Dodd, center, with her daughter Melissa and grandchild Ari in 2018.

role in the connections between them. It helps regulate brain plasticity, which is important for memory and learning.

Social stress induces increased production of the damaging protein beta-amyloid and likely contributes to a chain of events that interferes with the production of BDNF, according to animal research at the National Cheng Kung University in Taiwan. Conversely, social interaction improves memory through a different biochemical chain of events.

Isolation and loneliness could be important factors in the development and progression of dementia and Alzheimer's, studies indicate.

And isolation might be setting elderly people up in other ways. The link between isolation and cardiovascular disease is well established. Isolation and loneliness can affect blood pressure, raise stress hormones like cortisol and elevate blood cholesterol.

People with weaker social ties are, on average, 30% more likely to die early or develop cardiovascular disease, according to two analyses of the research.

Families of isolated residents in nursing homes must read the tea leaves to discern changes. Tami Crady, a project manager for Bayview Plaza,

## Quarantining the Elderly Is Harmful to Their Health

BY BETSY MORRIS

lar and other types of disease, worsening dementia and Alz-

had been living in a nursing home in Turlock, Calif. for

professor and geriatrician, shared in testimony before a Senate hearing in June.

"We don't exactly know how this will play out, but the longer it goes on, the more worried I will become," Dr. Perissinotto said. "I am most worried about functional and cognitive decline."



# Loneliness, Depression, Inactivity



- **Loneliness**

- 75% feel more socially isolated
- 67% report higher stress

- **Mental Health**

- 21% increase in prescriptions filled for depression, anxiety, and insomnia since Feb 2020
- 78% of those were NEW or first-time prescriptions

- **Physical Activity down. Junk Food Sales Up**

- Pretzels (+47%), Chips (+30%)

*On top of an already pre-COVID systemic problem:*

**People don't do the health & wellness programming they need.**



**40% Obesity  
Among Adults**



**78% Adults 55+ Have  
Chronic Conditions**



**Only 41% of People  
Dealing with Mental  
Health Issue Get Help**



**–15% NPS Score for  
Corporate Wellness**

# What Are Parents Thinking About?



- Are my kids happy and healthy?
- Am I keeping them busy and productive?
- Are they getting the social experiences they need? Are they okay without their friends?
- What happens with school and physical activities in the Fall?
- Are they learning?
- Will my company / job survive?



# What Are Leading Employers Thinking About?



- How are we supporting employees with kids?
- How are we supporting employees with family members at risk?
- How are we supporting employees' and families health?
- How are we factoring in physical and mental health?
- How have we adopted our offering to the COVID “new normal”?

# Bottom line: Happy and Healthy Employees are Good for Business

*“Do well by doing good”*  
– Benjamin Franklin

High performing organizations are...



## 11X more likely

To have a broad employee wellbeing strategy

...than low-performing organizations.

Source: Bersin, Deloitte Consulting.



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**Business**

**The  
Economist**

The importance of people people

# The coronavirus crisis thrusts corporate HR chiefs into the spotlight

In a pandemic, a chief people officer can make or break a company

# What Should We Be Doing?



- Assess whether current workplace policies effectively support families. (UNICEF)
  - Help workers and their families cope with stress. (UNICEF)
  - Introduce flexibility for working parents
  - Modelling by Leadership of Physical and Emotional best practices
  - Introduce New Tools to Support your teams
    - Socializing (Online)
    - Physical Activity (Online)
- } CDC guidelines



# The BurnAlong Solution

*Bringing People Online What Works In-Person*



## 1. Choice and Diversity: Catering to Everybody.

*Online videos from 100's of instructors across 45+ categories.*

## 2. Social: Real Live Motivation. *Including option to invite others to join you live for real motivation.*

## 03 Personalization:

*Machine Learning for guidance.*

# 45+ Categories

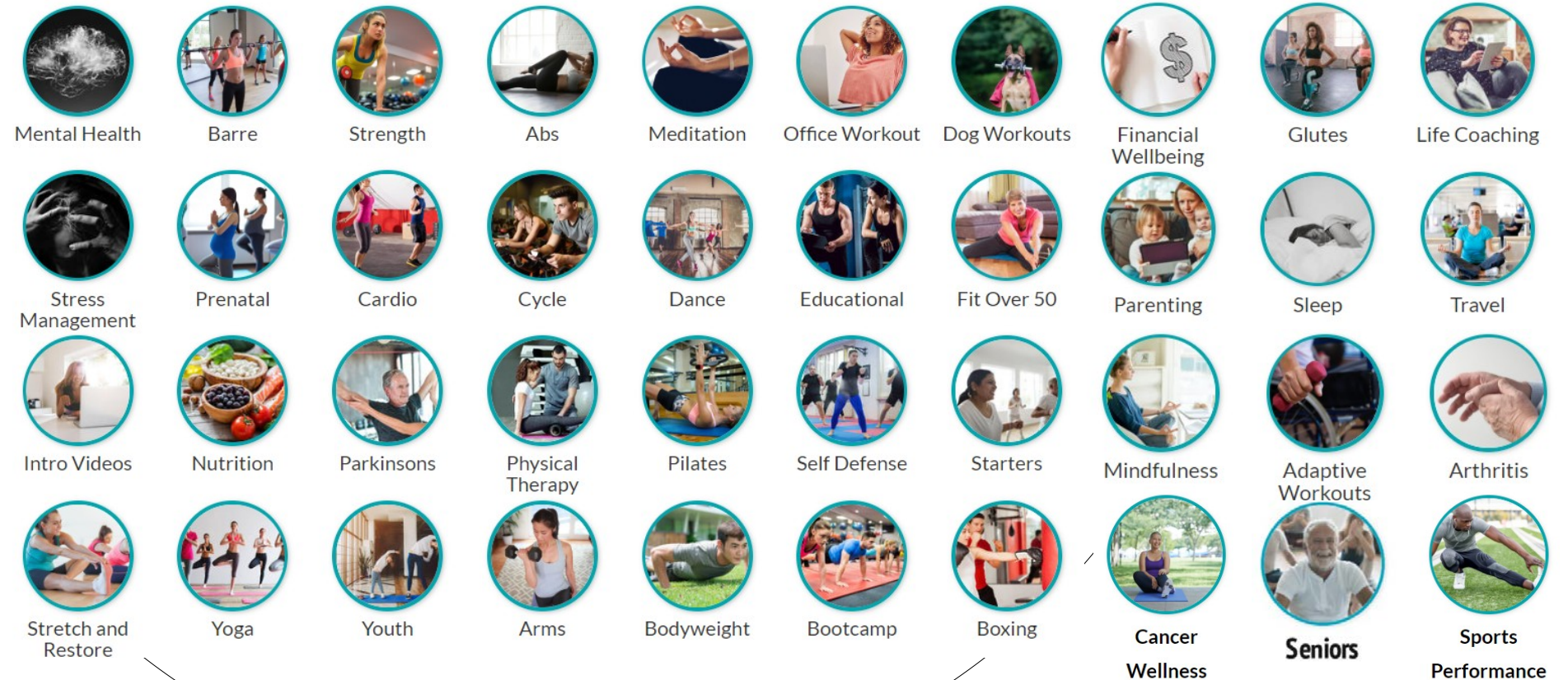


Spanning Physical, Emotional, and Financial Wellness for all Ages, Levels, and Interests

## Partial List

*"Meet employees where they are. Employees have varied health needs or priorities based on age, gender, and tenure at the company."*

- CDC



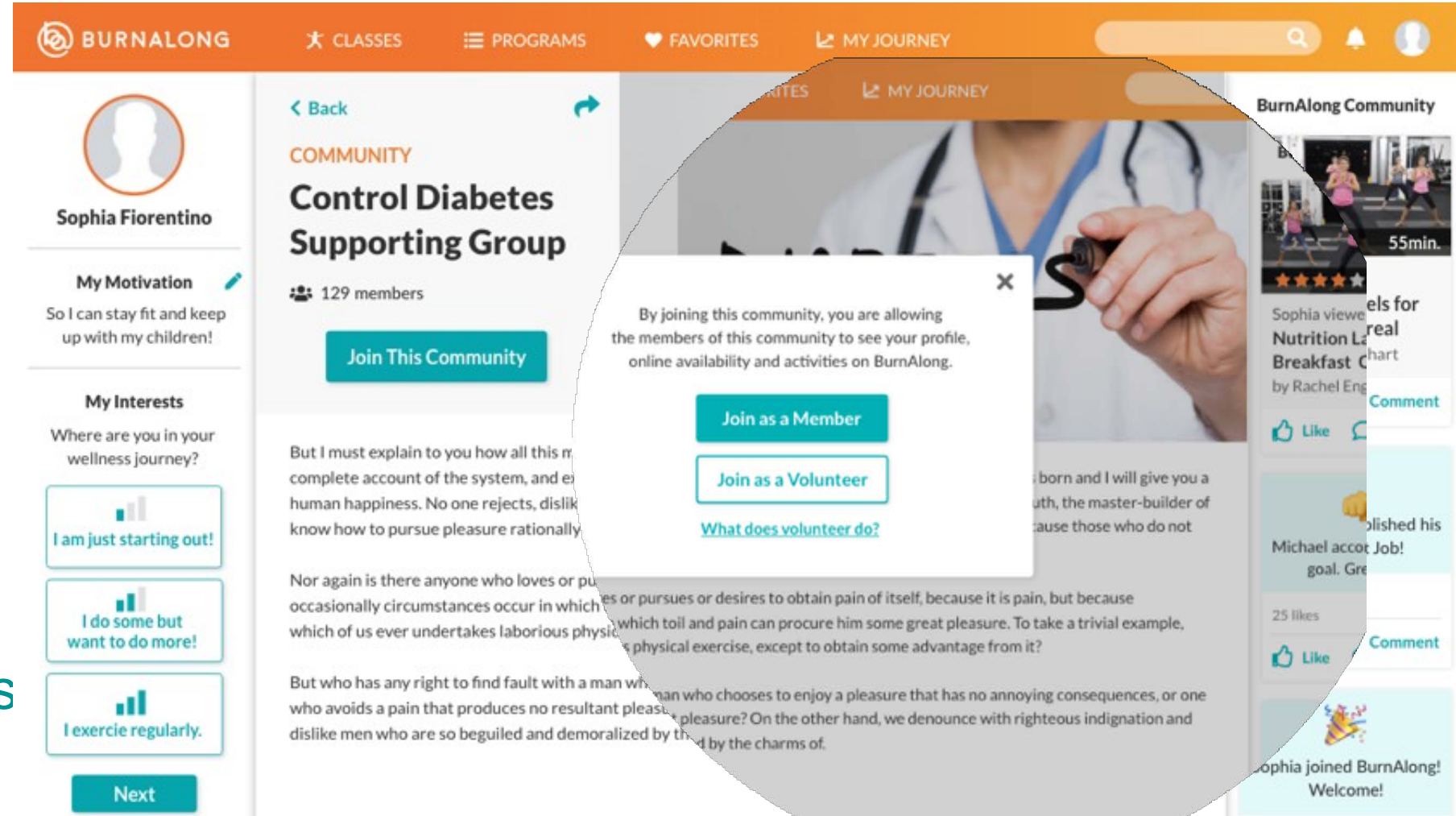


# Social Support at Home: Communities & Well-Buddies



You never need to feel alone.

- Take Classes Live with Others
- Chat, Share, Engage with like-minded communities



# Including Summer Camps (and Coming Back to School) Programming for Children of all Ages






Staying Active

## BurnAlong Virtual Summer Camp - Babies and Toddlers

by Melanie Kozel

 Youth

 60 Days (5 days / week)

 Avg. 16mins  L1

7 Classes



Tone Up

## BurnAlong Virtual Summer Camp - Elementary School...

by Melanie Kozel

 Youth

 60 Days (5 days / week)

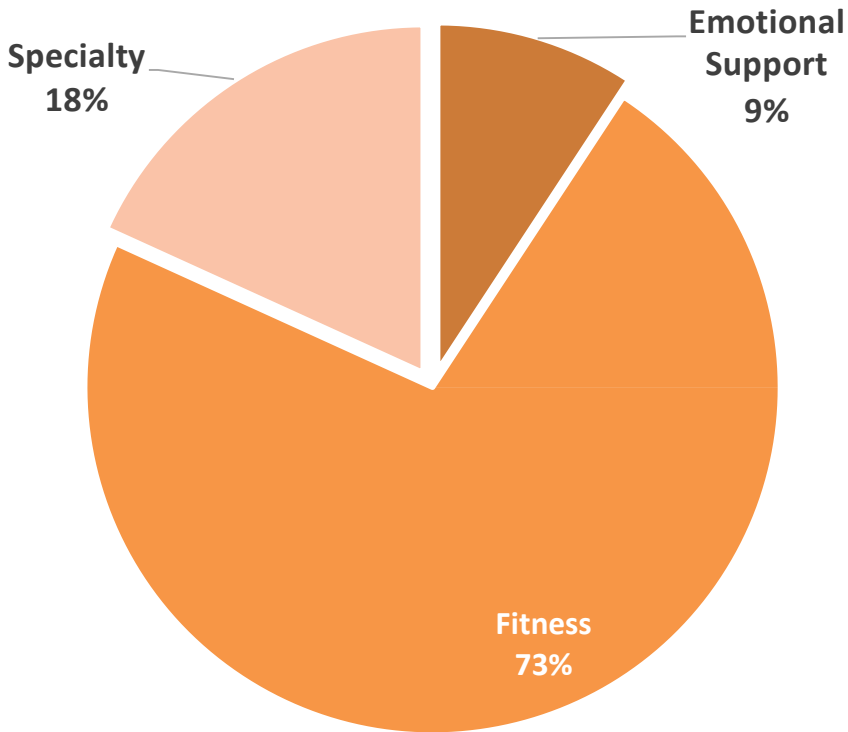
 Avg. 12mins  L1

23 Classes



# Inclusively Supporting All the Needs of a Diverse Population

**27%** of Classes Taken are Specialty & Emotional Support (Fast-Growing Area)



### SPECIALTY

- Adaptive Workouts
- Arthritis
- Diabetes
- Fit Over 50
- Parkinson's
- Physical Therapy
- Prenatal
- Nutrition

### EMOTIONAL SUPPORT

- Life Coaching
- Meditation
- Mental Health
- Mindfulness
- Parenting
- Sleep
- Stress Management
- Travel





# Just a few of those using BurnAlong



*“Whole Mind, Whole Body, Whole Life”*



 BURNALONG

**Thank you!**

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410-409-7347 [www.BurnAlong.com](http://www.BurnAlong.com)

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