

# Wajax achieves over **100%** increase in mental health engagement with LifeSpeak *Mental Health and Resilience*

## INTRODUCTION

**Proactive mental health support that meets the unique needs of all employees**

Approximately 47% of employees report their work suffers due to poor mental health and 65% report stress impacts their work.<sup>1</sup> On a positive note, Deloitte research found that organizations that support employee mental health not only help their employees, they also achieve a significant return on their investment. Additionally, they found that the companies that achieved greater returns took a more proactive approach by providing activities to all employees along the entire mental health continuum, regardless of their current state of mental health.<sup>2</sup>

Wajax is one of Canada's leading and most diversified providers of industrial equipment, products, and services with over 165 years of experience. As a people-first company, Wajax is committed to the wellbeing and safety of its employees and to helping employees improve

1. Di Meglio, Francesca, ADP survey reveals what employees really want from work. HR Exchange Network, 2023.

2. Chapman, Sarah, et al. The ROI in workplace mental health programs: Good for people, good for business. A blueprint for workplace mental health programs. Deloitte Insights, 2019.



## AT A GLANCE

Founded in 1858, Wajax is one of Canada's longest standing and most diversified industrial products and services providers. Wajax operates an integrated distribution system, providing sales, parts and services to a broad range of customers in diversified sectors of the Canadian economy, including construction, forestry, mining, industrial and commercial, oil sands, transportation, metal processing, government and utilities, and oil and gas.

### Wajax partnered with LifeSpeak to:

1. Provide proactive mental health support to its employees.
2. Offer mental health resources that meet the unique needs of Wajax employees and their families.

## 2023 KEY RESULTS

- **3,900+ utilizations of LifeSpeak**
- **360+ hours of LifeSpeak education consumed**
- **Expanded employee access to mental health support**

their mental, physical, financial, and social health, while delivering programs that meet the needs of the company's diverse workforce. To bring this commitment to life, Wajax developed a comprehensive health and wellness program that advances prevention, inclusivity, and accessibility by giving employees access to high-quality resources and support. The company has received multiple awards for its dedication to employee wellness, including the Excellence Canada Platinum Awards for Healthy Workplace and Mental Health at Work, the nation's pre-eminent recognition of organizational excellence.

## THE CHALLENGE

### Improve mental health support while expanding accessibility

Wajax has a workforce of over 3,000 employees and over 120 branches across Canada. Before partnering with LifeSpeak Inc., Wajax had a robust mental health program in place, but the leadership team wanted to expand mental health resources to engage employees earlier in the continuum of care, as well as proactively support the mental health needs of the company's diverse workforce. Because many Wajax employees work in the field and have limited access to workplace resources, the company needed a solution that would be accessible anywhere and at any time.

## THE SOLUTION

### Proactive mental health education and guidance with easy, any time access

Wajax partnered with LifeSpeak Inc. in 2021 to expand their mental health program. Wajax chose LifeSpeak Mental Health and Resilience, which provides bite-sized education and guidance from top mental health experts. Jennifer Lombardo, Health & Wellness Manager at Wajax had a long history of strong partnerships with LifeSpeak Inc. and knew firsthand how credible and engaging the company's content is and how beneficial it is to provide easy access to whole-person wellbeing support.

With LifeSpeak, employees can chat with world-class mental health experts and access a wide variety of health and wellness topics in one place. The micro-learning approach through videos and other digital formats makes LifeSpeak content easy to digest and adopt. Wajax employees and their dependents can access LifeSpeak at any time, free of charge, which is especially useful to field employees who need to access content at home or on the go.

Wajax actively promotes mental health support by integrating LifeSpeak into its comprehensive wellness strategy. The company incorporates LifeSpeak into annual mental health campaigns, embeds videos into training programs on mental health, wellness, and financial health, and leverages Wellness Champions to share new content. LifeSpeak videos are easily accessible through the company's SharePoint platform. To boost engagement, Wajax runs popular "Watch and Win" contests, generating positive employee feedback and increased LifeSpeak utilization.

***"Wajax is a people-first company, and we are committed to the safety and wellbeing of all employees, whether they work in one of our operations or as part of our corporate functions. Our partnership with LifeSpeak Inc. supports this commitment and we are happy to see utilization of mental health and wellbeing resources continue to grow."***

-Jennifer Lombardo, Health & Wellness Manager, Wajax, Toronto, Canada



## THE IMPACT

### Key results

- **3,900+ utilizations of LifeSpeak annually, more than a 100% increase over the previous year**
- **360+ hours of education annually**
- **Expanded employee access to mental health support**

Wajax has been very successful in using LifeSpeak to provide employees with proactive mental health support and education. Engagement is high and continues to grow with utilization more than doubling over the previous year.

According to Lombardo, Wajax employees like LifeSpeak's micro-learning approach and the depth and breadth of content available, and the fact that content includes both written and video formats that can be watched during the workday or at home. Whether listening to an expert talk about how to manage anxiety on a mobile device in their truck or watching a video about how mindfulness can improve sleep and reduce stress while waiting at a customer site or at home, all Wajax employees can now easily access the mental health support they need any time, any place.

**Learn more about LifeSpeak Mental Health and Resilience  
and our full suite of solutions.**

**Contact us or request a demo today.**

**[lifespeak.com](https://lifespeak.com)**