

PRESS RELEASE  
FOR IMMEDIATE PUBLICATION

*Healthy Enterprise Standard Wins Praise*  
**GP<sup>2</sup>S and Bureau de normalisation du Québec Earn Award**

**Montréal, October 19, 2009** – During the annual gala *Who's Who in Workplace Health Awards*, held in Toronto on October 16, the Group for Prevention and Promotion Strategies (GP<sup>2</sup>S) and the Bureau de normalisation du Québec (BNQ) earned an award in the category *Strategic Partnership*. The award honours individuals and organizations that demonstrate leadership and innovation in workplace wellness, thus contributing to the health of employees and their families. Granted by the magazine *Working Well*, it is the first time that a Québec partnership has received this award.

GP<sup>2</sup>S and the BNQ were recognized for their joint effort in developing the *Healthy Enterprise* standard, implemented in February 2008. It was GP<sup>2</sup>S that came up with the idea of the standard and mobilized the financial partners for the process, while the BNQ lent the expertise needed to pilot such a project. The standard is a not only a first in Canada, but also in the world.

Excelling over a solid list of candidatures, the GP<sup>2</sup>S and BNQ team earned the award by describing the process that led to the creation of the *Healthy Enterprise* standard, including its structure and objectives. Tangible results were also noteworthy through the first two certified companies: Pfizer and Medial Conseil Santé Sécurité Inc.

"We are pleased and honoured to be on the prestigious list of *Who's Who* recipients," stated Roger Bertrand, President of GP<sup>2</sup>S. It is always stimulating to be told, through an award, that what we accomplished was necessary and well done. We are more convinced than ever that if we want to achieve results never before obtained, we must do things we have never before done, working in conjunction with industry experts and stakeholders. The award we received today is ample proof of that."

For Jean Rousseau, Assistant Director of the Bureau de normalisation du Québec, "It is important for us to work with agencies like GP<sup>2</sup>S to develop new standards and help distribute them. In GP<sup>2</sup>S, we have found an invaluable partner and we are both delighted with the honour we received today. It proves that our work has a purpose."

Marcel Curodeau, Chief Executive Officer of the Medial Conseil Santé Sécurité inc., which was the first company to obtain the standard, added, "The standard has made it possible to garner important information from our employees and put us in a position to develop new ways of improving their working conditions and increase their health and wellness. In the end, everyone comes out a winner."

For Luc St-Pierre, Vice-President of Human Resources at Pfizer Canada inc., “Obtaining the *Healthy Enterprise* certification was a great source pride for our employees, since it is in perfect harmony with our corporate values and our philosophy, which is that it is more than prescription drugs that are needed to be healthy.”

The purpose of BNQ Standard 9700-800, which is entitled *Prevention, Promotion and Organizational Practices Contributing to Health in the Workplace*, commonly called *Healthy Enterprise*, is to maintain and sustainably improve the health of people in the workplace by integrating the value of the health of employees in the management practices of companies. In concrete terms, this standard leads companies to adapt their management in four different areas of activity recognized for having a significant impact on the health of employees: personal habits, work-life balance, working environment and management practices.

#### **About GP<sup>2</sup>S**

A non-profit agency for the promotion of health in the workplace, GP<sup>2</sup>S encourages companies to integrate comprehensive employee health programs into their management practices and helps them promote this value within their organization and the community. It is now supported by 120 company and organization members including its four governing members, Alcoa Canada, Hydro-Québec, Mouvement Desjardins and Pfizer.

#### **About the Bureau de normalisation du Québec**

The Bureau de normalisation du Québec (BNQ) is the central agency for standards development, certification and distribution of information on standards, officially recognized by the Québec government, the Standards Council of Canada (SCC), the International Organisation for Standardization (ISO) and the World Trade Organization (WTO). For more information, log onto: [www.bnq.qc.ca](http://www.bnq.qc.ca).

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