

II TRENDS/HIGHLIGHTS

1. Counselling

- ◆ The percentage of family members using our services has increased from 13% last year to 18% this year. This significant increase is probably a consequence of initiatives specifically intended to attract family members. These initiatives included invitations to adult family members to attend noon-hour sessions and workshops on stress management as well as on personal effectiveness.

- ◆ There has been a steady increase in voluntary referrals in the past 2 years. This reflects the voluntary and preventive nature of our services *i.e.* encouraging employees to seek help before problems are serious enough to affect their work performance.

- ◆ There has been a steady decrease in management referrals. The decrease in management referrals may mean that those employees with the most serious personal problems, such as chemical dependency, are not using our services. Employees experiencing the most serious kinds of personal problems usually need to be actively encouraged by management to use our services.

- ◆ The percentage of non-rotational employees in our clientele has increased. This may be a result of our efforts to increase non-rotational employees' awareness of our services.