Poor health habits (drinking, smoking, lack of exercise) obviously take their toll on individuals and their families. The costs to other members of society are less obvious but more far-reaching. This book quantifies the financial burden these detrimental habits place on other Americans. The authors measure the direct costs of poor health habits (fire damage, motor vehicle accidents, legal fees), as well as collectively financed costs (medical care, employee sick leave, group health and life insurance, nursing home care, retirement pensions, liability insurance). The authors describe exactly how and to what extent drinking, smoking, and lack of exercise are currently subsidized, and make recommendations for reducing or reallocating the expense.
The costs of poor health habits are broad and severe. If you are unsure of the cost to our nation's health and vitality, I'd urge you to read my last article on this topic. One study shows that children who grow up deficient of key nutrients are more likely to have less capacity to focus, less energy, and lower cognitive ability. Poor nutrition leads to more illness, headaches, and general discomfort. We must act now to help millions. Apathy leads to the perpetual, emotional roller coaster of poor nutrition, and ends with thousands of needless deaths. Let's create a system to reinforce good habits so that our children live long and happy lives. Change is in our control. More about Kids Health and Fitness: The Real and Present Danger of Overtraining Youth Athletes. Turning the high cost of poor health habits into healthy returns. Another Bright Paper brought to you by Sun Life Health Insurance.
Financial – Group Benefits. May 2011. With measurable costs savings, higher employee productivity and greater industry competitiveness, improving the health of employees can have an organizational impact that goes far beyond the goodwill it provides.

The Sun Life Canadian Health Index™ – a landmark coast-to-coast health survey conducted by Ipsos Reid in October 2010 and sponsored by Sun Life – has provided a comprehensive snapshot of the attitudes, perceptions and behaviours of Canadians relating to their health.

Health; Sociology of Health Care; Economics of Health Care; Health Care for Substance Abusers / Users of Controlled Substances