



# Worksite Health 101

## *Program Implementation*

# National Healthy Worksite Program

## *Webinar Agenda*

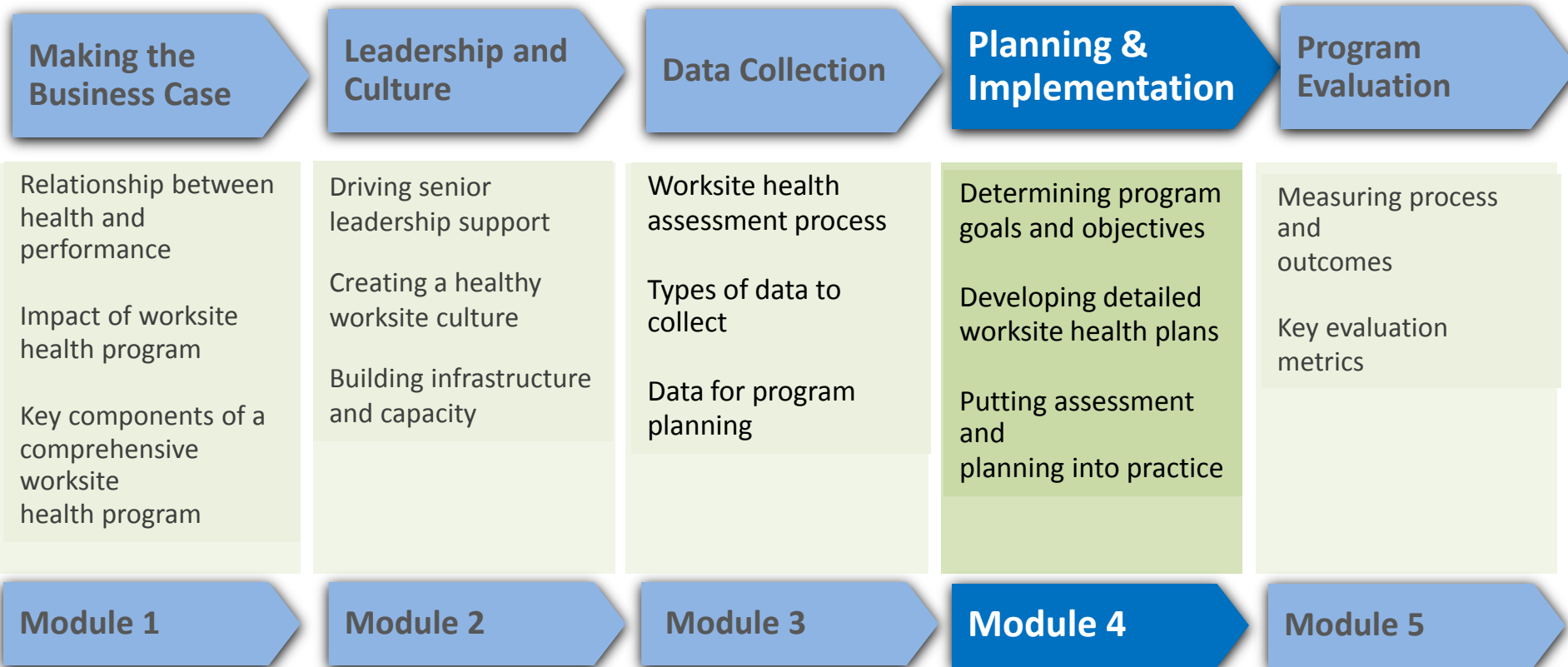
- Introduction
  - Toye Williams, MSPH, CDC Contractor (Carter Consulting, Inc.)
- Background and Strategies
  - Jessica Davies, BA Panhandle Public Health District
- Strategies and Budgets
  - Bob Hardison, BS Henderson Behavioral Health
  - Kirstie Settas-Jones, MBA  
Marsh & McLennan Agency | Seitlin
- Summary
  - All
- Q & A



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# Program Planning and Implementation

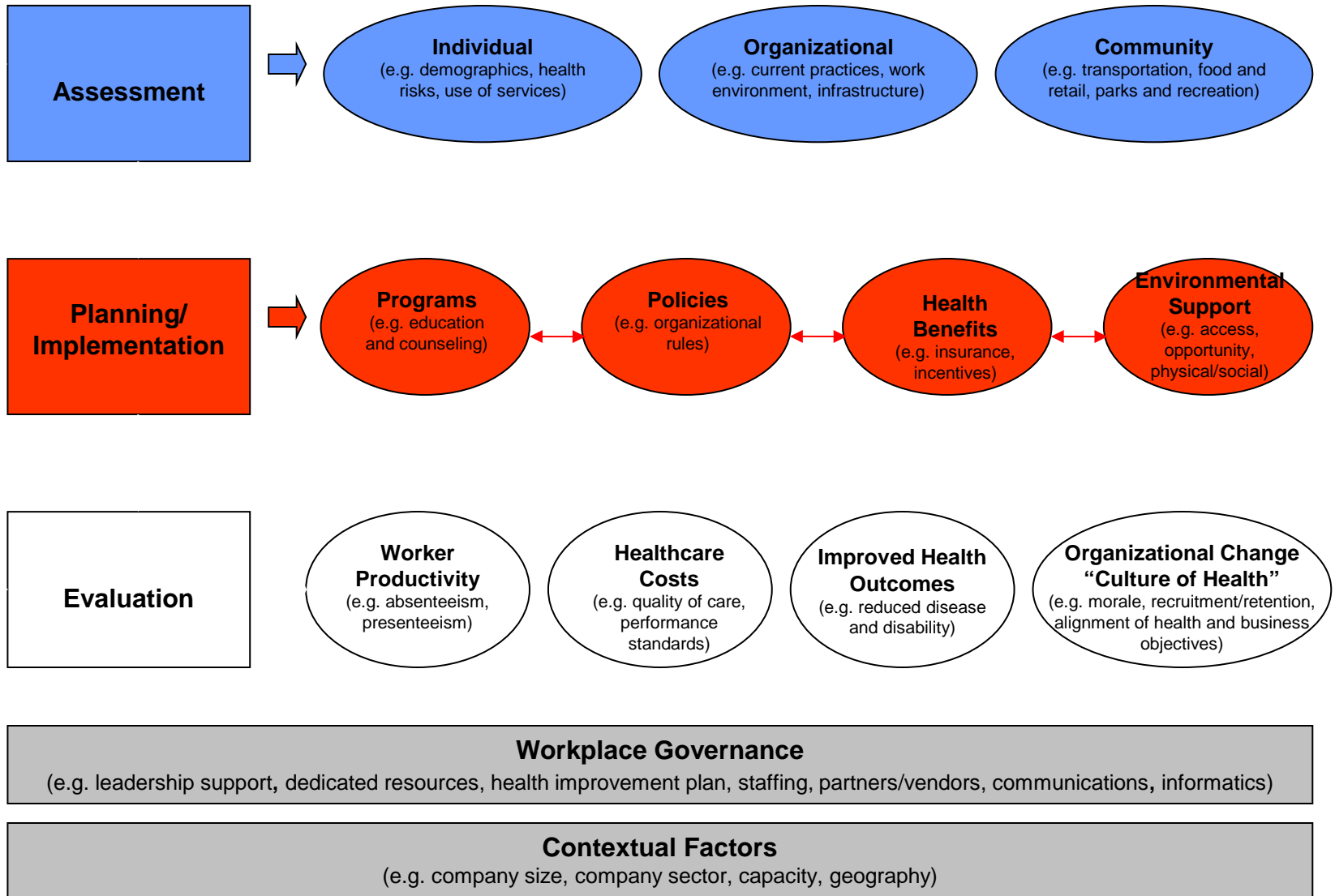


# Learning Objectives

*Understand the following:*

- Program strategies and interventions
- Types of worksite health interventions
- Intervention Examples

# CDC Workplace Health Model



# Example Worksite Health Program Planning

<b>Strategic Focus</b>	<b>Year 1 – Employee focus; create a healthy culture and reward participation</b>	<b>Year 2 – Employee and spouse</b>	<b>Year 3 – Employee and spouse; reward biometric improvement</b>
<b>Services:</b>	<ul style="list-style-type: none"> <li>▪ Healthy Worksite Champion Team</li> <li>▪ Organizational Policy Development</li> <li>▪ Health Assessment (HA) &amp; Biometric Screening</li> <li>▪ Health Campaigns/Challenges</li> <li>▪ Onsite Seminars</li> <li>▪ Worksite Health Web Portal</li> <li>▪ Health Coaching (On site and Telephonic)</li> </ul>	<p><b>Add:</b></p> <ul style="list-style-type: none"> <li>▪ Quarterly company-wide challenges</li> <li>▪ Healthy Worksite Champions trained in brief intervention</li> <li>▪ Text Messaging Service</li> <li>▪ Expand Healthy Worksite Champion Team to include spouses</li> </ul>	<p><b>Add:</b></p> <ul style="list-style-type: none"> <li>▪ Client specific year long worksite health challenge</li> <li>▪ Mandatory screening for spouses to qualify for benefits</li> </ul>
<b>Incentives:</b>	<ul style="list-style-type: none"> <li>▪ Gateway (1<sup>st</sup> Quarter) for Premium Differential: completion of HA and Biometric Screening</li> <li>▪ 2<sup>nd</sup> – 4<sup>th</sup> Quarter Incentive: Health Coaching Compliance by Risk Level</li> </ul>	<p><b>Add:</b></p> <ul style="list-style-type: none"> <li>▪ Biometric screening will be mandatory for benefit enrollment</li> <li>▪ Preventative Screenings for further Worksite Health Incentives</li> <li>▪ HRA / HSA Contribution</li> </ul>	<p><b>Add:</b></p> <ul style="list-style-type: none"> <li>▪ Reward Biometric Improvement</li> <li>▪ Mandatory screening for spouses to qualify for benefits</li> </ul>
<b>Marketing – Communications</b>	<ul style="list-style-type: none"> <li>▪ Program Branding and Logo</li> <li>▪ Program Roll-out campaign</li> <li>▪ Healthy Worksite Committee/Champions</li> <li>▪ Monthly Newsletter</li> <li>▪ New Hire Packets</li> <li>▪ Monthly program talking points</li> </ul>	<p><b>Add:</b></p> <ul style="list-style-type: none"> <li>▪ Targeted communications by medical criteria</li> <li>▪ Program / satisfaction survey results</li> <li>▪ Healthy Bulletin Boards/Scorecard in central areas</li> </ul>	<p><b>Add:</b></p> <ul style="list-style-type: none"> <li>▪ Employee and Leadership focus groups</li> </ul>
	<b>First Year Metrics</b>	<b>Second Year Metrics</b>	<b>Third Year Metrics</b>
	<ol style="list-style-type: none"> <li>1) HA/Biometrics participation</li> <li>2) Establish baseline health status measures</li> <li>3) Participation in all programs</li> <li>4) Medical plan renewals</li> <li>5) Participant Satisfaction</li> <li>6) Management satisfaction/experience</li> </ol>	<p><b>Year 1 metrics plus the following:</b></p> <ol style="list-style-type: none"> <li>1) Perception of program effectiveness (employees and management)</li> <li>2) Worksite health event success results (via Committee or Champions)</li> <li>3) Policy compliance / utilization</li> <li>4) Preventive care utilization</li> <li>5) Use of maintenance drugs</li> <li>6) Change in health status</li> </ol>	<p><b>Year 2 metrics plus the following:</b></p> <ol style="list-style-type: none"> <li>1) Overall medical costs &amp; lifestyle specific diseases decline</li> <li>2) Change in health status</li> <li>3) Worksite health policies established (healthy food/activities at corporate events, flex work arrangements, work space modifications)</li> <li>4) Changes in health care utilization</li> </ol>

# Health Improvement Planning Process

<b>OBJECTIVE (What?)</b>	<b>DATE (When?)</b>	<b>PROGRAM (What?)</b>	<b>PROCESS (How?)</b>	<b>RESPONSIBLE PARTY</b>	<b>EVALUATION (Who? What? By When?)</b>
70% or more of our employees will complete the Health Assessment (HA) by 1/5/13.	By 1/5/13	Conduct free Health Assessment for all employees	Outside vendor to distribute and collect HA at employee meetings between shifts	Tom Smith ABC Consulting	# of participants  "Satisfaction" survey  Aggregate data
At least 90% of employees with at least one cardiac risk factor will increase their knowledge of preventing cardiovascular disease by 2/2/13.	By 2/2/13	Healthy Heart campaign during Heart Month	Healthy cooking demonstration and health education activity for all shifts on meal break	Jane Doe to identify American Heart Association resource to come onsite	"Pre & Post" knowledge survey  Satisfaction Survey



# Setting Reasonable Expectations

- **Creating a healthy worksite culture and changing individual behaviors takes time**
- **Expectations should be based on several factors:**
  - **Difficulty** (ex: increasing the percentage of people who know their cholesterol numbers is much easier than losing weight or quitting smoking)
  - **Financial resources** dedicated to the worksite health initiative
  - **Policies / environmental changes** to support behavior change
  - **Benefit plan design** and incentive plan
  - **Personnel** necessary to develop and maintain the program



# Worksite Health Interventions

## Areas for consideration:

- Driven by data collection and assessment
- Address most common or costly health risk or lifestyle factors
- Employee interests
- Budget / Time constraints
- Management expectations for the worksite health program
- Effective and science-based

# Program Strategies and Interventions

- Health behaviors
- Risk factors
- Current health status

Individual

- Relationship with management / coworkers
- Social support

Interpersonal

- Facilities that support health
- Access and opportunities

Environment

- Leadership support
- Culture
- Work

Organization

# Types of Worksite Health Interventions

## Programs

- Support for individual health behaviors
- Individual health coaching / counseling; health classes

## Policies

- Formal or informal statements to protect employee health
- Tobacco free campus; healthy food policies

## Environmental Supports

- Physical factors that foster healthy choices
- Stairwell enhancement; walking paths

## Health Plan Design

- Strategy to impact key risks and cost drivers by influencing behavior change

# Multiple Strategies are Most Effective

## Comprehensive worksite health programs should strive to:

- Use multiple interventions, such as combining a policy and a health benefit strategy, for a single health issue
  - ***Combinations are more effective than any one intervention alone***
- Use interventions that address multiple health issues at the same time, which is more effective than addressing each health issue separately

# Environmental Supports

## Supportive Physical Environment

- Tobacco-free workplace/campus
- Showers and lockers to support physical activity
- Parking for bicycles
- Stress management room/relaxation room
- Ergonomically-sound workstations
- Healthy vending and cafeteria options
- Lactation room for nursing mothers



# Policy and Benefit Examples

## Supportive Policies and Resources

- Tobacco-free campus and benefits
  - Tobacco cessation classes, counseling, or quitlines
  - Insurance discounts to support quitting tobacco
  - Prescription and over-the-counter support for cessation drugs
- Flexible work schedule
  - Allow flex-time or company time for physical activity
- Healthy eating
  - Policy with rules or guidelines for what food can be served at company meetings or gatherings
  - Nutritional counseling offered through benefits plan

# Health Benefit Design Changes

## Designing your benefit package to support worksite health

- Tobacco cessation medication in prescription formulary
- Lower co-pay for disease management drugs
- Low or no cost preventive services
- Consumer driven health accounts to engage employees in responsible health choices



# Policy and Benefit Options

## Linking worksite health to benefit design

- Discounted health insurance premiums for those that comply with specified wellness initiatives
  - Currently allowed up to 20% of full cost of employee health insurance<sup>1</sup>
  - Beginning in 2014, employer can offer incentives up to 30% of the cost of coverage<sup>2</sup>
- Can be designed to cover program costs
- *Example: XYZ company provides a quarterly insurance premium discount to employees who complete a health screening and assessment and participate in health coaching throughout the year*

1. HIPAA, 1996;

2. PPACA, 2010;

3. Georgetown University Health Policy Institute

<http://www.rwjf.org/files/research/74010.5713.premium.incentives.drive.wellness.022812.pdf>



# Program Interventions

- Examples
  - Classes or seminars on fitness, nutrition, tobacco cessation or stress management
  - Weight management programs that offer counseling, coaching, and education
  - Physical activity classes or walking groups/clubs
  - Tobacco cessation counseling through a quitline or health plan
  - Lifestyle coaching or counseling
  - Signage related to health promotion program components
  - Information resources such as brochures, videos, posters, pamphlets, newsletters, or other information addressing the risks of physical inactivity, poor nutrition, and tobacco use

# Creating a Culture of Health and Safety

- New hires introduced to the worksite health program at employee orientation
- Supervisors
  - Support and enforce health and safety policies
  - Encourage and reward employees for engaging in the worksite health program
  - Allow flex time to support healthy lifestyles
  - Are visible and actively participate
- Worksite health becomes the norm and not the exception in all aspects of business



# Worksite Health Program Budget

- Estimates suggest that a reasonable investment in comprehensive worksite health programs is at least \$150 per employee per year
- Prioritize budget expenses based on what will add the most value
  - Data Collection: Health assessment and screening
  - Interventions: Individual coaching / counseling
  - Environmental changes to support physical activity and healthy eating
  - Policies to decrease tobacco use, increase physical activity & healthy eating
- Develop your budget based on your program needs, don't design your program to fit your budget

# Sample Budget

## Sample Worksite Health Budget Template

The following is a sample budget justification form for a company of 300 employees, allowing for worksite health intervention strategies to be categorized and budgeted. This form should go hand in hand with the worksite health plan in seeking financial support for the worksite health program.

### ABC Company—2012 Worksite Health Budget

Category	Item	Subtotal	Total Cost
<b>Wages/Benefits</b>	Part-time Wellness Director	\$20,000	\$20,000
<b>Materials and Supplies</b>	Lighting and paint for stairwell project	\$300	
	Printing for posters, fliers, etc.	\$500	
	Supplies for Healthy Pot-Luck lunch series	\$150	\$950
<b>Memberships/Affiliations</b>	Wellness Council of Greater Cornville	\$500	
	National Network of Wellness Councils	\$50	\$550
<b>Subscriptions and Publications</b>	Electronic newsletter service	\$175	
	Various health publications	\$150	\$325
<b>Health Education Materials</b>	Blood pressure log-books	\$500	
	Blood pressure literature and DVD	\$300	\$800
<b>Health Assessment &amp; Screenings</b>	Currently planned for Year 2	\$0	\$0
<b>Health Coaching</b>	Currently planned for Year 2	\$0	\$0
<b>Health Plan Changes</b>	Currently planned for Year 2	\$0	\$0
<b>Health Education Programs</b>	Blood pressure educational workshops	\$250	
	Blood pressure literature and DVD	\$250	\$500
<b>Equipment</b>	Blood pressure monitoring equipment	\$800	
	Bike rack	\$450	
	Pedometers	\$2,200	
	Bike parking structure	\$1,500	
	Bicycles/helmets for sign-out program (2)	\$500	\$5,450
<b>Incentives</b>	Gift cards and prizes for contests, raffles, etc.	\$1,000	\$
	Gym reimbursement	\$6,000	\$7,000
<b>Miscellaneous</b>	Contract with landscaper to create walking paths on property	\$8,000	\$
	Gym reimbursement	\$820	\$8,820
<b>Total</b>			<b>\$44,395</b>

# Program Success Factors

- Encourage senior management participation
- Catch people doing well – showcase success
  - Caught in the Act Recognition
  - Hall of Fame / Monthly Success Stories
- Leverage your worksite health champions to promote your program
- Use your committee to be creative and innovative
- Don't reinvent the wheel – use existing worksite health resources



# Potential Low-Cost Resources

- Centers for Disease Control and Prevention (CDC)  
[www.cdc.gov/NationalHealthyWorksite](http://www.cdc.gov/NationalHealthyWorksite)
- Local / County / State public health departments
- County extension offices
- Local wellness councils or coalitions
- Local hospitals and colleges
- Health and human service agencies (American Cancer Society, American Heart Association, March of Dimes, etc.)
- Health and fitness clubs
- Co-workers



# Planning and Implementation Summary

- Data drives the health improvement planning process
- Multiple interventions are most effective
- Balance employee interests and health and safety priorities
- Link plan to business objectives and tie to employee performance

# CDC Worksite Health Promotion Resources

[www.cdc.gov/WorkplaceHealthPromotion](http://www.cdc.gov/WorkplaceHealthPromotion)

[www.cdc.gov/NationalHealthyWorksite/](http://www.cdc.gov/NationalHealthyWorksite/)

CDC Home  
Centers for Disease Control and Prevention  
Your Online Source for Credible Health Information

## Workplace Health Promotion

The workplace and the health of the workers within it are inextricably linked. Ideally, workplaces should not only protect the safety and wellbeing of employees but also provide them opportunities for better long-term health and enhanced quality of life. Effective workplace programs, policies, and environments which are health-focused and worker-centered have the potential to significantly benefit employers, employees, their families, and communities. This site is a toolkit for workplace health protection and promotion. It provides information, tools, resources, and guidance to practitioners interested in establishing or enhancing workplace health and safety programs.

**Recommendations and Guidelines**

**A Purchaser's Guide to Clinical Preventive Services: Moving Science into Coverage**

Developed in collaboration with the Centers for Disease Control and Prevention (CDC), the Purchaser's Guide translates clinical guidelines and medical evidence, providing large employers with the information they need to select, define, and implement preventive medical benefits such as colorectal cancer screening and tobacco use treatment.

**Workplace Health Toolkit Model**

A coordinated approach to workplace health promotion results in a organized and comprehensive set of programs, policies, benefits, and environmental supports designed to meet the health and safety needs of all employees. This toolkit involves a stepwise process that includes assessment, planning, implementation, and evaluation of workplace health activities.

**Contact Us:**

- Centers for Disease Control and Prevention  
1600 Clifton Rd  
Atlanta, GA 30333
- 800-CDC-INFO (800-232-4636)  
TTY: (888) 232-6348  
24 Hours/Every Day
- cdcinfo@cdc.gov

CDC Home  
Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives. Protecting People.™

## National Healthy Worksite Program

Healthy Worksite • Healthy Workforce • Healthy Communities

**Become a Healthy Worksite**

- Program Overview**  
Program Overview and information on CDC's Role. How CDC is creating sustainable workplace health programs. Other FAQ Resources...
- Resources**  
CDC and program resources as well as Regional, State, and County Health and Workplace Health Resources
- Training**  
Worksite health training for non-health professionals to assist in the delivery of a comprehensive, evidence-based wellness program
- Toolkit**  
Assessment Tools, Implementation Guides, Tools, and other Resources...

**Program News**

- Worksite Health 101 Training Manual**  
(PDF - 4.352KB)
- Webinar: The Case for Worksite Health, Leadership and Culture**  
June 19, 11-2:30 p.m. EDT  
Making the Case (PDF - 1.356KB)  
Leadership and Culture (PDF - 993KB)
- Webinar: Aging in the Workforce**  
July 19, 1-2:00 p.m. EDT Register #
- Webinar: Assessment and Data Collection**  
Sept. 12, 1-2:30 p.m. EDT Register #
- Webinars: More Information**  
Click here.  
[News Archives >>](#)

**Case Studies**  
Documented lessons learned and outcomes from Program Participants

**Connect With Others**  
Get Connected by Joining the Listserv, Working Groups, and connecting to other NHWP program worksites and Success Stories

**Questions?**

Email: [NationalHealthyWork@cdc.gov](mailto:NationalHealthyWork@cdc.gov)

**Contact Us:**

- Centers for Disease Control and Prevention  
1600 Clifton Rd  
Atlanta, GA 30333
- 800-CDC-INFO (800-232-4636)  
TTY: (888) 232-6348  
24 Hours/Every Day
- cdcinfo@cdc.gov

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Get Involved

**NHWP Communities**

Local and State Resources, Training Opportunities, Participating Employers and Contacts.

National Healthy Worksite

National Center for Chronic Disease Prevention and Health Promotion  
Division of Population Health



NHWP  
National Healthy  
worksite™



# Contact Information

Name	Organization	Email
Jessica Davies	Panhandle Public Health District	jdavies@pphd.org
Bob Hardison	Henderson Behavioral Health	bhardison@hendersonbehavioralhealth.org
Kirstie Settas-Jones	Marsh & McLennan Agency   Seitlin	ksettas@mma-fl.com



# Upcoming Event

- **Healthy Worksite Webinar**

- Topic: Incentives for Worksite Health Programs
- Date/Time: May 20, 2013 from 1:00-2:30pm
- Speakers:
  - David Anderson, PhD, LP – StayWell Health Management
  - Sharon Covert, MS – Viridian Health Management
- Registration Link: <https://www4.gotomeeting.com/register/369534703>

- **Worksite Health 101 Training**

- Topic: Program Evaluation
- Date/Time: July 15, 2013 from 1:00-2:30pm
- Speakers:
  - Laurie Cluff, PhD – RTI International
  - James Hershey, PhD – RTI International
- Registration Link: <https://www4.gotomeeting.com/register/627555247>

# Continuing Education Credit Redemption

- **IACET CEU:** The CDC has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102. The CDC is authorized by IACET to offer **0.2** ANSI/IACET CEU's for this program.
- **CECH:** Sponsored by the Centers for Disease Control and Prevention, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designed for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to **1.5 total** Category I continuing education contact hours. Maximum advanced level continuing education contact hours available are **0**. CDC provider number **GA0082**.
  - Evaluation link: [www.cdc.gov/tceonline/](http://www.cdc.gov/tceonline/)