



Worksite Health 101

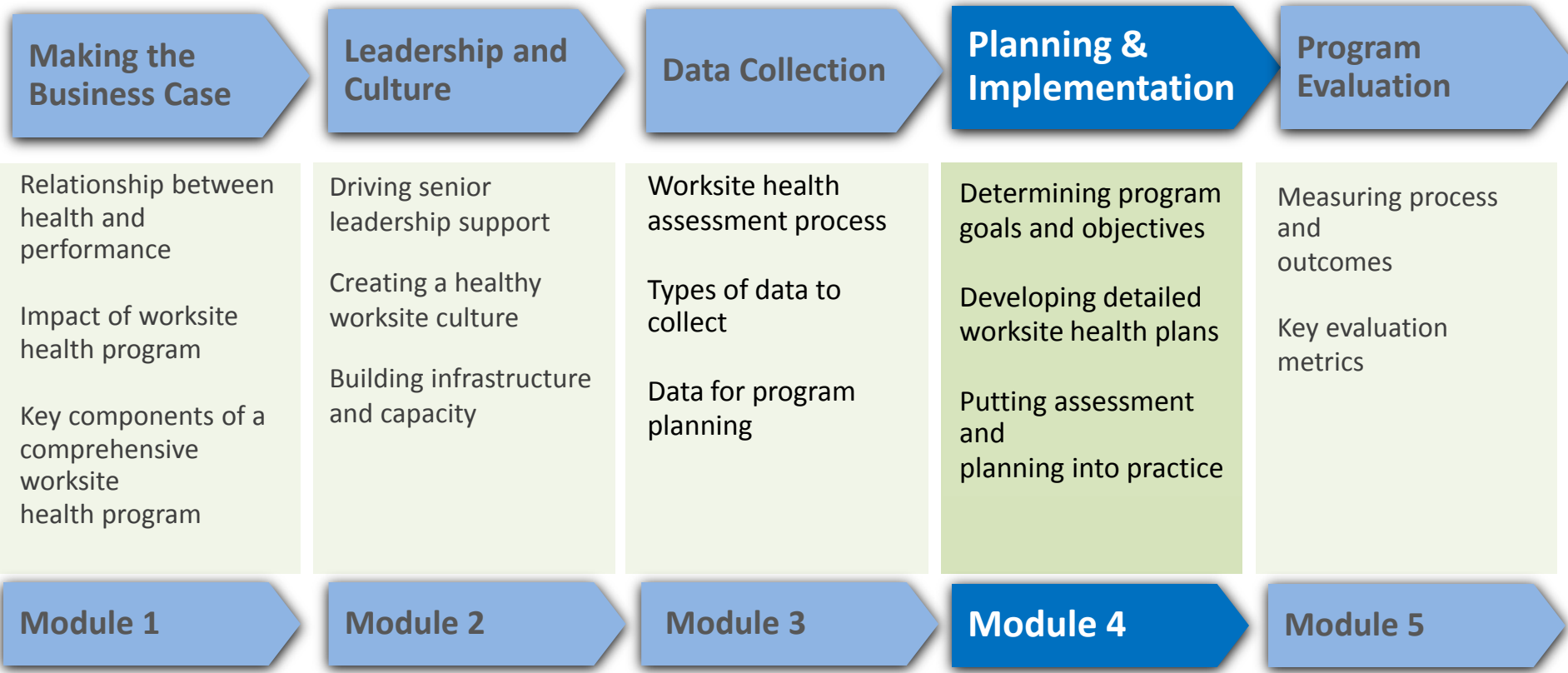
Program Planning

National Healthy Worksite Program

Webinar Agenda

- Background
 - Toye Williams, MSPH, CDC Contractor (Carter Consulting, Inc.)
- Writing the Plan
 - Lisa Erck, MS, Massachusetts Department of Public Health
- The Planning Process
 - Mari Ryan, MBA, MHP, CWWPC, CWP Advancing Wellness
- Strategies and Interventions
 - Lisa Erck and Mari Ryan
- Q & A

Program Planning and Implementation



Learning Objectives

Understand the following:

- The importance of program planning in a comprehensive approach to worksite health
- Using data to develop a detailed worksite health plan
- How to write objectives that drive effective program implementation
- How to set reasonable objectives for behavior change
- Three-year strategic planning process

Worksite Health Planning

In this section:

- The value of program planning
- Program planning as part of a comprehensive worksite health program
- Developing a detailed worksite health improvement plan
- Setting realistic behavior change expectations

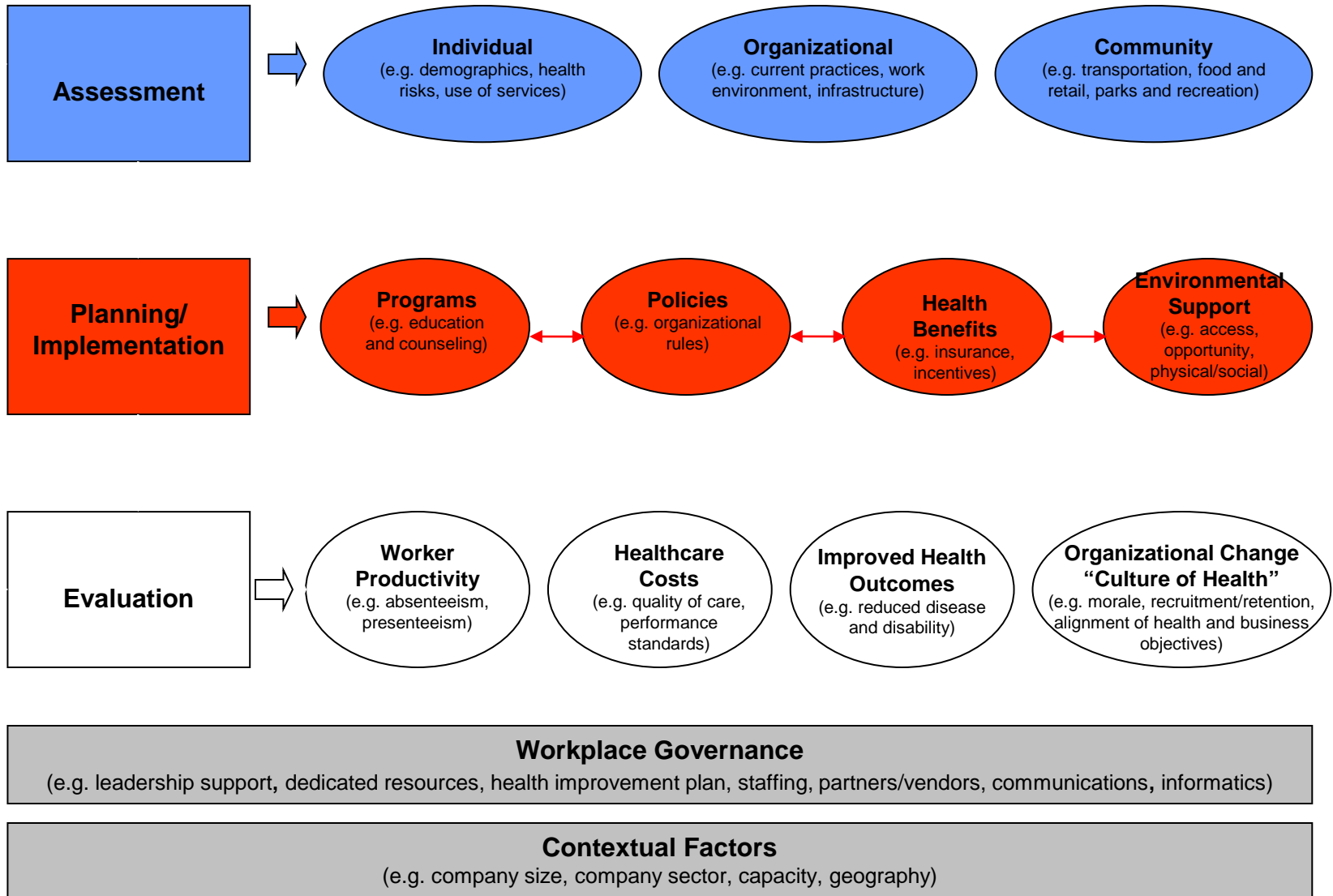
The Value of Program Planning

Written worksite health improvement plans allow employers to:

- Focus on priorities
- Link worksite health to the business plan and strategic objectives
- Formalize efforts
- Set expectations and timelines
- Define roles and responsibilities
- Measure impact and validate programs
- Provide continuity through change



CDC Workplace Health Model



Planning and Implementation

The process of selecting science and practice-based interventions to create a healthy culture to support individual healthy lifestyle choices

- Identifies key areas of needs and interest based on data assessment results
- Includes programs, policies, environmental supports and health benefit design
- Supports outcomes evaluation
- Aligns resources and infrastructure

Worksite Health Improvement Planning

How to Write a Good Worksite Health Improvement Plan

Worksite Health Mission Statement

- Describes your program focus in one or two sentences
- Aligns with and should be an integral part of your overall your corporate strategy
- Sample Mission: At L.L. Bean (Freeport, Maine)
 - The mission of the Employee Health Program is to work with area management and employees to achieve and maintain a healthy and safe workplace, and promote the health, safety, and fitness of employees

Writing the Worksite Health Improvement Plan

The Worksite Health Improvement Plan should address primary health concerns *identified through data collection and assessment*

- First: Identify **WHO** you are targeting in the objective
- Second: Identify **WHAT** you want the target group to do
- Third: Identify **HOW MUCH** you want the behavior to change
- Fourth: Identify **WHEN** you want to see the behavior change happen

Writing the Worksite Health Improvement Plan

Worksite Plan Objectives - *WHO*

- Is your target...
 - Employees
 - Management
 - Spouses
 - 3rd shift

Writing the Worksite Health Improvement Plan

Worksite Plan Objectives - *WHAT*

- Let your data decide
- What do you want your target group to do?
- What action(s) do you want them to take?
 - Increase physical activity
 - Decrease overweight/obesity
 - Decrease tobacco use

Writing the Worksite Health Improvement Plan

Worksite Plan Objectives – *HOW MUCH*

- How much do you want the behavior/outcome to change?
 - Increase/decrease your baseline measurement
 - From __% to __%
 - From 10 people to 20
 - At least 30%
 - No more than 10%

Writing the Worksite Health Improvement Plan

Worksite Plan Objectives – *WHEN*

- Set a specific date
 - Typically a twelve-month calendar
 - May be reasonable to set a longer date – up to two years

Example:

It is now January, but your new pharmacy benefit plan that includes nicotine replacement therapy (NRT) does not begin until June. It is reasonable to work 12 months out from June and set an 18-month time frame to give your employees a full year to quit using tobacco.

Writing the Worksite Health Improvement Plan

What is wrong with this objective?

- Increase participation in the health assessment

Worksite Health Planning Process

Increase participation in the health assessment:

Who

?

What

Increase participation in the health assessment

How Much

?

By When

?

Worksite Health Planning Process

Objective

<i>Who</i>	Employees and spouses
<i>What</i>	Increase participation in the health assessment
<i>How Much</i>	From 30% to 50% of employees and spouses
<i>By When</i>	By 12/31/2015



Example Worksite Health Program Planning

Strategic Focus

Services:

Incentives:

Marketing – Communications

Year 1 – Employee focus; create a healthy culture and reward participation

- Healthy Worksite Champion Team
- Organizational Policy Development
- Health Assessment (HA) & Biometric Screening
- Health Campaigns/Challenges
- Onsite Seminars
- Worksite Health Web Portal
- Health Coaching (On site and Telephonic)

- Gateway (1st Quarter) for Premium Differential: completion of HA and Biometric Screening
- 2nd – 4th Quarter Incentive: Health Coaching Compliance by Risk Level

- Program Branding and Logo
- Program Roll-out campaign
- Healthy Worksite Committee/Champions
- Monthly Newsletter
- New Hire Packets
- Monthly program talking points

First Year Metrics

- 1) HA/Biometrics participation
- 2) Establish baseline health status measures
- 3) Participation in all programs
- 4) Medical plan renewals
- 5) Participant Satisfaction
- 6) Management satisfaction/experience

Year 2 – Employee and spouse

- Add:**
- Quarterly company-wide challenges
 - Healthy Worksite Champions trained in brief intervention
 - Text Messaging Service
 - Expand Healthy Worksite Champion Team to include spouses
- Add:**
- Biometric screening will be mandatory for benefit enrollment
 - Preventative Screenings for further Worksite Health Incentives
 - HRA / HSA Contribution
- Add:**
- Targeted communications by medical criteria
 - Program / satisfaction survey results
 - Healthy Bulletin Boards/Scorecard in central areas

Second Year Metrics

- Year 1 metrics plus the following:**
- 1) Perception of program effectiveness (employees and management)
 - 2) Worksite health event success results (via Committee or Champions)
 - 3) Policy compliance / utilization
 - 4) Preventive care utilization
 - 5) Use of maintenance drugs
 - 6) Change in health status

Year 3 – Employee and spouse; reward biometric improvement

- Add:**
- Client specific year long worksite health challenge
 - Mandatory screening for spouses to qualify for benefits
- Add:**
- Reward Biometric Improvement
 - Mandatory screening for spouses to qualify for benefits
- Add:**
- Employee and Leadership focus groups

Third Year Metrics

- Year 2 metrics plus the following:**
- 1) Overall medical costs & lifestyle specific diseases decline
 - 2) Change in health status
 - 3) Worksite health policies established (healthy food/activities at corporate events, flex work arrangements, work space modifications)
 - 4) Changes in health care utilization

Health Improvement Planning Process

OBJECTIVE (What?)	DATE (When?)	PROGRAM (What?)	PROCESS (How?)	RESPONSIBLE PARTY	EVALUATION (Who? What? By When?)
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

Health Improvement Plan Template and Sample

Goal 2: Increase the number of ABC Company employees who get at least 30 minutes of physical activity every day

Objective 1: Intervention Strategies (What) Process (How, When, Who) Communications Evaluation			
By 12/31/12, increase the percentage of employees who meet the Surgeon General's Guidelines for Physical Activity (at least 30 minutes every day) from 22% to 26%. Evaluation Measure: Conduct baseline and end-of-year surveys to determine if objective was met.			
Post signs at elevators, stairwell entrances and exits and other key locations that encourage employees to use the stairs.	Lisa to review plans with Joe from maintenance to improve lighting and paint stairwells by 4/30.	Announce using e-mail, newsletter, and company meeting.	Was strategy fully implemented? Status: Yes, on 6/10.
	Anthony to obtain "point of decision prompt" signs from CDC or elsewhere, and post in key places by 5/15.	Hold stairwell walk kickoff.	Track the type, number, and reach of promotional communications. Status: Five communications received via e-mail by 100% of employees. Promoted during company meetings. Kickoff walk held.
	Complete work by 6/15.	Post signs in other key spots, e.g., bathroom stalls, break rooms, encouraging stair use	Baseline and end-of-year assessment to determine if stair use increased. Status: Both assessments completed; 10% increase in stair use.
Provide environmental supports for recreation or physical activity.	Sheila to work with Joe to determine location for covered bike parking. (3/1)	Announce using e-mail, newsletter, and company meeting.	Was strategy fully implemented?
	Dean to purchase bike rack. (3/15)		Track the type, number, and reach of communications.
	Danielle to purchase bikes and helmets and pedometers, and set up check-out process for pedometers. (4/15)	Promote availability, sign-out process, and location to employees to ride at breaks/ lunch.	Baseline and end-of-year assessment to measure use.
	Marissa to station bikes at parking rack and create sign-out procedure. (5/1)		
	Mary Cay to organize a lunchtime ride on National Employee Health and Fitness Day.	Co-promote the lunchtime ride, bike check out, and bike rack.	
	Create walking path and mileage markers on property. (5/15)		
Develop and promote flexible work scheduling policy to support increased physical activity.	Offer extended lunch breaks for physical activity.	Identify communication strategy.	Determine how intervention strategy will be measured.



Action Planning

- Further detailed planning for activities to support the worksite health improvement plan goals and objectives
 - Roles and responsibilities for team members
 - Timeline for each activity
 - Resources needed (financial/non financial)
 - Communication strategies
 - Data sources / Evaluation strategies

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

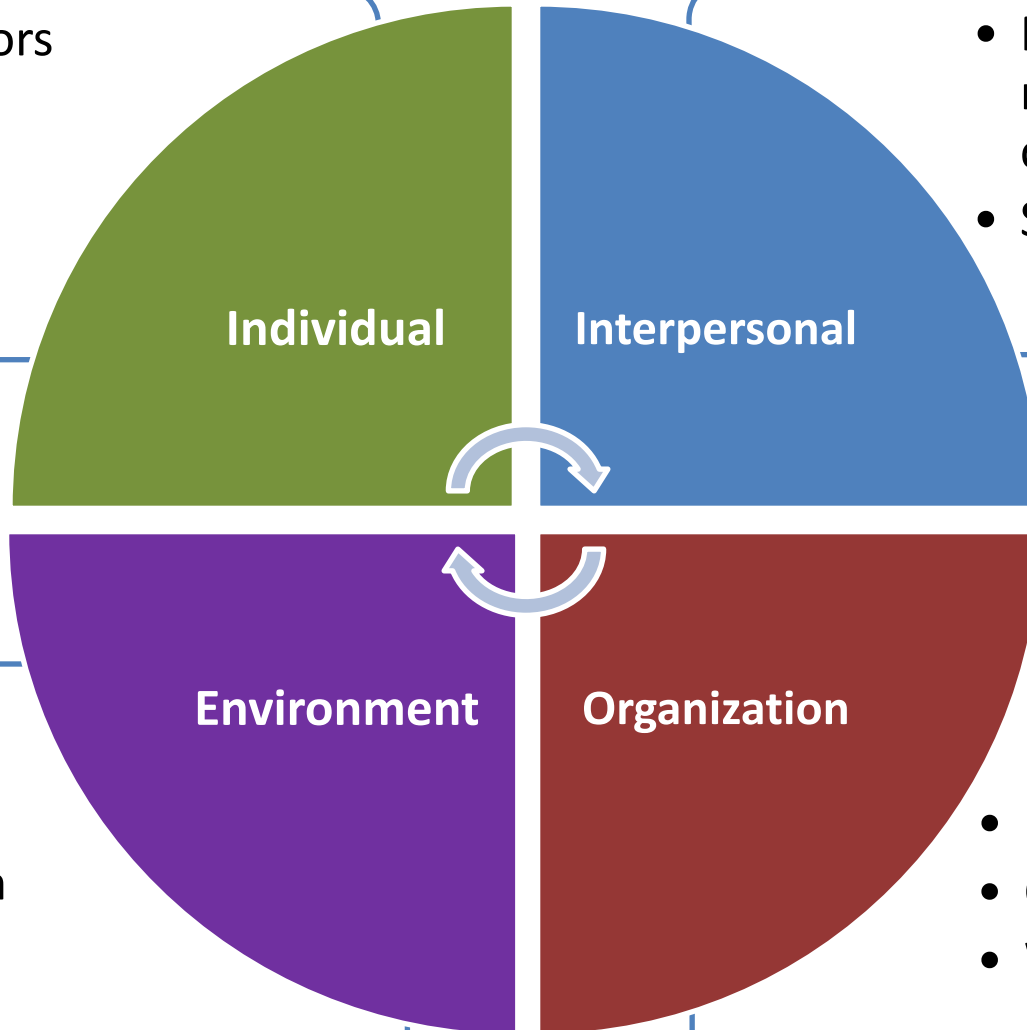
Interpersonal

- Facilities that support health
- Access and opportunities

Environment

- Leadership support
- Culture
- Work climate

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

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



Mass in Motion: Better Health, It's Your Move Employer Workplace Wellness Programs

<http://www.mass.gov/eohhs/consumer/wellness/healthy-living/at-work/for-employers.html>

The screenshot shows the Mass.gov website interface. At the top, there are navigation links for 'State Agencies', 'State 0-2 Topics', and 'State Forms'. The main header includes the 'Mass.gov' logo, the text 'The Official Website of the Executive Office of Health and Human Services (EOHHS)', and 'Health and Human Services'. A search bar is located on the right. Below the header is a navigation menu with tabs for 'Consumer', 'Provider', 'Researcher', and 'Government'. The breadcrumb trail reads: 'Home >> Consumer >> Prevention & Wellness >> Healthy Living >> At Work >>'. The main content area is titled 'For Employers' and features a purple silhouette of a person running with the text 'Mass in Motion' and the tagline 'Better health. It's your move.' Below this are two buttons: a green one labeled 'For Employers' and an orange one labeled 'For Employers'. To the right, there is a photograph of four people sitting around a table, engaged in a discussion. Below the photo are links for 'At Home', 'At Work', 'In Your Community', and 'Blog'. The main heading is 'Workplace Wellness Program'. The text below reads: 'Want to reduce the amount of time your employees are out sick and have a more productive workforce? Then consider starting a Workplace Wellness Program today.' Below this is a sub-heading 'Why Would a Workplace Wellness Program Help My Business?' followed by a paragraph: 'Your employees spend a good part of their days working for you. When they eat better, move more, manage their stress, and steer clear of tobacco, they become healthier, happier and more productive. When you implement a Workplace Wellness Program, you provide support that makes it easier for your employees to change their behaviors and make healthier choices.'

CDC Worksite Health Promotion Resources

www.cdc.gov/WorkplaceHealthPromotion

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.

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

National Healthy Worksite Program

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...

Connect With Others
Get Connected by Joining the L@S@V@ Working Groups, and connecting to other NHWP program workites and Success Stories

Case Studies
Documented lessons learned and outcomes from Program Participants

Program News

- Worksite Health 101 Training Manual** (PDF - 4,352KB)
- Webinar: The Case for Worksite Health, Leadership and Culture**
June 18, 11-2:30 p.m. EDT
Making the Case (PDF - 4,356KB)
Leadership and Culture (PDF - 993KB)
- Webinar: Aging in the Workforce**
July 19, 1-2:30 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](#)

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



Contact Information

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Upcoming Webinar Event

- **Healthy Worksite Webinar**

- Topic: Community Partnership Building
- Date/Time: February 11, 2013 at 1:00 p.m. Eastern
- Speakers:
 - Dawn Robbins - Oregon Public Health Institute
 - Monica Vinluan– Y of the USA
 - Andrew Webber – National Business Coalition on Health
- Registration Link: <https://www3.gotomeeting.com/register/181923054>



CEU 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.
 - Evaluation link: www.cdc.gov/tceonline/