



# National Healthy Worksite Program

## Site Selection and Employer Participation Process

# National Healthy Worksite Program

## *Webinar Agenda*

- National Healthy Worksite Program (NHWP) Overview
- Site Selection Process
- Site Locations
- Marketing and Outreach Strategy
- Program Benefits
- Employer Participation Process
- Next Steps

# Program Overview

***The Comprehensive Workplace Health Program to Address Physical Activity, Nutrition, and Tobacco Use in the Workplace*** will establish and evaluate comprehensive workplace health programs to improve the health of workers and their families.

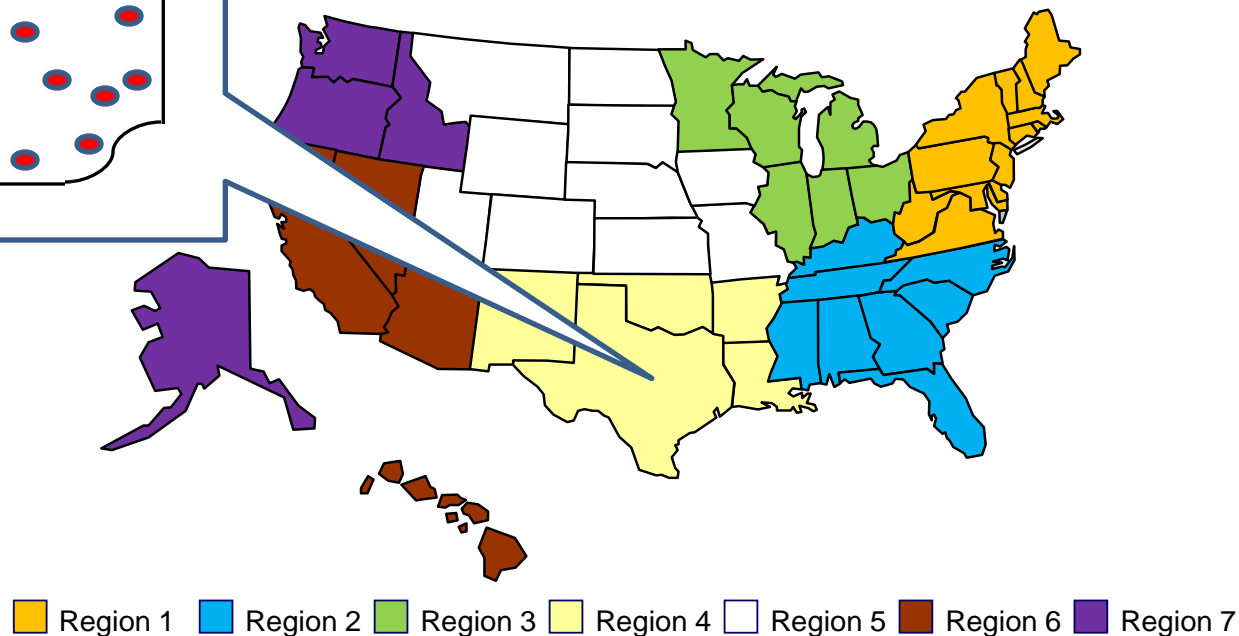
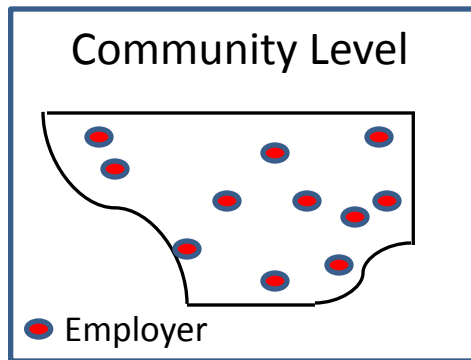
The program is called the National Healthy Worksite Program.

# Program Goals

- Reduce the risk of chronic disease among employees through science-based workplace health interventions and promising practices.
- Promote sustainable and replicable workplace health activities such as establishing a worksite health committee, having senior leadership support, and forming community partnerships and health coalitions.
- Promote peer-to-peer business mentoring.

# Local Program Sites

## National Healthy Worksite Program Regions



# Program Reach

- The *National Healthy Worksite* Program will
  - Engage and recruit up to 100 employers to implement comprehensive worksite wellness programs
    - Small (< 100 employees)
    - Medium (101 – 250 employees)
    - Large\* (251 – 1,000 employees)
    - Approximately equal numbers of all three size categories
  - Establish 7 local program sites with a group of up to 15 employers each
    - Employers within a single site will consist of all three employer size categories

\* Employers with > 1000 FTE may nominate a single worksite with no more than 1000 FTE

# Site Selection Process

*Aimed to identify communities with the potential to benefit most directly and substantially from the investments in workforce health and safety.*

# Site Selection Guidelines

- Prevalence of chronic disease; health outcomes and health behaviors below state averages.
- Available community resources to support a sustainable program such as proximity to a community hospital and existing community health initiatives or programs.
- Preference given to communities with high health disparities and allow for the inclusion of urban/rural localities, industry sector diversity and demographic diversity.

# Site Selection Process

- Exclusion Criteria applied to all counties in U.S.
  - A minimum total population of 50,000 people.<sup>1</sup>
  - At least 1 community hospital.<sup>2</sup>
  - A minimum of 1000 employers with 100 employers in at least 9 industry sectors.<sup>3</sup>
- Health rankings including adult prevalence of obesity, tobacco use, chronic disease, and physical inactivity.<sup>4</sup>
- Presence of Community Health Resources
  - CDC funded, non-CDC funded<sup>5</sup>
  - Local organizations or coalitions committed to health

1. U.S. Census

2. [https://www.cms.gov/CLIA/12\\_State\\_Agency\\_and\\_Regional\\_Office\\_CLIA\\_Contacts.asp#TopOfPage](https://www.cms.gov/CLIA/12_State_Agency_and_Regional_Office_CLIA_Contacts.asp#TopOfPage)

3. US Census Bureau County Business Patterns Database; North American Industry Classification System (NAICS)

4. County Health Rankings ([www.countyhealthrankings.org](http://www.countyhealthrankings.org))

5. Community Commons (<http://www.communitycommons.org>)

# Site Selection Evaluation Criteria

- Points were assigned to each community resource based on the following criteria:
  - Community resource was present in the community
  - Community resource addresses the risk factors of interest for the NHW program (physical activity, healthy eating, tobacco cessation)
  - Community resource has an employer or workplace health focus

# Site Selection Evaluation Criteria

- Preference was given to communities to allow for diversity among participant sites:
  - Urban/rural mix of communities
  - Industry sector diversity
  - Race/ethnicity
  - Age
  - Socioeconomic status

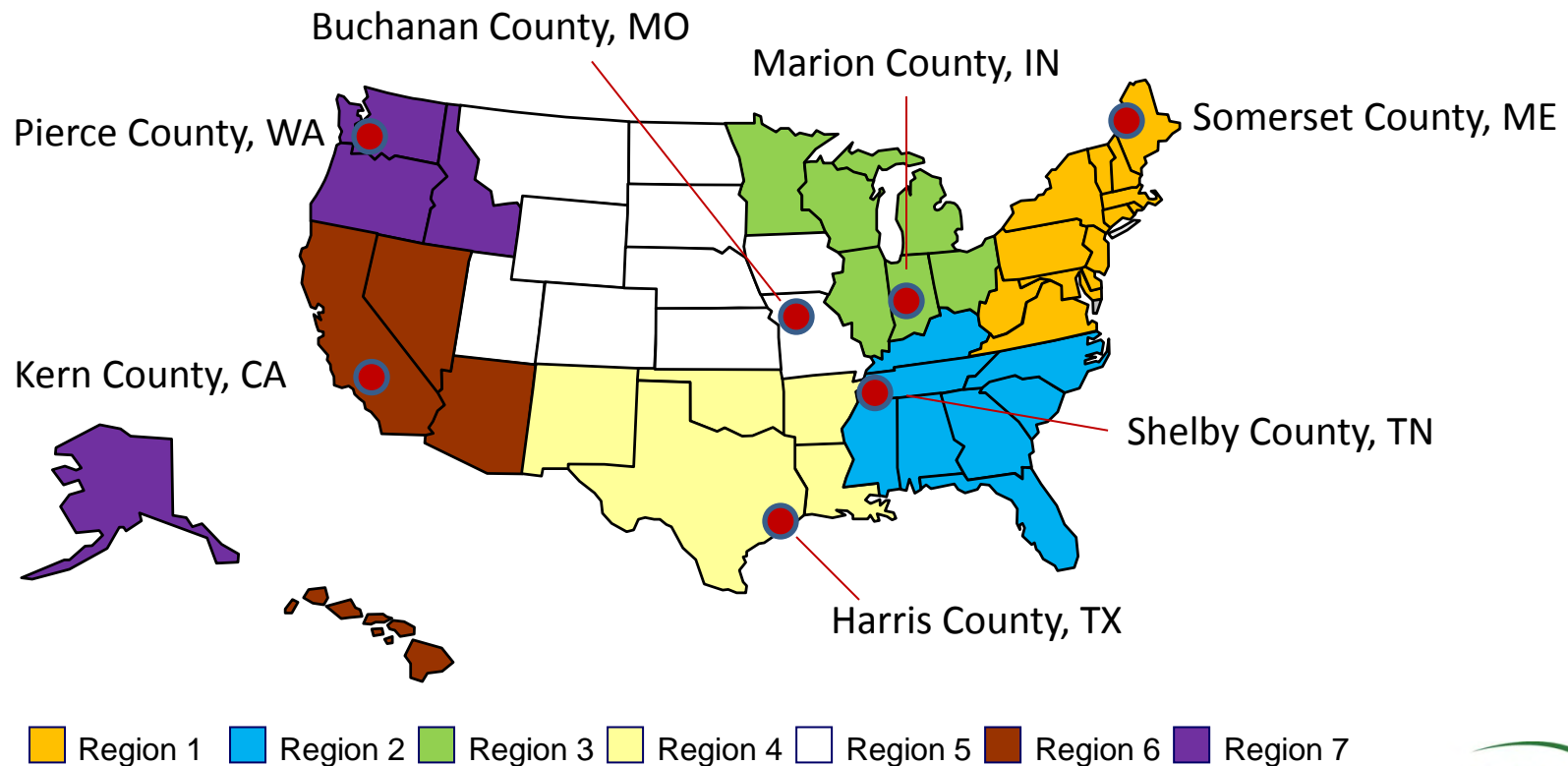
Source: County Health Rankings; US Census Bureau County Business Patterns Database

# Selected Site Locations

- Region 1: Somerset County, ME
- Region 2: Shelby County, TN
- Region 3: Marion County, IN
- Region 4: Harris County, TX
- Region 5: Buchanan County, MO
- Region 6: Kern County, CA
- Region 7: Pierce County, WA

# Site Locations

## National Healthy Worksite Program



# Marketing and Outreach Strategy

- Multiple methods to reach employers
  - Local site director engagement with local business/health groups
  - Advertising in trade publications
  - Direct mail
  - Web and video
  - Listservs
  - Social media

# Program Benefits

- Employers Participating in the NHWP will benefit through:
  - Intensive onsite support to build their own unique workplace health program tailored to their organization and employees
    - Assistance in building a high-quality workplace health program
    - Onsite health assessment and program evaluation
    - Onsite program management support and capacity building

# Program Benefits

- Extensive Training to build capacity and skill
  - Explaining the business case and components of a comprehensive workplace health program (level 1);
  - Identifying and applying strategies to maximize employee engagement and participation and evaluate employee health risk/status, social norms and attitudes regarding health behaviors (level 2);
  - Identifying various coaching models, strategies to integrate health promotion and safety, and opportunities to create a healthy culture (level 3); and
  - Developing a three-year program strategic plan including metrics for evaluating program outcomes (level 4).

# Program Benefits

- Opportunities to engage with and learn from peers and national experts
- Opportunities to be a role model and leader in the community
- Health improvements for you and your employees
  - Increasing access and opportunity for employees to engage in healthy lifestyles
  - Creating a work environment that supports a culture of health

# Workplace Health Program Benefits

- **Employer benefits**

- Enhanced employee productivity and reduced absenteeism
- Decreased rates of illness and injuries
- Enhanced corporate image
- Improved employee morale
- Improved employee recruitment and retention
- Increased organizational commitment and creation of a culture of health

- **Employee benefits**

- Increased well-being, self-image, and self-esteem
- Improved coping skills with stress or other factors affecting health
- Improved health status
- Increased access to health promotion resources and social support
- Improved job satisfaction
- Safer and more supportive work environment

# Eligibility Rules for Employer Participation

- The employer submits a completed information/certification form on the program website at <http://www.cdc.gov/NationalHealthyWorksite>
- The employer must indicate their interest by completing the form during the certification period 1/20/2012 through 2/24/2012

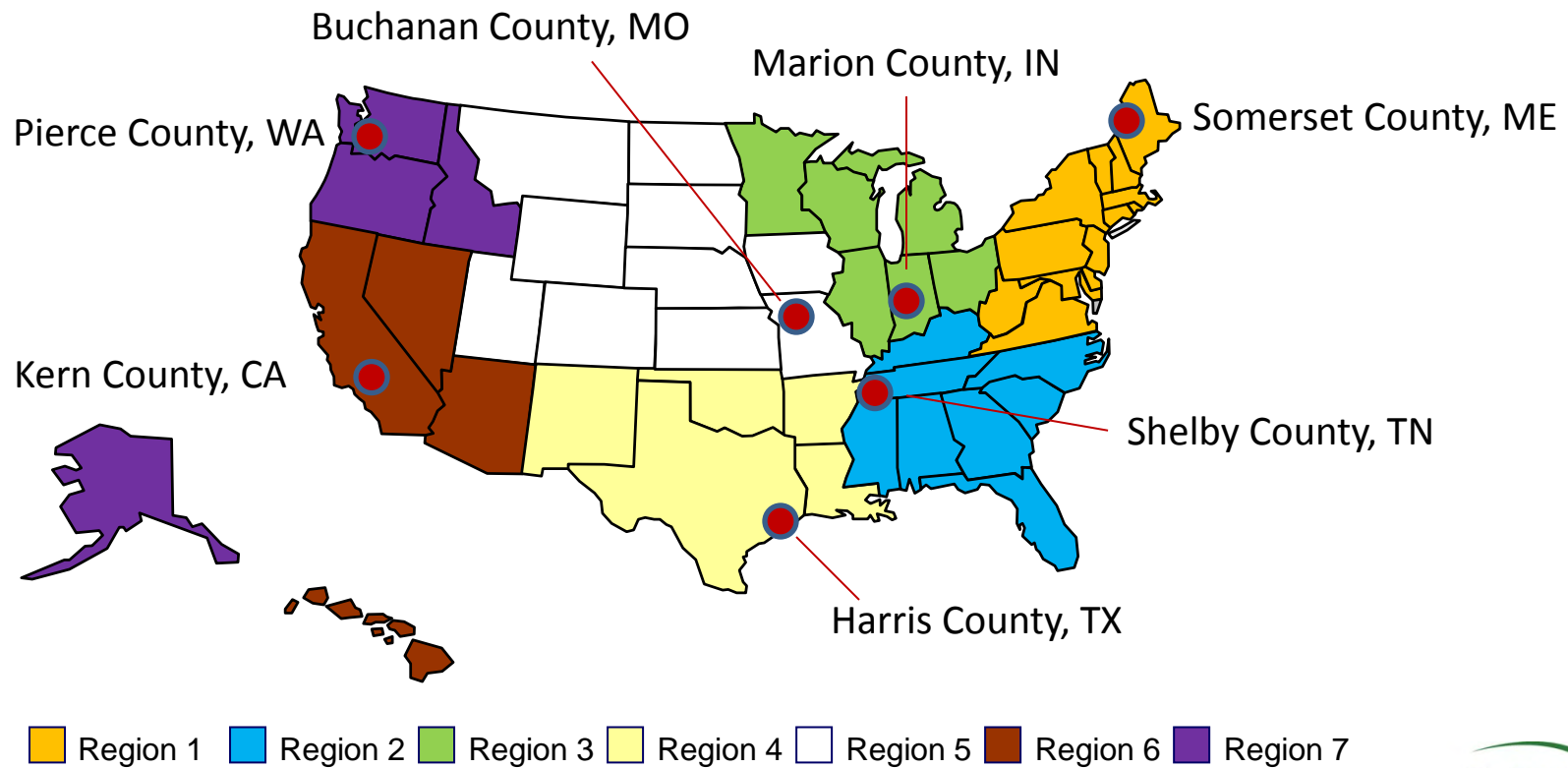
# Eligibility Rules for Employer Participation

- Open to public and private employers located within one of the 7 program site locations
- Employers must have 1,000 or fewer full-time employees\*
- Employers must offer health insurance to eligible employees
- Employers must demonstrate capacity and commitment to participate and to meet all program requirements
- Employers cannot have an existing comprehensive wellness program in place

\* Employers with > 1000 FTE may nominate a single worksite with no more than 1000 FTE

# Site Locations

## National Healthy Worksite Program



# Eligibility Rules for Employer Participation

- The employer offers health insurance to eligible employees including the following:
  - Preventive care (preventive office visits, preventive lab and x-ray, pap smear and mammography, flu and pneumonia immunizations, endoscopic services, including but not limited to colonoscopy)
  - Physician Services (office visits, diagnostic lab and x-ray, allergy testing, injections [including allergy], inpatient and outpatient services, surgery, emergency room visits)
  - Mental Health, chemical and alcohol dependency (inpatient services, outpatient and office therapy sessions)

# Eligibility Rules for Employer Participation

- The employer leadership will commit to the following:
  - Serve as role models/champions for healthy lifestyle behaviors through program participation
  - Allow employee participation in employer-sponsored workplace health programming during work hours
  - Adopt and implement health protection and promotion programs, policies, and environmental supports to foster a healthy, safe work environment
  - Participate in data collection activities

# Eligibility Rules for Employer Participation

- Participation in capacity-building activities
  - The employer will fully participate in technical assistance and training sessions
  - The employer will become an active participant in a network of National Healthy Worksites
  - The employer will become an active participant in community coalitions and partnerships

# Eligibility Rules for Employer Participation

- Demonstrated ability for local decision making
  - The employer is an independent business or autonomous unit of a larger organization, as demonstrated by the ability to set local policies and procedures without corporate oversight/approval such as the ability to negotiate health benefit plans

# Eligibility Rules for Employer Participation

- The employer does not have a comprehensive wellness program in place, defined as having 50% or less of selected interventions\* in place within each of the following subcomponents during the last 12 months:
  - Programs (i.e. classes, health coaching, tobacco cessation counseling)
  - Policies (i.e. tobacco-free campus, healthy vending policy)
  - Environmental Supports (i.e. onsite fitness facility, farmer's market)
  - Worksite Infrastructure (i.e. wellness steering committee or wellness champions)
  - Assessment and Evaluation (i.e. health assessment, needs/interest survey)

\* Complete list of interventions provided on the information/certification form

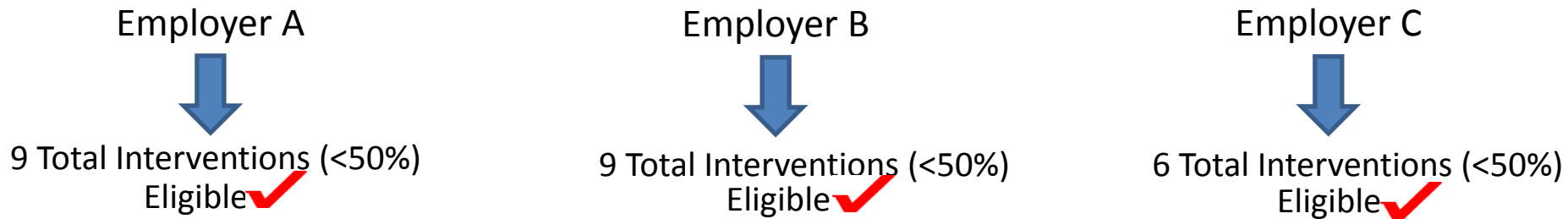
# Eligibility Rules for Employer Participation

- Among the interventions identified
  - Preference will be given to employers who identify the fewest total number of interventions
  - Additional preference will be given to employers who have in place high impact/effective interventions
    - Intervention rated score of 1-3 based on program effectiveness and health impact according to review of scientific literature (e.g., the Community Guide<sup>1</sup>) and discussions of a panel of subject matter experts

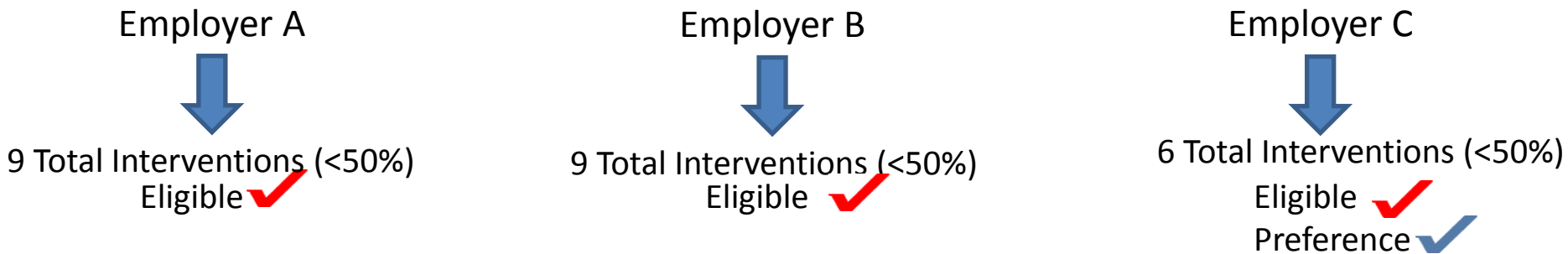
1. The Guide to Community Preventive Services, available at <http://www.thecommunityguide.org/index.html>

# Wellness Program Criteria Example

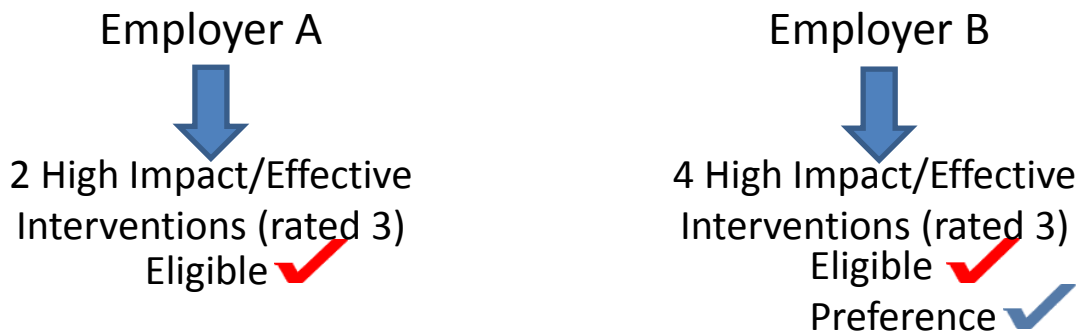
## Step 1: Determine Number of Total Interventions



## Step 2: Determine Fewest Number of Total Interventions



## Step 3: Determine Number of High Impact/Effective Interventions



# Eligibility Rules for Employer Participation

- For the largest employers with 500–1,000 full time employees:
  - A commitment to invest \$50,000 over two years to health promotion programming
  - Companies with more than 1,000 full-time employees interested in participating may nominate a specific company worksite not exceeding 1,000 employees. This worksite must represent an independent business or autonomous organizational unit within a larger business unit.

# Additional Criteria for Selection

- Preference will be given to interested employers who indicate:
  - Financial stability/no significant lay-offs or planned plant closures
  - No plans for acquisition, senior leadership turnover, or company sale for the duration of the program
  - Demonstrated health need including high employee rates of obesity, tobacco use, diabetes, or other chronic condition

# Employer Participation Process

- Visit [www.cdc.gov/NationalHealthyWorksite](http://www.cdc.gov/NationalHealthyWorksite) between January 20th and February 24<sup>th</sup>, 2012
- Certify that they have read and understand the program inclusion criteria
- Click on the link to certify that your business meets the inclusion criteria and provide contact information
- If you do not meet the inclusion criteria, provide contact information for program communications and training opportunities

# Employer Participation Process

- All employers who meet the inclusion criteria will be contacted for a telephone interview.
- Employer interviews are expected to begin in April 2012 and invitations for participation extended in May 2012.
- Employers not selected for final participation will be sent a notification letter.
- Employers who indicate that they wish to be included in technical assistance/training and future opportunities will receive regular communications and notification of TA forums.

# Non-participating Employer Resources

## Technical Assistance

- Quarterly Training
- Peer to peer mentoring/key program findings
- Participation in community partnerships
- Subject matter expertise on worksite wellness
- Webinars and distance-based learning
- Resources and tools will be available through program website

<http://www.cdc.gov/NationalHealthyWorksite>



# How to Stay Connected

- Program website  
[www.cdc.gov/nhwp](http://www.cdc.gov/nhwp)  
or  
[www.cdc.gov/NationalHealthyWorksite](http://www.cdc.gov/NationalHealthyWorksite)
- Program mailbox  
[NationalHealthyWork@cdc.gov](mailto:NationalHealthyWork@cdc.gov)
- Responses to frequently asked questions will be posted to the National Healthy Worksite Program website. The website will be updated regularly.

# Additional Webinars for Interested Employers

- Upcoming webinars
  - January 20, 2012 12PM-1PM EST
    - <https://www3.gotomeeting.com/register/133770238>
  - January 20 2012 3PM-4PM EST
    - <https://www3.gotomeeting.com/register/367222398>
- Registration Links and PowerPoint on Program Website