

## EMPLOYER INFORMATION

### National Healthy Worksite Program

#### *Questions and Answers*

#### **1. What type of activities will participating employers be required to conduct?**

Under the National Healthy Worksite Program, participating employers will implement multiple interventions that represent a combination of program, policy, and environmental support to address the following risk factors: physical activity, nutrition, and tobacco use. In addition, worksites will participate in the following activities:

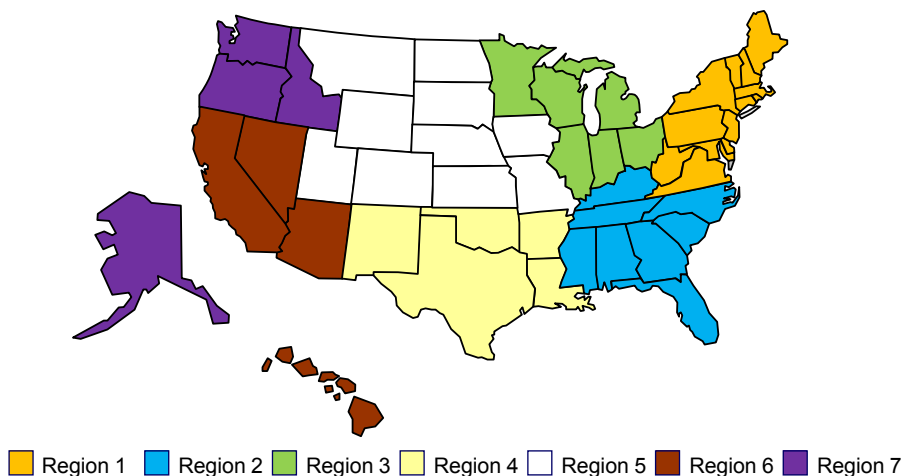
- An assessment to define employee health and safety risks and concerns and describe current health promotion activities, capacity and needs.
- A planning process to develop the workplace health program components, including goal determination, selecting priority interventions, and building an organizational infrastructure such as establishing a wellness committee and engaging senior leadership.
- Program implementation involving all the steps needed to put selected health promotion strategies and interventions into place and make them available to employees, such as:
  - o Stairwell enhancement, physical fitness/lifestyle counseling, walking trails/clubs, flextime policy.
  - o Worksite farmer's market, nutrition counseling/education, menu labeling on healthy foods, healthy foods in cafeterias and vending, weight management counseling.
  - o Tobacco-free campus policy, subsidized quit-smoking counseling (quitlines, health plans, others).
- An evaluation of efforts to systematically investigate the merit (e.g., quality), worth (e.g., effectiveness), and significance (e.g., importance) of the workplace health program.

#### **2. Where will the program take place?**

For the National Healthy Worksite Program, the United States has been divided into 7 regions based on the map below. Each region will have 1 group of employers located in a small, defined geographic area (i.e., city, county) with sufficient community resources available to maintain a sustainable workplace health program when the National Healthy Worksite Program ends. Employer groups will consist of all three employer size categories (small – 100 or less full-time employees; medium – 101-250 employees, or large – 251-1000 employees). The selected locations will be announced in Winter 2012.



# National Healthy Worksite Program Cohort Regions



The specific locality for an employer group within the multi-state region will be determined by applying the following criteria including:

- High levels of adult prevalence of obesity, tobacco use, diabetes, high blood pressure, high cholesterol, and/or physical inactivity at the city/county level, measured by national surveillance systems such as the Behavioral Risk Factor Surveillance System (BRFSS).
  - Sufficient numbers of employers of the same size and of varying industries based on North American Industry Classification System (NAICS) to support an employer group.
  - Proximity of a community hospital within 30 miles of the participating employers.
  - The presence of community health programs/initiatives to support sustainable workplace health programs such as a Community Transformation Grant; a Communities Putting Prevention to Work program; a CDC funded state-based program in physical activity, obesity, and/or diabetes; a CDC-funded community health program such as Pioneering Health Communities; or other non CDC supported local wellness initiatives identified through [www.communitycommons.org](http://www.communitycommons.org).
  - The presence of community-based organizations that have worked with employers on workplace health programs such as local Chambers of Commerce or National Business Coalition on Health members.
  - Localities without sufficient restrictions related to conducting the assessment and evaluation activities proposed such as the presence of a physician to conduct biometric screening.
-

- Preference will be given to communities with high health disparities and allow for the inclusion of urban/rural localities, industry sector diversity and demographic diversity identified through Census and Department of Labor data.

### **3. How do employers apply to participate in the National Healthy Worksite Program, what are the eligibility criteria, and when can they apply?**

CDC will begin by determining the employer group locations. Outreach to interested employers will then occur in each of the 7 locations. Interested employers will be directed in early 2012 to a program website ([www.cdc.gov/NationalHealthyWorksite](http://www.cdc.gov/NationalHealthyWorksite)) and/or program email address [NationalHealthyWork@cdc.gov](mailto:NationalHealthyWork@cdc.gov) to be certified as an eligible employer. In addition, a series of webinars in January 2012 will discuss the employer participation process and timeline. In the selected locations, CDC will use multiple methods to develop a marketing campaign to reach/recruit employers including advertising in trade publications, direct mail/email, establishing a webpage, producing a recruitment video, and using social media.

The National Healthy Worksite Program is open to public and private employers with 1000 or fewer full-time employees. Employers must be located within the county lines of one of the seven site locations and must submit a completed application during the open certification period. To be eligible, employers must offer health insurance to all eligible employees and must be an independent business or autonomous unit of a larger organization, as demonstrated by the ability to set local policies or procedures without corporate involvement/approval (e.g., negotiating health benefits plans).

Because the program is targeted to employers with the greatest potential to substantially benefit from investments in workplace health, employers who wish to participate must not already have a comprehensive wellness program in place. In the application, employers will be required to identify which wellness-related interventions, programs, policies, and environmental supports are already available to employees. Employers with fewer available interventions will be given preference over those with more robust programs already in place.

Additional preference will be given to interested employers who:

- Demonstrate health need including high employee rates of obesity, tobacco use, diabetes, or other chronic conditions.
- Represent a high hazard industry.
- Demonstrate financial stability and do not plan significant layoffs or plant closures.
- Indicate no plans for acquisition, senior leadership turnover, or company sale during the project.
- Are a U.S./domestic company.

Successful applicants must demonstrate senior executive leadership commitment, allow employees to participate in employer-sponsored workplace health programming during work hours, and commit to actively participate in all program elements including technical assistance, training, and community coalitions. Additionally, employers of 500-1000 full-time employees must commit to invest \$50,000

---

over two years to health promotion programming. Companies in excess of 1000 full-time employees interested in participating may nominate an autonomous worksite not exceeding 1000 employees.

#### **4. When will employers be selected?**

The seven selected locations will be announced in Winter 2012. The process of certifying employers in each of the selected locations will begin in early 2012 with the final selection of up to 100 participating employers occurring in early spring 2012. The program website, [www.cdc.gov/NationalHealthyWorksite](http://www.cdc.gov/NationalHealthyWorksite), will be continuously updated as new information becomes available.

#### **5. Why are large employers eligible to participate in the National Healthy Worksite Program?**

The program is opened to large businesses, defined as those with 251 or more full-time employees, in order to expand the program's reach and health impact. Employers with more than 500 full-time employees are required to provide an investment equal to \$50,000 over the next two years. In order to provide the program to up to 100 total employers, the largest employers selected to participate may not exceed 1,000 full-time employees.

Companies in excess of 1,000 full-time employees may participate if they nominate a specific company worksite not exceeding 1,000 employees. This worksite must represent an independent business or autonomous organizational unit within the larger company with the ability to set local policies and procedures without corporate oversight or prior approval.

An additional rationale for opening the program to large businesses is that some of the types of interventions included in the list of examples, such as procurement policies or flexible schedules, are more likely to appeal to large businesses. Large businesses are more likely to have the necessary assets -- such as cafeterias and gyms -- to effectively implement these policy and environmental interventions.

#### **6. Is there a cost to the employers to apply?**

The only requirement is for the largest employers (those with 500 or more employees) to invest \$50,000 over the next two years to expand and enhance the program.

Employees will not be assessed any fee to participate.



**7. What are the acceptable forms of the \$50,000 investment for large employers\* with 500-1000 full-time employees required by the National Health Worksite Program (NHWP)? And how will the investment be applied?**

*Certification requirements:*

Large employers\* (500-1000 full-time employees) are required to make an in-kind investment equivalent to \$50,000 over two years into their own workplace health activities. During the certification process, employers need only acknowledge a commitment to invest \$50,000 over two years.

*Post-selection requirements:*

If selected to participate in the program, large employers will work with the NHW Program team to develop an in-kind investment plan and budget based on the guidelines below. The investment 1) should be linked to an area of health need determined after the onsite baseline assessment period and 2) must be approved by the NHW Program team. The investment plan will be implemented beginning in the 4th quarter of 2012.

This investment may consist of enhancements to the activities being coordinated by the NHWP or new activities that expand the scope of the current program. Current workplace health activities (see eligibility requirements) in place at the time the employer is selected to participate in the NHWP are not counted toward the overall investment. Appropriate activities include, but are not limited to, the following examples:

- Capital improvements such as fitness facilities (new or converted) or cafeterias/vending offering healthy options such as adding a salad bar or a refrigerated vending machine for fresh fruit.
- Systems improvements such as those used for data collection or reporting for ongoing quality improvement and evaluation of the workplace health program.
- Equipment such as treadmills, recumbent bicycles, weight lifting equipment, ergonomic office furniture, scales, or blood pressure monitors.
- Staffing such as:
  - o Hiring or reassigning a part-time or full-time staff to provide internal coordination or management of the workplace health program.
  - o Hiring or reassigning a part-time or full-time health coach to provide more total coaching hours to employees.
- Non-financial incentives such as paid time off, merchandise or prizes, employee recognition.



- Additional programs or environmental supports not part of the core workplace health program such as ergonomics, adding a garden or farmer's market, or adding additional educational programs for employees.

\*NOTE - Employers with > 1000 employees may nominate a single worksite with no more than 1000 employee to participate in the NHWP. This worksite must represent an independent business or autonomous organizational unit within a larger business unit.

## **8. What types of activities will be a part of the network-wide technical assistance?**

The network-wide technical assistance activities will seek to provide opportunities for National Healthy Worksite Program participants to do three things:

- Network with each other (peer-to-peer mentoring) and other stakeholders such as national, regional, and community-based organizations.
- Provide subject-matter technical assistance on issues that are prominent or common across many of the participating employers (e.g. building a culture of health and utilizing evaluation tools and strategies). Technical assistance may also be provided on the health issues related to the three risk factors of primary focus to the program including sleep quality, arthritis, breastfeeding, obesity, or stress.
- Develop strategies and relationships to enhance partnering with the community.

## **9. Is there a way for employers who are not selected to participate in the National Healthy Worksite Program or who are not located in a selected location to be involved with or benefit from the program?**

CDC is committed to providing employers with technical assistance, guidance, and other resources to evaluate employer-based wellness programs. CDC will make the assessment and evaluation tools, results, and lessons learned from the National Healthy Worksite Program publically available so that employers outside the program can utilize them. Additionally, CDC will make some of the network-wide technical assistance activities available to non-participating employers.

## **10. How will employers continue their worksite health programs after the two-year program period?**

Employer participants will receive intensive onsite support over two years to establish a comprehensive health promotion program including individual and organizational assessments, program planning and selection of priority interventions, support for the implementation and evaluation of workplace health strategies and interventions, and assistance and guidance in establishing a program management infrastructure.

In addition, employers will take part in a series of trainings and participate in community coalitions to build their skill and capacity to manage their wellness and health promotion investments moving forward.



One of the key goals of this program is building program sustainability. At the conclusion of the National Healthy Worksite Program (NHWP), employers will be equipped with the following:

- Increased skill, capacity and knowledge to support an ongoing program.
- Sufficient infrastructure, such as a wellness committees and program champions, to assume ownership of the program.
- A three-year health improvement plan for the employer to address individual level employee health behaviors and establish policy and environmental supports to create an enduring culture of health.
- Linkages to community resources that can provide services such as health education and health screenings.
- Employer baseline and follow up data to direct future healthy worksite activities.

At the end of the two-year implementation period, employers will have several options available to them to maintain or expand their worksite health program including: using the services of a health management vendor or community-based organization; hiring or reassigning part-time or full-time staff to provide internal coordination or management of the worksite health program; or accessing and partnering with community-based resources. The following program elements may be particular useful to add or continue:

- Telephonic / Onsite Health Coaching
- Incentive Management
- Data Analytics to include claims - based return on investment analysis
- Onsite Biometric Screenings

**11. How can my industry or business organization (e.g., NBCH, Local Chamber of Commerce Benefits Broker) help recruit employers?**

Organizations in any of the 7 selected locations with direct contact with employers who may be interested and may qualify for the program are encouraged to distribute program information to employers or direct them to the program website. Program fact sheets and information about how employers can apply for the program will be available on the website.



## 12. How can I find out more information?

Interested employers can find more information about the National Healthy Worksite Program in the following ways:

- Visit <http://www.cdc.gov/NationalHealthyWorksite>, which CDC will populate as more information becomes available.
- Register to participate in the following webinars:
  - Webinars on site locations and employer participation process
    - January 13, 2012 12PM-1PM EST
      - <https://www3.gotomeeting.com/register/807742630>
    - January 20, 2012 12PM-1PM EST
      - <https://www3.gotomeeting.com/register/133770238>
    - January 20 2012 3PM-4PM EST
      - <https://www3.gotomeeting.com/register/367222398>
  - Webinars are archived on the National Healthy Worksite Program website
- Send a question to [NationalHealthyWork@cdc.gov](mailto:NationalHealthyWork@cdc.gov). FAQs will be added on a rolling basis

