



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.

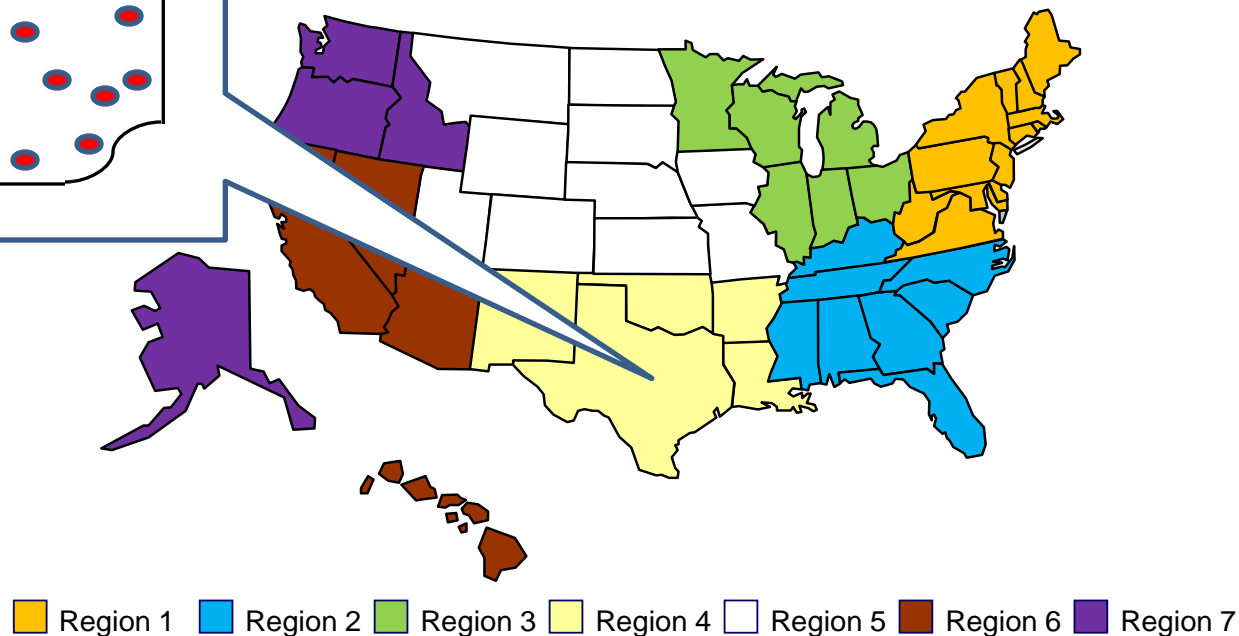
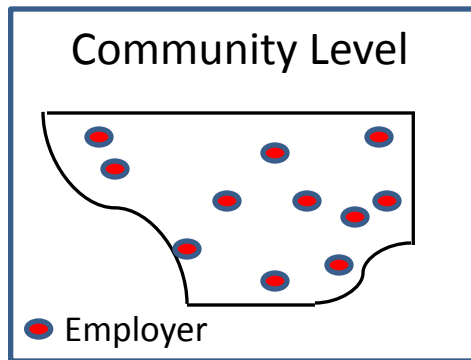
The program is called the National Healthy Worksite Program.

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

- Inclusion Criteria applied to all counties in U.S.
 - A minimum total population of 50,000 people.¹
 - At least 1 community hospital.²
 - A minimum of 1000 employers with 100 employers in at least 9 industry sectors.³
- Health rankings including adult prevalence of obesity, tobacco use, chronic disease, and physical inactivity.⁴
- Presence of Community Health Resources
 - CDC funded, non-CDC funded⁵
 - 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

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

4. County Health Rankings (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

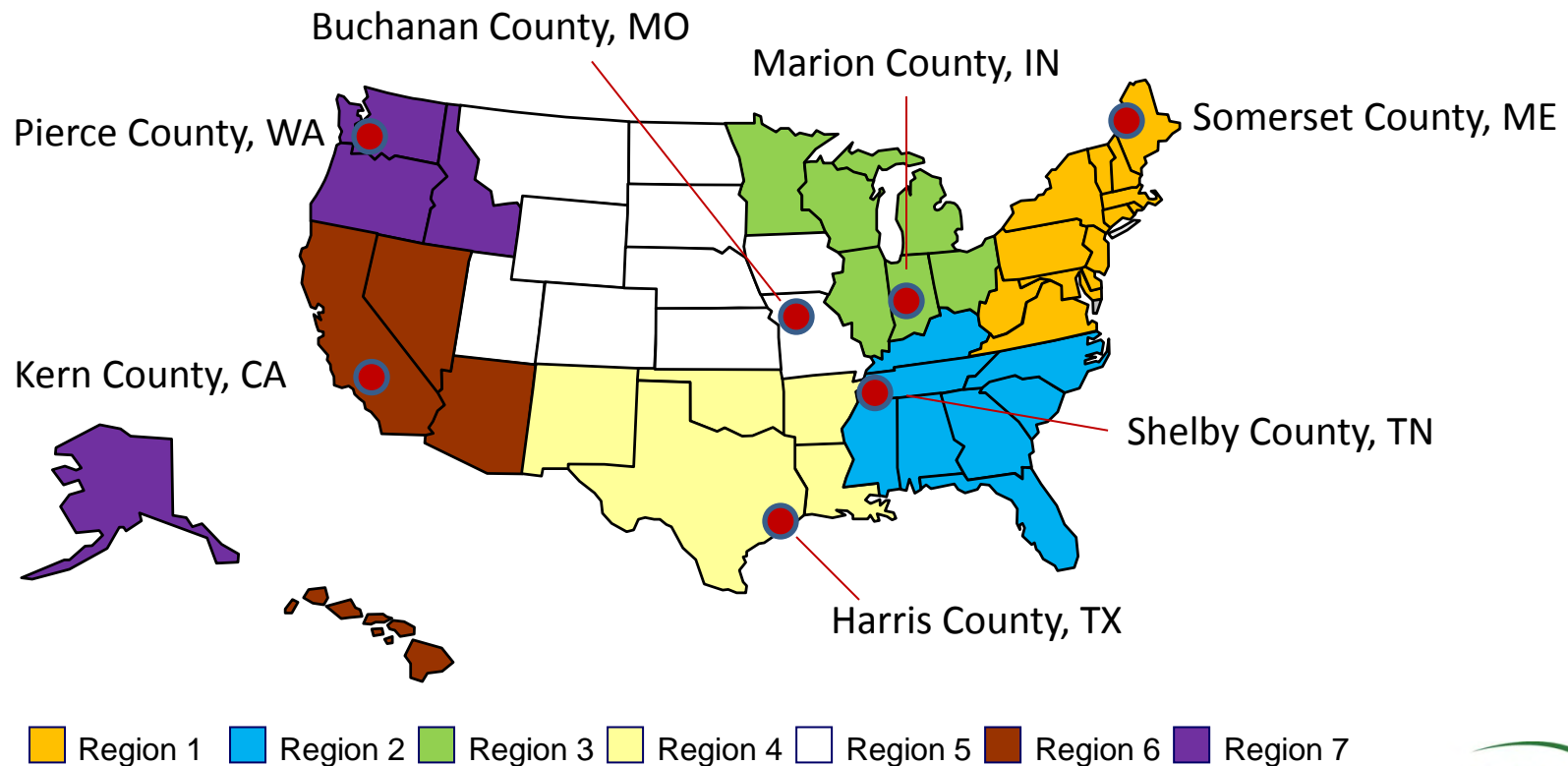
Source: County Health Rankings; US Census Bureau County Business Patterns Database

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

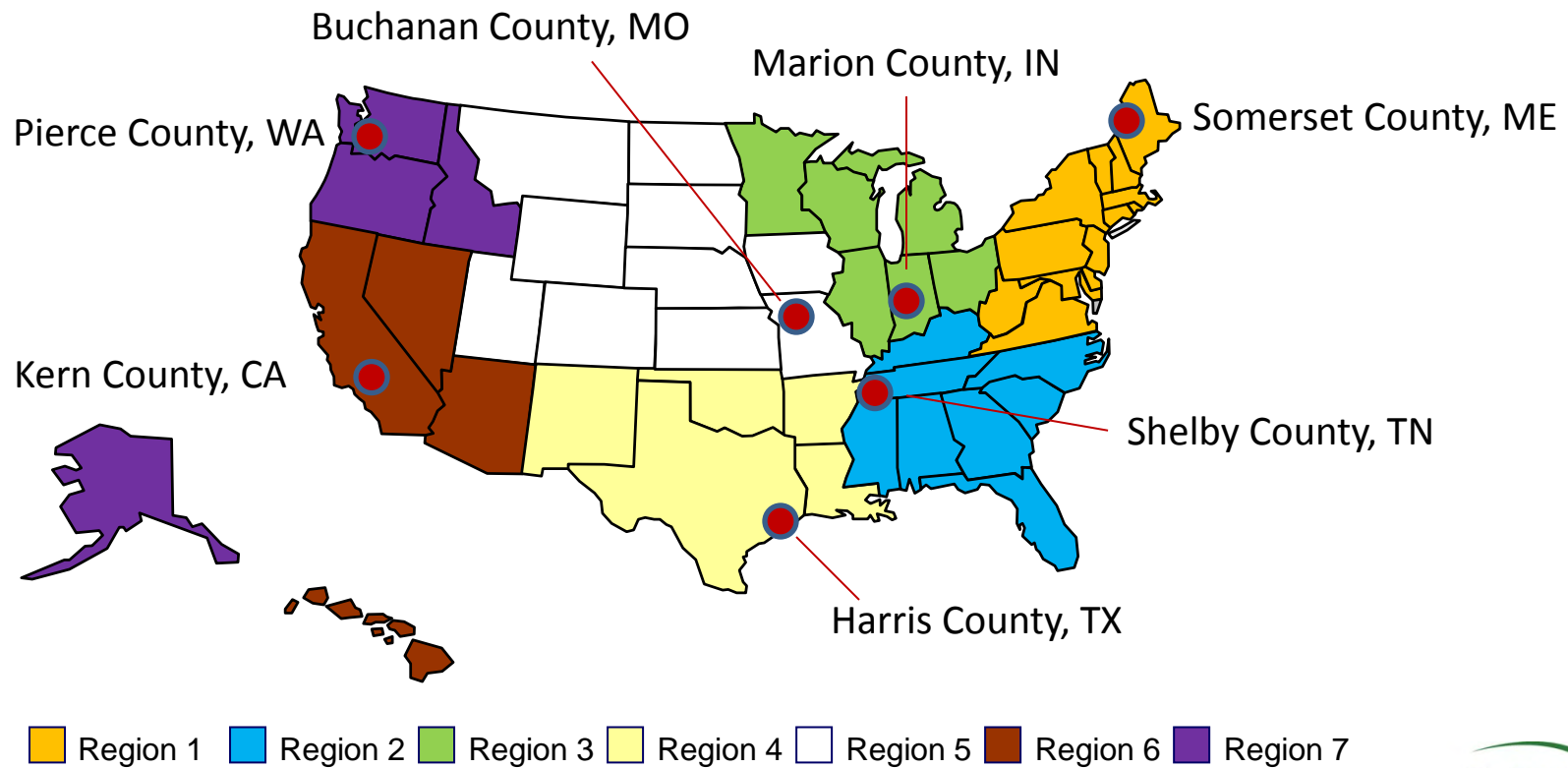
Eligibility Rules for Employer Participation

- 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

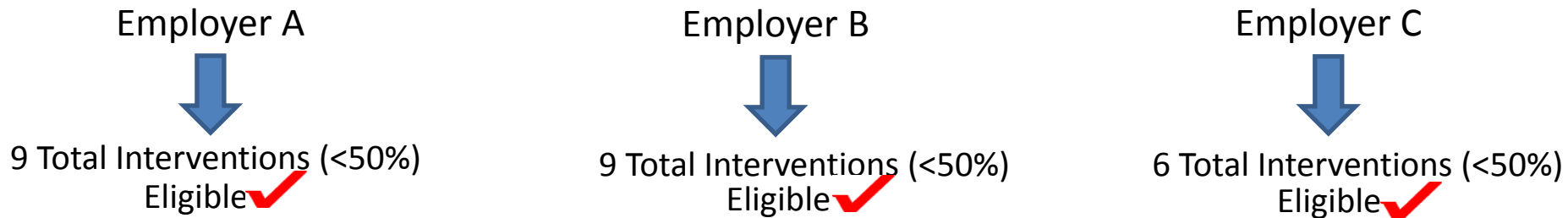
Eligibility Rules for Employer Participation

- 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 Guide¹) and discussions of a panel of subject matter experts

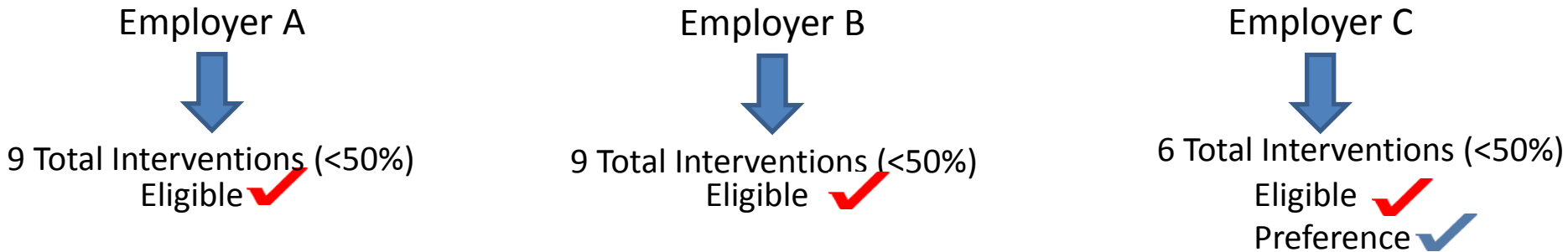
1. The Guide to Community Preventive Services, available at <http://www.thecommunityguide.org/index.html>

Wellness Program Criteria Example

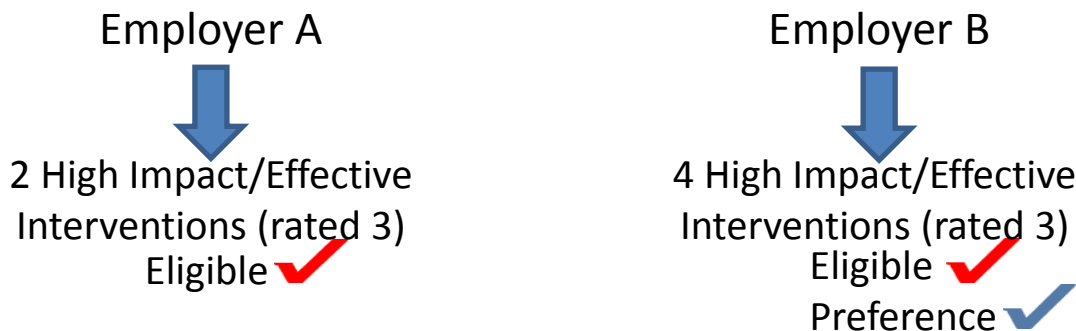
Step 1: Determine Number of Total Interventions



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 between January 20th and February 24th, 2012
- Certify that they have read and understand the program eligibility requirements
- Click on the link to certify that your business meets the eligibility requirements and provide contact information
- If you do not meet the eligibility requirements, 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

or

www.cdc.gov/NationalHealthyWorksite

- Program mailbox

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