

TRAIN-THE-TRAINER OUTREACH TOOLKIT


INTRODUCTION

As a Work@Health Trainer (T3), you are instrumental in our mission to promote worksite wellness to employers across the country. By implementing comprehensive, science-based programs, employers can improve worker productivity (through reduced absenteeism and presenteeism) and business bottom lines. At Work@Health, our goals are to improve the overall health of each participating employer’s workforce, while helping the organization create a culture of wellness. The Work@Health program uses customized web-based training, nationally recognized trainers, and health promotion subject-matter experts to achieve these goals. This toolkit contains messages and methods you can use in your outreach efforts to help spread the word about this exciting program and recruit employers for your next training.

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Work@Health Fact Sheet



Fact Sheet

Work@Health Program

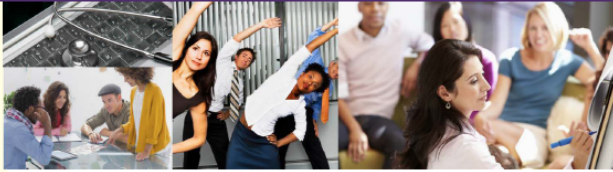
What Is Work@Health?

The Work@Health employer-training program is an initiative of the U.S. Centers for Disease Control and Prevention (CDC) to promote workplace wellness through employer education, training, and technical assistance. Training is delivered by professional instructors who undergo a rigorous certification process.

Having a healthier workforce not only benefits individual employees, but also employers, thanks to greater productivity and lower costs.

Work@Health uses web-based training and in-person training labs to deliver content and provide ongoing technical assistance and support both to program graduates and new participants.


Work@Health has been shown to improve employer knowledge, readiness, and ability to use science-based interventions.



Key Components of Work@Health

- The **Employer Core Training Program** combines web-based and in-person training by certified trainers. It uses a science-based employer training curricula.
- The **Basic and Advanced Technical Assistance Program** provides employers who have completed their Core training with one-on-one support and a custom technical assistance plan.
- The **Train-the-Trainer Program** prepares newly certified trainers who will train employers in their communities.
- The **Master Trainer Program** provides additional training to a select group of certified trainers, preparing them to train other trainers.
- Participants collaborate with regional and national stakeholder organizations that support employee health and wellness issues.
- Top experts in the field provide access to Work@Health tools, information, and technical assistance.

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



Front



A Workplace Wellness: A Health and Economic Benefit

Work@Health Employer Training Content

The curricula cover a number of foundational and core workplace health principles including:

- Why having a workplace wellness program makes good business sense.
- How to assess the workplace health needs of organizations.
- How to create an environment that supports workplace health programs, policies, and practices.
- How to know if your workplace health and wellness program is working and continuously improve its quality.

Chronic diseases are costly in the health and quality of life impact to individual workers and their families and the economic burden to employers and employees. The U.S. spends more than \$2.9 trillion a year on medical costs; 86 percent of those costs are related to chronic conditions like heart disease, cancer, stroke, arthritis, diabetes, and obesity.

Productivity losses from personal and family health problems cost U.S. employers more than \$225 billion a year. The indirect costs of poor health—including absenteeism, disability, and reduced work output—are even higher. That's why science-based workplace health programs make good business sense.

Employers can control their healthcare costs while improving America's health. Workplace health programs can improve employees' health knowledge and skills and promote healthy behaviors, like regular check-ups, active lifestyles, and follow-up care.

Work@Health Goals

- Increase awareness of the benefits to employers and the skills to implement effective workplace training with science-based workplace health programs.
- Create a highly trained corps of instructors, coaches, and trainers to train and support employers with worksite wellness programs.
- Increase employers' knowledge of workplace health concepts and principles.
- Improve employer capacity for developing, expanding, and sustaining workplace health programs.
- Promote peer-to-peer, community-based cooperation, and mentoring among employers.

How You Can Be Involved

Visit www.cdc.gov/workathealth/, or contact Work@Health at workplacehealth@cdc.gov

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Fact Sheet Work@Health Wellness Champion

What is a Work@Health Wellness Champion?

Work@Health provides expert training, technical assistance, and support to employers nationwide for building effective worksite health programs.

Work@Health Wellness Champions are organizations and/or employers committed to promoting the program within their networks.

Work@Health Wellness Champions use their networks and contacts to promote the program to potential employers and professionals who are interested in becoming Work@Health certified trainers.

These organizations include:

- Health departments
- Business coalitions
- Professional associations
- Public health-based nonprofits
- Trade associations.



Work@Health Wellness Champion Benefits

- CDC recognition as a Work@Health program partner
- Worksite wellness expertise and capacity-building for your organization and members
- Access to up-to-date worksite wellness resources that you can share
- Priority placement for future Work@Health training opportunities and classes

What do Work@Health Wellness Champions Do?

- Promote Work@Health to network members and prospective participants.
- Appoint Work@Health point-of-contact to coordinate Work@Health promotion.
- Assist Work@Health team with follow-up activities.
- Consider participating in the Work@Health Train-the-Trainer program and being a resource for its membership.

More information can be found at: www.cdc.gov/workathealth.
You also may e-mail workplacehealth@cdc.gov.

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



Greetings (Employer name):

I would like to invite you to apply to Work@Health, a CDC-sponsored, employer-based worksite wellness training program. This comprehensive program provides participating employers with the tools and resources needed to create a sustainable, science-based wellness program. As you know, the direct and indirect costs of poor employee and family health lead to productivity losses that impact your bottom line. You may see the results of poor health in higher absenteeism, presenteeism, and disability, reduced work output, and rising health insurance costs.

Work@Health helps employers establish a customized, science-based worksite health promotion program (planning, resource allocation, program implementation, and evaluation) that can reduce health care costs and increase worker productivity.

The training conducted by a CDC-approved trainer is supplemented with a number of online resources and a renowned team of subject-matter experts. After completing the training, you may have opportunities to receive additional learning opportunities and support from the Work@Health program team over time as you continue to build your wellness program.

I will follow up with you to review the Work@Health training program and how your organization can benefit from the program. I can also support your efforts to gain buy-in from the appropriate decision makers.

Our next training opportunity is scheduled for [INSERT TIMEFRAME (e.g., SPRING 2020) OR EXACT DATE IF KNOWN]. If you are interested please complete the attached application form and send it to [INSERT NAME/CONTACT INFO]. Once accepted, a Work@Health Certified Trainer will provide you with detailed information about specific dates and times for training.

Remember, Work@Health supports good health and is good business.

Sincerely,

[INSERT NAME/CONTACT INFO]

Work@Health Certified Trainer

SAMPLE EMPLOYER PHONE SCRIPT

Good Morning/Afternoon,

May I speak with _____?

Hello, my name is _____ and I am a certified trainer for the Work@Health program, which is a CDC-funded worksite wellness training program.

I am calling to invite you to participate in this dynamic opportunity. Work@Health was designed to help employers implement successful worksite health programs. As you know, the direct and indirect costs of poor employee and family health can lead to productivity losses that impact your bottom line.

The goal of the Work@Health training is to help you support employee health and safety. In addition, this program will assist you in establishing a customized, science-based worksite health program.

Would you be interested in either participating, or receiving additional information regarding this program?

(If the answer is yes)

Perfect! To apply, let me send you an application form which you can send back to me by [INSERT DATE]. You can learn more about the Work@Health program by visiting the CDC website at www.cdc.gov/workathealth. Or, you are welcome to contact me with any questions and I will connect you with the right resources.

(If the answer is no)

Are there any questions that I could answer, to help you better understand the program?

Thank you for your time. If you have any additional questions down the line about the program, please feel free to contact me. I will be more than happy to assist you.



DROP-IN ARTICLES

*The following “evergreen” articles have been developed to provide you with an easy way to promote Work@Health. To accommodate varying needs, there are three versions of the article – full-length, abbreviated, and brief. The suggested title for all of the articles is, **CDC Offers Worksite Wellness Training to Employers.***

FULL ARTICLE

Work@Health, an initiative of the U. S. Centers for Disease Control and Prevention (CDC), is recruiting employers nationwide to participate in a comprehensive training to implement and sustain evidence-based, worksite wellness programs. Since 2014, over 800 employers have been selected nationally for the program, providing them with the knowledge and skills to help address common and costly employee chronic illnesses and related conditions, such as cancer, obesity, high blood pressure, stress, and arthritis. To be eligible for this CDC- sponsored training program, employers must offer health insurance to their employees, employ at least 20 staff members, have internet access to view the training materials, and be headquartered in the United States.

Work@Health aims to increase awareness of the benefits of worksite wellness programs to employers; teach the skills required to implement effective worksite health programs; and increase the number of worksites adopting these health programs. State and local public health officials and business health coalitions implementing worksite wellness initiatives across the country are important partners of Work@Health in this process.

"We want our employees and our students to know that wellness is 365 days a year. This program is a big step toward helping us get there," says Dr. Patricia Bradley, director of Philadelphia-based Universal Companies, a community development organization. Universal Companies has participated in Work@Health. Employer training uses web-based training and expert trainers.

Having a healthy workforce also makes good business sense. Research shows that employees who have healthy diets and active lifestyles are less likely to suffer from chronic illnesses or disabilities that might hinder their job performance. A healthy workforce helps a business stay productive and competitive.

The **Work@Health Employer Training Program** is an exciting opportunity and space is limited. For more information, or to apply for the program, visit the official Work@Health website, www.cdc.gov/workathealth, or contact **INSERT TRAINER CONTACT INFORMATION**

ABBREVIATED ARTICLE

Work@Health, an initiative of the U. S. Centers for Disease Control and Prevention (CDC), is recruiting employers nationwide to participate in a comprehensive training that will prepare them to implement and sustain science-based, worksite wellness programs. Since 2014, 800 employers have been selected nationally for the program, providing them with the knowledge and skills to help address common and costly employee chronic illnesses and related conditions such as high blood pressure, obesity, and stress. To be eligible for this free, CDC-sponsored training program, employers must offer health insurance to employees, have at least 20 employees, have internet access to view the training materials, and be headquartered in the United States.

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BRIEF ARTICLE

Work@Health is a CDC-sponsored national program that helps employers create customized, science-based worksite wellness programs for their employees. Since 2014, 800 employers have been selected for the program, providing them with the skills and knowledge needed to help address common and costly employee chronic illnesses and related conditions. To be eligible for this free, CDC-sponsored training program, employers must offer health insurance to staff, employ at least 20 employees, have internet access, and be headquartered in the United States.

The **Work@Health Employer Training Program** is an exciting opportunity and space is limited. For more information, or to apply for the program, visit the official Work@Health website, www.cdc.gov/workathealth, or contact **INSERT TRAINER CONTACT INFORMATION**

There are several images approved for the promotion of Work@Health. When possible, please include the program logo with articles and other write-ups. If the logo can be hyperlinked, include <http://www.cdc.gov/workathealth> as the destination. Click on the links below to download various forms of the program logo.

➔ Color Logo with Tagline



➔ Color Logo without Tagline



➔ Logo with Header



You may also include a Work@Health badge (clickable image) on your website, newsletter, blog, or social networking profile. Below you can find images of program-approved badges, along with the HTML code needed to properly display them. Copy and paste the code according to the procedure for your content management system.

MULTI-IMAGE BLOCK

Standard Dimensions: 450 x 359 pixels



HTML Code:

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<a href="http://www.cdc.gov/workathealth/"></a>
```

LOGO WITH BRIEF DESCRIPTION

Standard Dimensions: 437 x 247 pixels



HTML Code:

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<a href="http://www.cdc.gov/workathealth/"></a>
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PROGRAM BANNER

Standard Dimensions: 437 x 247 pixels



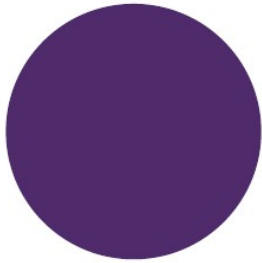
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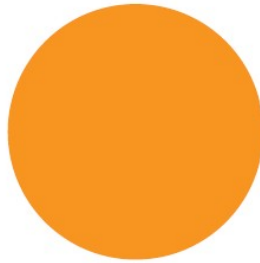
Experienced users may adjust a badge size, save it in an alternate location, and revise the HTML code to include the new location and proportions.

BRAND COLORS

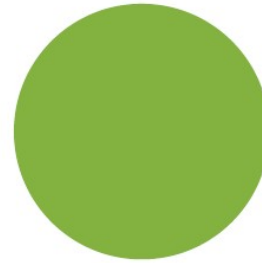
Color Palette



R79, G43, B107
C82, M97, Y26



R247, G148, B30
CO, M50, Y98, KO



R133, G178, B63
C54, M11, Y100, KO

SAMPLE SOCIAL MEDIA CONTENT

The Work@Health team appreciates that time is a limited commodity. Social media is an effective way to get the word out with minimal effort. Below are a few sample posts that can be used to promote the program on Twitter, Facebook and LinkedIn. Please note the hashtag is not necessary for LinkedIn. Feel free to write your own posts about the program, but be sure to include the URL shown in each example below.

Worksite wellness is good business. Learn how in free training from www.cdc.gov/workathealth #workathealth

Money saved is money earned. Healthy workforce = higher productivity. Learn about free training at www.cdc.gov/workathealth #workathealth

Work@Health supports good employee health and is good business. Learn about free training at www.cdc.gov/workathealth #workathealth

Healthier employees, lower health care costs. Worksite wellness is good business. Get free training. www.cdc.gov/workathealth #workathealth

PROMOTIONAL VIDEO

Video is an excellent tool to engage potential Work@Health participants. A complement to any of the listed outreach strategies, the promotional video will help you to provide a quick overview to prospects on the go.

<http://bit.ly/WorkatHealthPromo>



WORK@HEALTH® EMPLOYER CASE STUDIES

CDC has developed a series of employer case studies where participants in the Work@Health training program share their progress and challenges in building workplace health programs.

You can download the case studies using the hyperlinks below.

[Cedars-Sinai Health System](#) – Los Angeles, CA

[Korbel Champagne Cellars](#) – Guerneville, CA

[Lake Cumberland District Health Department](#) – Adair, Casey, Clinton, Cumberland, Green, McCreary, Pulaski, Russell, Taylor, and Wayne counties, KY

[MagMutual Insurance Company](#) – Locations in Alabama, Arkansas, Georgia, Florida, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia

[Open Hand](#) – Atlanta, GA

[SciMetrika](#) – Research Triangle Park, NC; Atlanta, GA; and Washington, DC

[SEPI Engineering & Construction](#) – Raleigh, NC

[Three Rivers District Health Department](#) – Carrollton, Falmouth, Owenton, and Warsaw counties, KY

[University of Georgia College of Pharmacy](#) – Athens, GA

FREQUENTLY ASKED QUESTIONS: FOR EMPLOYERS

General Program Overview

1. What is the Work@Health Program?

Work@Health provides training to employers to help them start or expand their workplace health program. Work@Health also trains worksite wellness professionals and organizations who support employer health efforts such as health departments, business coalitions, and trade associations.

The program helps employers develop a basic skill set and capacity to build or enhance science-based worksite health programs. The program enrolls employers nationwide to participate in training using various modalities – in-person, online, or a blended (online and in-person components) training.

2. What is the primary focus of the Work@Health Program?

The ultimate aim of the Work@Health program is to improve the organizational health of participating employers by increasing their capacity to put in place strategies to reduce chronic disease and injury risk to employees and improve workforce productivity.



3. Who is eligible to participate in the Work@Health Program?

The Work@Health Program is open to employers that have 20 or more full-time employees; offer health insurance to employees (though not all have to be covered by the employer); and are headquartered in the United States. Employers must have been in operation for at least 2 full years prior to attending training. Employers must also complete the [CDC Worksite Health Scorecard](#) organizational assessment and have Internet connectivity available to employees for training participation. Each employer must sign a participation agreement and identify a senior leader to serve as signatory authority acting on its behalf.

4. How will the Work@Health training be delivered?

Training is typically delivered in a blended model (online and in-person components) aimed at increasing employers' knowledge and skills about comprehensive worksite health. Work@Health is also available in hands-on and online formats.

The following three training models will deliver the same Comprehensive Worksite Health curriculum to participating employers:

Hands-on Model—An in-person professional instructor will lead employers through lectures, skill lessons, practical demonstrations, case studies, participant discussions, and peer learning aimed at increasing employers' knowledge and skills.

Online Model—Employers will learn independently by completing self-paced training activities on a computer connected to the Internet and a Web-based learning platform. Training activities will include e-learning modules, webinars, teleconferences, streaming videos, online coaching, and a peer learning network aimed at increasing employers' knowledge and skills.

Blended Model—Training activities will include a combination of hands-on and online learning strategies aimed at increasing employers' knowledge and skills about comprehensive worksite health. The first six modules are delivered online and are self-paced. The last two modules are delivered as part of a one-day in-person workshop with other employer participants.

5. How will employers participating in the Work@Health program benefit?

Employers selected to participate in the Work@Health Program will receive a variety of benefits, including—

- A complete health and safety assessment of their organization to define existing needs, interests, and capacity of their worksite to put in place specific health and safety interventions to address those needs.
- Professional training to learn how to develop a worksite health intervention plan to meet individual employer needs.
- Technical assistance and community-support resources aimed at giving employers what they need to sustain their worksite health promotion interventions beyond the program.
- Careful monitoring of and technical assistance to support participants' progress in implementing their worksite health interventions by professional worksite health trainers.
- An ongoing opportunity to expand their professional networks by linking to and partnering with other employers and organizations with a focus on health in their community.
- A safer and healthier work environment at the end of the program.
- Recognition by the CDC as a healthy worksite.



EMPLOYER ELIGIBILITY AND REQUIREMENTS

6. What employers are eligible to participate in the Work@Health Program?

The Work@Health Program is open to public and private employers. Priority will be given to small- and mid-size employers. In order to participate, employers must:

- a. Have 20 or more employees
- b. Have been in operation for at least two full years
- c. Have Internet connectivity to train participants
- d. Offer health insurance to employees
- e. Be a U.S.-based, domestic employer

7. How many participants per employer are allowed to attend the training program?

Work@Health stresses the importance of enhancing employers' capacity to build and sustain their workplace health program. This includes expanding the number of individuals within the organization who have the knowledge and skills to manage wellness programs. For this reason, a maximum of 2 participants per employer may attend the training. Sending multiple individuals who will have a role in the employer-based program builds institutional knowledge and capacity and guards against a loss of institutional memory if organizational or staffing changes are made.

8. What are the program requirements for completing the Work@Health program?

Participating employers must meet the following requirements:

- a. Complete all training modules (online and/or in-person)
- b. Complete an organizational health assessment at the beginning and end of the training program
- c. Complete all surveys administered by the Work@Health evaluation team
- d. Participate in any technical assistance activities

9. I'm an employer interested in applying for the Work@Health program, How do I apply?

Employers interested in the Work@Health program can complete the employer application form and return it to their certified Work@Health trainer.

KEY RESOURCES

Work@Health Official Website <https://www.cdc.gov/workplacehealthpromotion/initiatives/workathealth/index.html>

CDC Worksite Health Scorecard <https://www.cdc.gov/workplacehealthpromotion/initiatives/healthscorecard/index.html>

CDC Workplace Health Resource Center <http://www.cdc.gov/whrc>

