

## Participating in the CDC's National Health Worksite Program

Before participating in the National Healthy Worksite Program (NHWP), Worklogic had a few initiatives and supports in place to promote employee health (such as an on-site gym), but the organization wanted to do more. Worklogic had the motivation and buy-in from senior leadership to implement a wellness program, but lacked the necessary knowledge to plan and carry out a comprehensive program. This need for knowledge and skill-building related to how to start and maintain a program. This prompted Worklogic to apply to the NHWP, with the hope that it could increase the effectiveness and scope of its health and wellness initiatives.

With support and commitment from senior management, Chrystal Abbott, human resources manager at Worklogic, was able to hit the ground running once the company was accepted into the NHWP. Abbott assembled a small wellness committee of volunteers from different Worklogic departments. One of the first NHWP activities Worklogic completed was a baseline assessment in 2013. The NHWP assessments included employee health surveys covering health conditions, healthy behaviors, and perceptions about the

Worklogic HR applied principles of implementing a comprehensive health promotion program learned during the NHWP by putting in place a combination of programs and environmental supports to address multiple areas of employee health

work environment and on-site biometric screenings. Like all of the employers, participating in the NHWP, Worklogic also completed the [CDC Worksite Health ScoreCard](#), a validated organizational tool designed to help employers assess how they have implemented evidence-based health promotion interventions.

To build excitement about Worklogic's new wellness program and increase participation in the baseline assessment, leadership gave the committee \$2,000 to set up a kick-off carnival shortly before the 2013 assessment. Local farmers—several of whom are Worklogic clients—were invited to set up a Farmers' Market at the kick-off. A catering company did a healthy cooking demonstration at the event.

## Organization Background

### Worklogic HR

- « Established in 2000
- « Industry: Professional services (human resources outsourcing)
- « Location: Bakersfield, California
- « 44 Employees

Worklogic HR is a privately-held company that serves the human resource management needs of small and mid-sized firms in and around California. By delivering tailored human resource, benefit, payroll, safety and workers' compensation business solutions—Worklogic HR simplifies its clients' human resource management processes, reduces the associated costs, and frees up management to focus on core competencies and moving their companies forward. As an organization, Worklogic values family spirit, growth, innovation, accountability, an all-for-one attitude, and a little fun.

As a Human Resources (HR) consulting firm, Worklogic likes to lead by example and share its own successes with clients. It strives to be a role model for its clients, demonstrating that supporting employee health can improve company morale, and reduce health care costs and turnover.

Worklogic leaders and managers even agreed to take turns in the carnival's dunk tank. The committee also gave employees t-shirts and water bottles during the event.

## Setting Meaningful Goals

After receiving the results of the 2013 assessments, the Worklogic wellness committee decided to focus on health behaviors that had high employee interest and needed improvement. They identified the areas of nutrition and physical activity, and set specific objectives for each:

- Raise the percentage of employees making healthy changes to their diet to 40% (from 25% in 2013) by helping employees make healthier food choices at work and at home with increased knowledge and availability of fruits and vegetables.
- Reduce the percentage of employees who get little or no physical activity by 10%, by promoting the on-site gym and encouraging participation in fun company athletic events.

Using a program planning tool from the NHWP, the committee developed a detailed plan to target these objectives by implementing multiple interventions and addressing each one. For each intervention strategy, the committee's plan specified the following:

- How and when it would be implemented (including who was responsible for each action).
- The method(s) for communicating to employees.
- The strategy for evaluating whether it was implemented and how effective it was (e.g., level of participation, employee satisfaction).

To help ensure the plan would be carried out, the committee assigned specific tasks to its members to distribute the workload and hold members accountable. Abbott, and sometimes other committee members, participated in all of the NHWP trainings and webinars that addressed the main developmental stages for a wellness program—assessment, planning, implementation, and evaluation. Abbott also had monthly technical assistance calls with CDC staff to share updates and to obtain advice and information resources.

The wellness committee also realized the importance of strategically marketing its new initiatives, and even created a wellness program logo to generate interest in the new initiatives through branding efforts.



*"We continue to have healthier alternatives available at meetings and birthday lunches. Employees are used to it now. It's the new norm."*

*-Chrystal Abbott, Worklogic Human Resources Manager*

## Program Overview

### Bringing Healthy Food Into the Office

To increase employees' consumption of fruits and vegetables in its efforts to improve overall eating habits, Worklogic paid for a fruit and vegetable delivery service (bi-weekly deliveries for \$50 each). Every 2 weeks employees could help themselves to the produce that was delivered on-site. The fruits and vegetables were a huge hit. Worklogic employees descended on the shipments as soon as they arrived and quickly grabbed all the produce. Some shipments contained fruits and vegetables that not all employees were familiar with. When this happened, the wellness committee asked the chef who caters Worklogic events to provide demonstrations on how to use or cook with that particular fruit or vegetable, encouraging employees to try new healthy foods. Because it was so popular, Worklogic increased the frequency of the produce delivery to once every week in 2015. Abbott noted that the new types of produce started conversations among employees about healthy eating and it has promoted cooking experimentation.

## Breaking Tradition for Healthier Options

The Worklogic wellness committee has monthly staff meetings catered by a local chef. Meeting menus before the wellness program did not necessarily emphasize health. Following its own program plan and showing leadership, the wellness committee started providing healthier options during catered meetings. The wellness committee met with the chef to discuss how to incorporate healthy choice alternatives that employees would enjoy into the meeting menus. The chef was happy to modify the menus based on the committee's request.

The committee wanted to send a consistent message about healthy eating and applied it to a company tradition, the annual Halloween celebration. This event had traditionally been focused on candy. To keep the fun and dial down the sugar, the committee hosted a potluck lunch for Halloween, inviting employees to share their favorite healthy dishes. The committee continued having healthier alternatives at meetings and employee celebrations. Abbott said, "Employees are used to it now; it's the new norm."

## Kern County Corporate Olympics Challenge

The centerpiece of Worklogic's wellness program is the company's participation in the Kern County Corporate Challenge—an Olympic-style competition for local business teams. The Corporate Challenge was a great outlet for Worklogic employees' competitive energy and inspired plenty



Worklogic employees participating in 5k run.  
Photo provided by Worklogic.

of physical activity. Abbott provided a link to a ["Worklogic" YouTube video](#) that illustrates the level of fun and effort the company put into the event. In 2014, the first year for the Corporate Challenge, 40 of 44 Worklogic employees participated in at least 1 of the 16 events (e.g., dodge ball, basketball, 5k run, volleyball, flag football) and many employees participated in multiple events. Employees trained for their events outside of work time, demonstrating their commitment to the Challenge. Participants had a great time bonding with their coworkers and were

motivated to practice and exercise to be at the top of their game. While they enjoyed competing regardless of the outcome, Worklogic employees were proud to have won first place in their division. Employees' families and friends came out to watch and cheer the teams on, helping the Challenge encourage the whole Bakersfield area to become more active.

## Maintaining Momentum After the Olympics

Worklogic employees enjoyed the Corporate Challenge so much that they formed a volleyball team after the event ended to keep the momentum going. Worklogic leadership showed its support by covering the \$350 registration fee for the 17 employees who wanted to be on the volleyball team. An added benefit to the physical activity for volleyball team members was the opportunity to network and socialize across organizational levels. The company's operations director and one of its most senior salespeople were on the team, as well as some more-junior staff members.

When the 2014 Corporate Challenge ended, it didn't take long for employees to start thinking about winning in 2015. Abbott thinks that some of the competitors are trying to maintain their higher physical activity levels in the off-season so they will be in better shape for the summer games. A few months after the 2014 Corporate Challenge, Abbott noticed three coworkers eating salad every day for lunch. Two of them told her it was a change to eat healthy that they started during the Challenge and have maintained since then. The third employee had joined Worklogic recently, but was already fitting in with the healthier environment and culture.

The wellness committee encouraged employees to get together in a training room to do fitness DVDs at lunch. These sessions have drawn from 2 to 6 employees.

## Healthy Lifestyle Challenges

As part of its NHWP plan, Worklogic also held monthly healthy lifestyle challenges and initiatives. It promoted a healthy eating month and encouraged employees to make an improvement each week (e.g., increase water intake, reduce sugar-sweetened beverages, reduce alcohol consumption). In the spring, the company had a month-long physical activity challenge, in which employees tracked and

received points for different forms of exercise. One month the committee held a “no soda” challenge and made the office a soda-free zone. Abbott describes the first 3-4 days as difficult for employees, as they were getting over the absence of caffeine and sugar. However, a week or so into the challenge, many employees reported that they started feeling better. One employee even reported losing 15 pounds due to this one dietary change. Several employees shared testimonials at the monthly staff meeting about how the challenge improved their health. The wellness committee learned that it gets more acceptance and support from staff when it makes changes more gradually. Rather than expecting staff to give up all soda on the first day of the challenge, the committee would probably start by encouraging employees to cut back a little at a time.

## Race to Santa Barbara Challenge

To motivate employees to be physically active, Worklogic developed a walking or running program called the Race to Santa Barbara Challenge. In this 90-day challenge, employees were encouraged to walk or run 147 miles at their own pace. This is the distance between Worklogic’s location in Bakersfield and Santa Barbara, California. The committee built its challenge using a running app, which allowed employees to track their progress and sent motivational messages to each other through the platform. Eighteen employees participated and the employee who won the challenge finished in just a little more than 12 days, reinforcing how competitive employees are. The other participants continued to walk or run the 147 miles and used the app to send motivational text messages to individuals and the whole group.

## Program Success

At the end of the NHWP, Abbott said, “Worklogic’s committee has the tools and the ability to think innovatively to meet employees’ needs.” Worklogic’s 2015 results on the CDC Worksite Health ScoreCard nearly doubled from its score in 2013. Worklogic increased its total ScoreCard score from 78 to 144 out of a possible 264 points. Worklogic’s Health ScoreCard indicates the company has implemented evidence-based interventions and increased its scores for its main goal areas of nutrition and physical activity. Some examples of the evidence-based strategies Worklogic received points for in its 2015 ScoreCard that it did not have in place in 2013, included the following:

- Offering and promoting an on-site or nearby farmers’ market where fresh fruits and vegetables are sold.
- Providing organized physical activity programs for employees.
- Offering lifestyle counseling for employees who are overweight or obese.
- Providing workshops and classes on weight management.
- Training managers to identify and reduce workplace stressors.

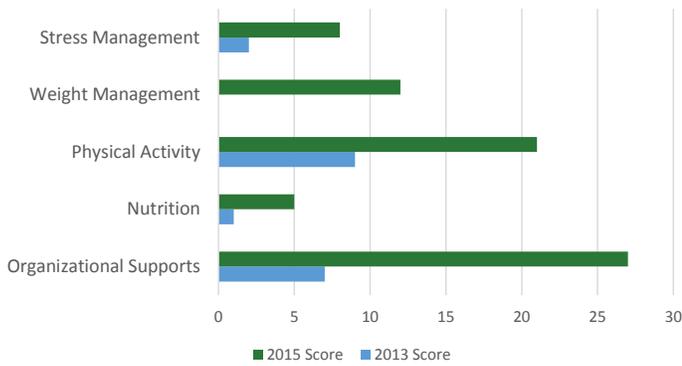
- Offering free blood pressure screening, cholesterol screening, and body composition measurements, followed by directed feedback and clinical referrals when necessary.

Worklogic increased its score for the Organizational Supports module, which assesses the extent to which organizations have a foundation and an infrastructure in place to support and maintain a workplace health-promotion program. Worklogic’s 2015 ScoreCard reflected that it now has a health promotion committee, offers health risk assessments, uses competitions to support employees’ behavior changes, provides flexible work-scheduling options, has an annual health promotion budget, and sets annual organizational objectives for health promotion while maintaining the strong leadership support it has had all along.



*The Worklogic HR team bonds over bowling at the Kern County Corporate Challenge. Photo provided by Worklogic.*

**CDC Worksite Health ScoreCard Overall Score  
in Wellness Programming 2013-2015**



In 2013, 33 employees completed the health assessments. Again in 2015, 33 employees completed the assessments, although only 16 of those had been originally assessed in 2013, because of some turnover. The assessment data related to the wellness issues that Worklogic focused on are summarized in the following tables.

<b>2013 Employee Health Issues and Lifestyle Risks Profile (Employees=33)</b>	
<b>Self-Reported Health Assessment Survey</b>	
Eat at least 5 daily servings of fruits and vegetables	9%
Engage in little or no physical activity	64%
Current smoker	27%
<b>Biometric Screening</b>	
Overweight (Body mass index 25.0 – 29.9)	39%
Obese (Body mass index > 30)	21%

Directly related to the organization’s health promotion goals, the percentage of Worklogic employees eating at least 5 daily servings of fruits and vegetables was higher in 2015 (12%) compared with 2013 (9%). The percentage of employees engaging in little or no physical activity was lower—moving from 64% in 2013 to 46% in 2015. One-third of Worklogic employees in 2015 indicated that they had either started making healthy eating changes or were maintaining healthy changes. Among the 16 employees who took both the 2013 and 2015 assessments, fruit and vegetable consumption and physical activity levels were also higher in 2015 compared with 2013.

**2015 Employee Health Issues and Lifestyle Risks Profile  
(Employees=33)\***

<b>Self-Reported Health Assessment Survey</b>	
Eat at least 5 daily servings of fruits and vegetables	12%
Engage in little or no physical activity	46%
Current smoker	21%
<b>Biometric Screening</b>	
Overweight (Body mass index 25.0 – 29.9)	30%
Obese (Body mass index > 30)	33%

*\*Percentages include all employees who provided data in 2015, including those who did not complete the 2013 assessments.*

Most employees (81%) agreed that they support the environmental changes that create a safe and healthy culture at Worklogic, as well as changes in policies as a result of Worklogic’s healthy worksite program. The majority of employees (78%) who completed the 2015 assessment agreed that they were well informed about the health and wellness opportunities at Worklogic and 59% agreed that the worksite health program adds value to their job. The wellness committee is continuing to encourage employee participation in the various wellness initiatives, and employees are continuing to eat healthier and engage in more physical activity. It often takes longer to effect certain outcomes, such as weight loss—but if Worklogic continues its commitment to promoting employee well-being, they are likely to see improvements in more areas in the coming years.



*The Worklogic HR flag football team at the Kern County Corporate Challenge. Photo provided by Worklogic.*

Abbott said one of the biggest benefits to Worklogic from participating in the NHWP was that, "It has made us more aware of a lot of different things. After

starting with the NHWP, we did things that fit our people."

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## Challenges

As is the case for most companies, Worklogic found it challenging to maintain employee motivation and participation throughout the year. For instance, when the school year started in the fall, employees with children became much busier, making it difficult for them to fit as much physical activity into their regular schedules. Also, Worklogic implemented a number of different physical activity offerings, and while this

was beneficial in certain ways (i.e., could appeal to more employees by catering to different needs and interests), it also made it difficult to keep engagement up across the different activities. To address this, the wellness committee is striving to strike a balance between offering a wide variety of programs and focusing on a few key initiatives that are likely to have the most effect.

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## What's Next?

Worklogic plans to continue building upon the healthy changes it has made in the work environment and encouraging employees to adopt healthy habits. Some of the initiatives it plans for the next year, in addition to winning big at the Kern County Corporate Challenges, include the following:

- Organize another race-to-a-destination challenge. Possibilities include a Race to San Diego (238 miles) or Race to San Francisco (283 miles).
- Purchase pedometers for staff.
- Sponsor a kick-ball team, and possibly other sports teams, through the community parks department.



*The National Healthy Worksite Program was designed to help employers put into action science- and practice-based disease-prevention and wellness strategies that would lead to specific measurable health outcomes to reduce chronic disease rates. From 2013-2015, each participating employer received support, training, and technical assistance to put in place a combination of program, policy, and environmental interventions to support physical activity, good nutrition, and tobacco-use cessation.*