National Healthy Worksite Program

Jason Lang, MPH, MS
Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion

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Reasons for Collaboration

Public Health
- 142 million full and part time workers
- Access to/involvement of populations that might not otherwise be exposed to health initiatives
- Employees spend more than 1/3 of their day at the workplace
- Employers have visibility and prestige in the community

Employers
- Employers pay more than a 1/3 of the $2+ trillion spent on healthcare
- Long-term business success is dependent on more than the health of your current workforce
- The environment is not confined to the worksite
- Strong public-private sector partnerships that begin with health can evolve to address other concerns of interest to business
- Access to expertise, resources, community capacity

Linnan, LA. The Business Case for Employee Health: What We Know and What We Need to Know. NC Med J; 2010: 71(1), p 69-74.
The National Healthy Worksite Program (NHWP) is designed to assist employers in implementing science and practice-based prevention and health promotion strategies that will lead to specific, measureable health outcomes to reduce chronic disease rates. The NHWP seeks to promote good health through prevention, reduce chronic illness and disability, and improve productivity outcomes that contribute to employers’ competitiveness.
# Profile of Certified Employers

<table>
<thead>
<tr>
<th>Industry</th>
<th>Number of Employers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Small (≤ 100)</td>
<td>Mid-Size (101-250)</td>
</tr>
<tr>
<td>Agriculture</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mining</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Construction</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Transportation</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Wholesale/Retail Trade</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Finance/Real Estate</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Services</td>
<td>84</td>
<td>7</td>
</tr>
<tr>
<td>Public Administration</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>SUB TOTAL (%)</td>
<td>107 (71%)</td>
<td>29 (19%)</td>
</tr>
<tr>
<td>Unclassified</td>
<td>57</td>
<td></td>
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<tr>
<td>TOTAL</td>
<td></td>
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</tbody>
</table>
Each employer will build a core workplace health program including the following components:

– **Assessment** of employer and employee needs, interests, health risks and existing capacity

– A **planning** process resulting in a workplace health improvement plan to guide the worksite through program development

– **Implementation** of programs, policies, and practices to address employee lifestyle risk factors related to physical activity, nutrition, and tobacco use

– Building a program **infrastructure** within each worksite for long-term sustainability including evaluation, wellness committees, program champions, and leadership (CEO/C-Suite) support

– Participation in programmatic activities, training, and technical assistance

– An **evaluation** of individual employee and organizational changes
Tools and Resources

- CDC Worksite Health ScoreCard
- INPUTSTM
- CAPTURESTM
- Health Improvement Plan Template
- Intervention Tools
- Community Resource Guides
NHWP Training and Assistance Continuum

Making the Business Case
- Relationship between health and performance
- Impact of worksite health program
- Key components of a comprehensive worksite health program

Module 1

Leadership and Culture
- Driving senior leadership support
- Creating a healthy worksite culture
- Building infrastructure and capacity

Module 2

Data Collection
- Worksite health assessment process
- Types of data to collect
- Using data for program planning

Module 3

Planning & Implementation
- Determining program goals and objectives
- Developing detailed worksite health plans
- Putting assessment and planning into practice

Module 4

Program Evaluation
- Measuring process and outcomes
- Key evaluation metrics

Module 5

NHWP
National Healthy Worksite
Outreach and Communications

- Constant Contact list – 5,000+ individuals to date
- NHWP website
- NHWP Newsletter
- Issue Briefs
- National webinars and local meetings
- Employer recruitment information packets
How to Stay Connected

Website: www.cdc.gov/NationalHealthyWorksite/

Program mailbox: NationalHealthyWork@cdc.gov
Upcoming Events

• **National Participant Program Implementation Webinar Training (3 of 5)**
  – Topic: “Planning”
  – Date/Time: January 14, 2013 at 1:00PM Eastern
  – Speakers:
    • Mari Ryan, MBA, MHP – Advancing Wellness
    • Lisa Erck – Massachusetts Department of Public Health
  – Registration Link: [https://www3.gotomeeting.com/register/652441654](https://www3.gotomeeting.com/register/652441654)

• **Healthy Worksite Webinar**
  – Topic: Community Partnership Building
  – Date/Time: February 11, 2013 at 1:00PM Eastern
  – Speakers:
    • Dawn Robbins - Oregon Public Health Institute
    • Monica Vinluan – Y of the USA
    • Andrew Webber – National Business Coalition on Health
  – Registration Link: [https://www3.gotomeeting.com/register/181923054](https://www3.gotomeeting.com/register/181923054)

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

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