Analyzing Online Engagement Levels for Advancing Total Worker Health Outreach and Communication Efforts

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NIOSH Total Worker Health™ Centers of Excellence

**Mission:** Improve the health of workers in Iowa and nationally through integrated health promotion and health protection research, collaboration, and dissemination of successful interventions.

**Outreach Program Goals**
- Identify and promote Total Worker Health™ best and promising practices
- Serve as a state and national resource center for integrated employee health, wellness and safety programs, practices and policies

**Target small employers and those with limited resources**
Small Employers

- Significant to Iowa and U.S. economy
- Engage in fewer safety and wellness programs than larger companies
- Report insufficient information available for implementing wellness programs (NSBA/Humana, 2012)
- Limited resources
- Limited access
- May need more assistance from external organizations
- ACA “Wellness Incentive” and employers <50 no longer required to offer health insurance
Why Online Channels

- Technology and social media are outpacing research
- *Low-cost* communication strategy for disseminating research and evidence-based resources
- *Low-cost* method for engaging employers and stakeholders in Total Worker Health
- Online methods preferred for receiving workplace wellness information (CBJ Healthcare Summit, 2013)
  - Periodic email (68%), newsletter (58%), monthly forum (28%), LinkedIn (20%)
# HWCE Total Worker Health Outreach Strategy

## Phase I: Identifying & Engaging Stakeholders

<table>
<thead>
<tr>
<th>HWCE</th>
<th>Understanding Stakeholders</th>
<th>Identifying Stakeholders</th>
<th>Building Relationships with Stakeholders</th>
<th>Sharing Information about TWH to Stakeholders</th>
<th>Promoting Stakeholder Organizations to Use Selected TWH Strategies</th>
</tr>
</thead>
</table>

## Phase II: Understanding & Mobilizing Small Employers

<table>
<thead>
<tr>
<th>Stakeholder Organizations</th>
<th>Understanding Ways Small Employers Perceive TWH</th>
<th>Further Developing TWH Strategies for Reaching Small Employers</th>
<th>Engaging Stakeholders to Use Selected TWH Strategies</th>
<th>Developing TWH Employers</th>
<th>Expanding TWH Employer Program</th>
</tr>
</thead>
</table>

*Support & Monitoring by HWCE*

*Framework adapted from Extended Model for Small Business OSH Intervention Research, Sinclair et al., AJIM, 2013*
Communication & Dissemination Plan for Sharing Online Resources

• **Phase I**
  – Develop platforms and establish presence
  – Gain understanding of audience interests and engagement levels
    • Process evaluation/formative research

• **Phase II**
  – Gain understanding of impact
  – Expand reach and engagement
Office Ergonomics
Maintaining a healthy, safe and productive office environment requires designing workspaces to allow each employee to work comfortably and without awkward postures (such as craning the neck forward or tilting the head to the side) or the use of computer input devices (keyboard and mouse) for long periods without breaks. Ergonomics—commonly referred to as “fitting the work to the worker”—is a science that seeks to optimize the relationship between people and their work environment. In an office setting, ergonomics principles can be used to improve the physical “fit” between each employee and his/her computer workstation. A qualified ergonomist can also work with employees and employers to explore organizational and psychosocial factors that may also contribute to musculoskeletal discomfort, such as the design of specific tasks and occupational stress.

For the Employer
Musculoskeletal pain and disorders are common among office workers and can result in more frequent absenteeism and reductions in productivity. Effective and successful ergonomics programs involve employees throughout the entire process, from identification of the problem to the development and implementation of solutions. A participatory approach gives employees a voice in the discussion and planning of workplace changes and may promote greater acceptance of potential solutions. Click here for more information on office ergonomics and links to resources for designing a participatory ergonomics program.

Encourage Frequent Breaks
Prolonged sedentary behavior is associated with many chronic conditions including type 2 diabetes, cardiovascular disease, hypertension, obesity, and musculoskeletal discomfort. Taking short (one to two minutes) breaks away from the workstation as often as every 20 minutes may limit discomfort. Employers should encourage and support breaks to promote more movement throughout the work day for employees in an office environment. Read more on moving more in the workplace.

Take Action with a NIOSH Essential Element for Effective Programs
Involve and engage employees by encouraging and supporting their participation. Ergonomics programs, as well as other health promotion and health protection programs, are most effective when employees participate in the process. NIOSH Essential Element to Develop a “Human Centred Culture” states effective programs thrive in organizations with policies and programs that promote respect throughout the organization and encourage active worker participation, input, and involvement. Download the elements here.

Newsletter Archives
2013
Total Worker Health Supplement Released by JOEM
Seasonal Influenza (Flu) Vaccination Programs
Office Ergonomics
Moving More in the Workplace
Final Regulations on Incentives-Based Wellness Programs
Off-the-Job Safety Programs
Workplace Stress Management Programs Play Significant Role!
May is National Bike Month and Global Employee Health and Fitness Month!
Social Media Supports a Culture of Total Worker Health
Incentives Activate Employee Engagement in Wellness
Recognizing Excellence in Workplace Safety, Health and Wellness

~1100 subscribers

www.hwce.org
HWCE on Facebook & Twitter

29 like the Healthier Workforce Center for Excellence on Facebook

40 followers @UIHWCE

www.hwce.org
HWCE on Pinterest

57 followers on Iowa Total Worker Health
Communication & Dissemination Plan for Sharing Online Resources

• Phase I
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  – Gain understanding of impact
  – Expand reach and engagement
Evaluation Framework

• Guided by Diffusion of Innovation Theory
• Based on broad purposes of social media in public health and health promotion
• Incorporates social analytics and business objectives
• Recognizes engagement as a key to success
• Emphasizes process evaluation
• Considers both quantitative and qualitative measures
## Goals & Objectives

<table>
<thead>
<tr>
<th>Broad Purposes in Health Promotion (Neiger, 2012)</th>
<th>HWCE Outreach Program Communication Goals</th>
<th>Business Objectives / Strategies (Lovett, 2011)</th>
<th>Description</th>
<th>KPIs/Outcome Measures Related to Health Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicate with consumers for market insights</td>
<td>Communicate via multiple channels with employers and stakeholders to gain insights</td>
<td>Spur innovation</td>
<td>Taking cues from audience comments, suggestions and conversations to identify audience interests and new ideas for programs</td>
<td>Insights, Engagement</td>
</tr>
<tr>
<td>Establish and promote a brand with consumers</td>
<td>Establish HWCE presence as a resource center for employee health programs, services and policy and promote promising TWH practices</td>
<td>Gain exposure</td>
<td>Increasing brand awareness and visibility; Getting idea(s) out there and enabling people to share</td>
<td>Exposure, Engagement</td>
</tr>
<tr>
<td>Disseminate critical information</td>
<td>Translate and disseminate evidence-based information and resources</td>
<td>Facilitate support</td>
<td>Sharing and posting evidence-based information and resources that support employee health programs, services and policy</td>
<td>Interaction, Engagement</td>
</tr>
<tr>
<td>Expand reach to include broader, more diverse audiences</td>
<td>Expand reach to include employers and stakeholders from diverse sectors</td>
<td>Build advocacy</td>
<td>Increasing participation among employers and stakeholders including HR Directors, Wellness Managers, Wellness Champions/Employees, Safety Professionals</td>
<td>Reach, Engagement</td>
</tr>
<tr>
<td>Foster public engagement and partnerships with consumers</td>
<td>Foster engagement and partnerships with employers and stakeholders</td>
<td>Foster dialogue and generate interactions</td>
<td>Initiating a conversation, letting it continue its own and genuinely responding; Persuading audience to respond to calls of action</td>
<td>Dialogue, Interaction, Engagement</td>
</tr>
</tbody>
</table>
# Measures & Metrics

<table>
<thead>
<tr>
<th>KPI/Outcome Measure</th>
<th>Description</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>Size of audience, number of people who have contact with application or related content</td>
<td>followers, subscribers, demographics of followers/subscribers, growth rate</td>
</tr>
<tr>
<td>Exposure</td>
<td>Times content is viewed</td>
<td>visits, comments, ratings, views</td>
</tr>
<tr>
<td>Insights</td>
<td>Feedback, observation of audience comments, ideas and conversations</td>
<td>number and types of suggestions or recommendations, trending key words</td>
</tr>
<tr>
<td>Dialogue</td>
<td>Facilitating conversation between people; Initiating a conversation, letting it continue on and genuinely responding</td>
<td>referral sources, relevant links, active users, trending key words</td>
</tr>
<tr>
<td>Interaction</td>
<td>How likely followers are to engage, spread your message and interact with others</td>
<td>forwards, shared, views, comments, messages, time spent</td>
</tr>
<tr>
<td>Engagement (low)</td>
<td>Acknowledge agreement or preference for content</td>
<td>ratings, likes, dislikes, views, clicks</td>
</tr>
<tr>
<td>Engagement (medium)</td>
<td>Creating, sharing and using content and degree to which they influence others</td>
<td>posts, comments, pins, repins, tweets, retweets, mentions, times shared, user-generated content, direct (private) messages</td>
</tr>
<tr>
<td>Engagement (high)</td>
<td>Participate in online or offline activities or interventions as a result of exposure</td>
<td>number register for event/service, make an appointment, attend off-line events, promoting programs, participating in organizational offerings</td>
</tr>
</tbody>
</table>
Website Reach

<table>
<thead>
<tr>
<th>Year</th>
<th>Sessions</th>
<th>Unique Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>3,198</td>
<td>1,725</td>
</tr>
<tr>
<td>2012</td>
<td>3,446</td>
<td>1,905</td>
</tr>
<tr>
<td>2013</td>
<td>5,099</td>
<td>3,343</td>
</tr>
<tr>
<td>2014 (Jan 1-Sept 28)</td>
<td>6,012</td>
<td>4,519</td>
</tr>
</tbody>
</table>

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Audience Members Most Engaged

- Employers: 22%
- Other Stakeholders: 17%
- Academia: 11%
- City, County, Chambers: 17%
- Hospital/HealthCare: 11%
- Vendors/Agencies: 11%
- State/National Associations: 6%
- Public Health: 5%

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<table>
<thead>
<tr>
<th>Bulletin Topic</th>
<th>Opened</th>
<th>Open Rate (%)</th>
<th>Total Opens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pilot Funding Announcement</td>
<td>299</td>
<td>26.9</td>
<td>810</td>
</tr>
<tr>
<td>Incentives Activate Employee Engagement</td>
<td>282</td>
<td>23.5</td>
<td>1137</td>
</tr>
<tr>
<td>Sleep &amp; Fatigue</td>
<td>233</td>
<td>21.2</td>
<td>947</td>
</tr>
<tr>
<td>TWH Activities &amp; 2014 Best Wishes</td>
<td>233</td>
<td>21</td>
<td>515</td>
</tr>
<tr>
<td>Obesity &amp; Healthier Eating</td>
<td>232</td>
<td>20.8</td>
<td>705</td>
</tr>
<tr>
<td>Recognizing Excellence</td>
<td>210</td>
<td>20.7</td>
<td>563</td>
</tr>
<tr>
<td>Employment Status Matters</td>
<td>213</td>
<td>20</td>
<td>437</td>
</tr>
<tr>
<td>Final ACA Regulations on Wellness Programs</td>
<td>235</td>
<td>20</td>
<td>467</td>
</tr>
<tr>
<td>Cardiovascular Well-being</td>
<td>217</td>
<td>19.7</td>
<td>744</td>
</tr>
<tr>
<td>JOEM Supplement Announcement</td>
<td>225</td>
<td>19.7</td>
<td>474</td>
</tr>
<tr>
<td>New Website &amp; Updates</td>
<td>209</td>
<td>19.6</td>
<td>590</td>
</tr>
<tr>
<td>Office Ergonomics</td>
<td>227</td>
<td>19.5</td>
<td>674</td>
</tr>
<tr>
<td>HRAs Recommended</td>
<td>199</td>
<td>19.4</td>
<td>604</td>
</tr>
<tr>
<td>Hydration &amp; Health Safety</td>
<td>207</td>
<td>19.2</td>
<td>676</td>
</tr>
<tr>
<td>Moving More in the Workplace</td>
<td>222</td>
<td>19.1</td>
<td>965</td>
</tr>
<tr>
<td>Social Media</td>
<td>225</td>
<td>18.8</td>
<td>596</td>
</tr>
<tr>
<td>Seasonal Influenza Programs</td>
<td>215</td>
<td>18.6</td>
<td>370</td>
</tr>
<tr>
<td>May Update</td>
<td>222</td>
<td>18.3</td>
<td>542</td>
</tr>
<tr>
<td>Team-based Challenges &amp; Competitions</td>
<td>203</td>
<td>18</td>
<td>474</td>
</tr>
<tr>
<td>Creating a Culture of TWH</td>
<td>193</td>
<td>17.9</td>
<td>573</td>
</tr>
<tr>
<td>TWH Practice &amp; Research</td>
<td>190</td>
<td>17.8</td>
<td>420</td>
</tr>
<tr>
<td>Industry Average</td>
<td></td>
<td>17.7</td>
<td></td>
</tr>
<tr>
<td>Leadership Key to Employee Health &amp; Safety</td>
<td>187</td>
<td>17.6</td>
<td>529</td>
</tr>
<tr>
<td>Off-the-Job Safety Programs</td>
<td>204</td>
<td>17.2</td>
<td>371</td>
</tr>
<tr>
<td>Pilot Awards Announcement</td>
<td>187</td>
<td>17.1</td>
<td>470</td>
</tr>
<tr>
<td>Workplace Stress Mgmt</td>
<td>193</td>
<td>16.3</td>
<td>443</td>
</tr>
</tbody>
</table>

**Top Bulletins**

- Incentives Activate Employee Engagement
- Moving More in the Workplace
- Sleep & Fatigue
- Obesity & Healthier Eating
- Final ACA Regulations on Wellness Programs
- Pilot Funding Announcement
Engagement Model

Changes in Health & Safety Outcomes

Low
- Generally actions to promote oneself or provide information

Medium
- Audience actions to influence others that lead to changes in awareness, knowledge, attitudes or behaviors

High
- Partnership or participation in programs, services or activities

Process Evaluation
Formative, Impact and Outcome Uses

Modified from Neiger, 2013

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Next Steps

Phase II

– Gain understanding of impact
  • Outcome evaluation
    – Survey engaged audience members and ask key stakeholders
    – Look at trends and outcomes in other available datasets

– Expand reach and engagement
  • Develop strategic implementation plan (campaign or mini-campaigns)
    – Opportunity to work with the NIOSH TWH™ Program, Centers of Excellence, Affiliates and other stakeholders
In Closing...

- Online communication channels should be embraced as low-cost, integrated methods for disseminating Total Worker Health research and evidence-based resources.

- Ongoing evaluation of online initiatives is recommended for continuous program improvement, particularly for enhancing audience engagement and understanding the *real* impact on worker health, safety and well-being.
Thank you!

For more information, contact:

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