Training Workplace Wellness Advisors to Create Healthy Worksites and Healthy Communities

International Symposium to Advance Total Worker Health
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Liliana Tenney, MPH
October 7, 2014
Mission

Health Links Colorado is a nonprofit program whose mission is to advise, certify and connect businesses to help them improve the health, safety and well-being of employers, employees, families and their communities.
Who We Are

• Program at the Center for Worker Health and Environment

• Focused on 3 components:
  – Advising
  – Certifying
  – Connecting
Bring Wellness to Work.

Organizations that foster health and safety at work have healthier, happier employees—and healthier bottom lines, too. It’s more than good business. It’s good business strategy.

WHAT’S WORKSITE WELLNESS?

Karen Wachtel, PorchLight Real Estate Group
A wellness at work success story »
Advisor Training
• 4-hours in person
• Focus on 8 benchmarks for health promotion and health protection
• Advisor vs. ambassador
• Continuing education & engagement
• Local, online, integrated
Community-based Training

- Health Links Ambassadors & Advisors

- Evidence-Based Training for community and business leaders including:
  - Community health coordinators
  - Human resource managers
  - Owners
  - Worksite wellness coordinators
  - Safety managers & consultants
  - Development & PR
  - Public health professionals

- Educational mission
The Building Blocks for Promoting a Healthy Workplace
An Evidence-Based Framework

1. Establish supportive organizational culture and leadership
2. Dedicate some resources (leverage what you have)
3. Assess the needs of employees
4. Set clear goals and priorities
5. Address safety and integrate systems to create comprehensive program design
6. Promote participation
7. Communicate strategically
8. Evaluate, learn and improve
Advisor Training Evaluation

Sample size (N=75)

<table>
<thead>
<tr>
<th></th>
<th>1=Not at all confident</th>
<th>2=Somewhat confident</th>
<th>3=Confident</th>
<th>4=Very confident</th>
<th>N/A</th>
<th>Total</th>
<th>Average Rating</th>
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<tbody>
<tr>
<td>Identify strategies to develop a successful worksite wellness program. (BEFORE the session)</td>
<td>28.00%</td>
<td>49.33%</td>
<td>13.33%</td>
<td>8.00%</td>
<td>1.33%</td>
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<td>Identify strategies to develop a successful worksite wellness program. (AFTER the session)</td>
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<td>6.67%</td>
<td>57.33%</td>
<td>36.00%</td>
<td>0.00%</td>
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<td>3.29</td>
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<tr>
<td>Utilize good consulting skills to provide proper guidance to businesses. (BEFORE the session)</td>
<td>29.33%</td>
<td>42.67%</td>
<td>17.33%</td>
<td>9.33%</td>
<td>1.33%</td>
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<td>Utilize good consulting skills to provide proper guidance to businesses. (AFTER the session)</td>
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<td>18.67%</td>
<td>50.67%</td>
<td>30.67%</td>
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<tr>
<td>Empower my community to address worksite wellness and safety. (BEFORE the session)</td>
<td>30.67%</td>
<td>40.00%</td>
<td>26.67%</td>
<td>2.67%</td>
<td>0.00%</td>
<td>75</td>
<td>2.01</td>
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## Advisor Training Evaluation

<table>
<thead>
<tr>
<th>Task Description</th>
<th>1= Not at all confident</th>
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<th>N/A</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Empower my community to address worksite wellness and safety. (AFTER the session)</td>
<td>0.00%</td>
<td>20.00%</td>
<td>52.00%</td>
<td>28.00%</td>
<td>0.00%</td>
<td>75</td>
<td>3.08</td>
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<td>Expect, meet, and deal with resistance to change. (BEFORE the session)</td>
<td>22.67%</td>
<td>38.67%</td>
<td>26.67%</td>
<td>12.00%</td>
<td>0.00%</td>
<td>75</td>
<td>2.28</td>
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<tr>
<td>Expect, meet, and deal with resistance to change. (AFTER the session)</td>
<td>0.00%</td>
<td>17.57%</td>
<td>58.11%</td>
<td>24.32%</td>
<td>0.00%</td>
<td>74</td>
<td>3.07</td>
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<tr>
<td>Find and provide resources to businesses. (BEFORE the session)</td>
<td>28.38%</td>
<td>44.59%</td>
<td>21.62%</td>
<td>5.41%</td>
<td>0.00%</td>
<td>74</td>
<td>2.04</td>
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<tr>
<td>Find and provide resources to businesses. (AFTER the session)</td>
<td>2.74%</td>
<td>12.33%</td>
<td>39.73%</td>
<td>45.21%</td>
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<td>3.27</td>
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<tr>
<td>Communicate effectively about the benefits of worksite wellness and safety programs. (BEFORE the session)</td>
<td>19.18%</td>
<td>36.99%</td>
<td>30.14%</td>
<td>10.96%</td>
<td>2.74%</td>
<td>73</td>
<td>2.34</td>
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<tr>
<td>Communicate effectively about the benefits of worksite wellness and safety programs. (AFTER the session)</td>
<td>0.00%</td>
<td>4.05%</td>
<td>44.59%</td>
<td>48.65%</td>
<td>2.70%</td>
<td>74</td>
<td>3.46</td>
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</tbody>
</table>
Health Links Advising

6 advisor trainings | 6 counties

100 advisors trained

- 93.30% gained confidence to identify strategies to develop successful worksite wellness programs

- 90.24% stated that they were more confident to communicate the benefits of workplace wellness programs after they took the trainings

- 80% confident to empower their communities to address worksite wellness and safety
Get going with the Health Links™ Kick-Start Program

Our Kick-Start Program gives small organizations both vital support in the form free on-site assistance from our team of health and safety experts. It includes the Healthy Business Road Map: an action plan for creating a healthy, safe, and fun place to work.

How it works

Apply for advising. Eligibility for the Kick-Start Program is based on:

- Leadership commitment
- Resources
- Employee needs
- Worksite wellness options
- Safety options
- Evaluation
How does it work?

1. Apply online (business)
2. Review application
3. Create summary report
4. Conduct visit (Advisor)
5. Implement program (business)
Organizational Supports

One of the first steps to establishing and promoting a successful worksite wellness program is to gain owner/leadership level support. To evaluate senior level commitment within your organization please answer the following questions:

What organization support do you currently have for your program: (check all that apply)
- Company wide communications acknowledging support of wellness programs
- Support for a paid worksite wellness coordinator
- Program ownership is shared with all staff levels
- Leadership commits to participating in wellness program
- Coordination with safety program
- We will not have leadership support

Have you already formed a wellness committee?
- Yes
- No

How many employees are on your wellness committee?

Who are your wellness champion(s)?
- Senior Executive (CEO, CFO, COO)
- Manager
- Employee
- Do not currently have a champion
## STEP 2: REVIEW APPLICATION

<table>
<thead>
<tr>
<th>Category</th>
<th>Not Met</th>
<th>Somewhat Met</th>
<th>Met</th>
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<tbody>
<tr>
<td>Leadership Commitment</td>
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<tr>
<td>Resources</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Employee Needs</td>
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<td></td>
<td>✔</td>
</tr>
<tr>
<td>Worksite Wellness Options</td>
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<td></td>
<td>✔</td>
</tr>
<tr>
<td>Safety options</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Communication/Reach</td>
<td></td>
<td></td>
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<tr>
<td>Incentives</td>
<td></td>
<td></td>
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<tr>
<td>Evaluation</td>
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<td></td>
<td>✔</td>
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</tbody>
</table>
• Tobacco control
• Nutrition
• Physical activity
• Chronic disease prevention and management
• Stress management
• Substance abuse & EAP
• Lactation (new families policies)
• Cancer screening and prevention
• Emergency preparedness
• Hazard control
• PPE
• Ergonomics
• Leadership and manager training
STEP 3: Create Summary Report

• Identify Priority Areas

• Address Challenges & Barriers

• Provide Business Summary
  – E.g. “According to the Healthy Business Assessment, XBusiness has established a solid foundation to build a wellness program. The benchmarks regarding leadership commitment, communication, work-site wellness option, and safety have been met. The areas of focus for XBusiness include conducting an employee needs assessment, expanding resources, and offering additional incentives.”
STEP 4: Conducting an Advising Session

• Meet with Business for hour-long session
  – Create Working Goals
  – Create Action Plan
  – Introduce them to the resource
Create Working Goals

- **SMART Goals (Specific, Measurable, Achievable, Relevant, Timely)**
- Relate goals to the business priorities
- Identify a feasible method of implementation & evaluation
Create Action Plan

<table>
<thead>
<tr>
<th>Goals</th>
<th>Available Resources</th>
<th>Recommendations</th>
<th>Recommend Tools</th>
<th>Timeline/Evaluation</th>
</tr>
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<tr>
<td>Goal 1:</td>
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<td>Goal 2:</td>
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<tr>
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Put the Plan into Action

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These resources are things the business is already doing that can help them achieve their goal. For example, a business provides an online portal for sending out announcements. This could be useful for communication of the wellness program.
The Health Links Resource Center is here to connect you to online tools and local vendors that can help you run successful worksite wellness programs. Search by topic or service. Want to become a Health Links Preferred Vendor? Email Michelle Hann at michelle@healthlinkscolorado.org for more information.

Local Resources

<table>
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<tr>
<th>MAP</th>
<th>LIST</th>
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Pueblo

Select Type... - Select Service...

Within 25 miles -

SEARCH

Online Resources

- Disease Prevention
- Emergency Preparedness
- Health Screenings
- Healthy Eating
- Lactation
- Leadership
- Mental Health
- Physical Activity
- Safety
- Stress Management
- Substance Abuse
- Tobacco/Smoking Cessation
- Vaccinations
- Weight Management
- Leadership Communication Strategies
- Physical Activity Communication Strategies
- Healthy Eating Communication Strategies
- Emergency Preparedness Communication Strategies
- Safety Communication Strategies
- Vaccinations Communication Strategies
- Comprehensive Toolkit for Worksite Wellness

Search...
STEP 5: Implement Program & Get Certified
Year 1 Impact

• 112 Certified Healthy Businesses
• 47 advising sessions
• 18 Counties
• What are businesses doing?
  – 74% nutrition (education, policies, environment changes)
  – 72% physical activity (education, subsidized programs)
  – 50% stress management
Business Outcomes

• 59% businesses are integrating safety along with wellness (Certified)

• 17% have Cost Containment Certification (measure of commitment to safety)

• 23% Kick-Start businesses are focusing on safety as their goals for certification
Thank you!

If you have more questions please contact us
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Liliana Tenney Starr
Lili.Tenney@healthlinkscolorado.org