



Healthy Worksite • Healthy Workforce • Healthy Communities

Engaging Worksites for the National Healthy Worksite Program
American Public Health Association, October 31, 2012
Jim Hersey, Ph.D. and Kelly Wohlgenant, M.S., RTI International

What is the National Healthy Worksite Program?

The National Healthy Worksite Program (NHWP) is designed to assist employers in implementing science and practice-based prevention and wellness strategies that will lead to specific, measureable health outcomes to reduce chronic disease rates. Participating employers will receive intensive onsite support and expertise over a two-year period, putting in place a combination of program, policy, and environmental interventions to support physical activity, good nutrition, and tobacco cessation.

The primary goals of the NHWP are to:

- Reduce the risk of chronic disease among employees through science-based workplace interventions and promising practices.
- Promote sustainable and replicable workplace health activities and organizational practices.
- Promote peer-to-peer business mentoring

What were strategies used to recruit employers and how many will participate?

Up to 100 employers will be selected from 7 regions across the country to participate in the NHWP. Each NHWP region has a community director who recruited employers in their region to participate in the program. The community directors made contacts with over 4000 interested employers. Successful recruitment methods included: contacting service organizations and chambers, participating in public speaking engagements, describing the value of program in financial terms, and providing hand outs or other materials about the program.



“To put a dollar amount on the value of the program, that’s been huge.”
“The printed materials are invaluable.”

In general, employers were excited to join the program because they believed it was the “right thing to do” and because they were excited about working with community partners and learning from other employers who have established worksite health promotion programs.

What is the evaluation about?

RTI International serves as the NHWP evaluator and will conduct a process and outcome evaluation across all of the participating worksites. The overall evaluation objective is to gather quantitative and qualitative data to assess the effectiveness of NHWP activities, as well as the processes (such as building site-level infrastructure or engaging leadership) involved in establishing the workplace health programs. RTI will apply the RE-AIM framework to assess:

- Strategies that promote engagement of employers and employees
- The effectiveness of workplace health program activities that are implemented
- The potential of these strategies to be sustainable over time
- The processes involved in supporting workplace health programs

RTI will also collect and disseminate best workplace health practices in the form of stories, case studies and lessons learned that can be used to train and guide other organizations in establishing programs with other employers.

Are there any training opportunities associated with the program?

To engage the NHWP communities in worksite health promotion planning and develop community coalitions and partnerships, interested community participants are being offered a series of worksite health 101 sessions and community round table discussions. Employers or interested organizations nationwide also have access to the following worksite health promotion trainings and resources:

- Quarterly online training sessions to guide employers through the process of building and maintaining a healthy worksite
- Access to tools and resources for worksite health program implementation and evaluation
- Links to organizations with similar interests and experience implementing healthy worksite programs
- Additional forums with national health promotion and safety experts on special interest topics or emerging worksite health issues such as the aging workforce, mental health, or how to identify healthy worksite program champions

Sources for Additional Information?

For more information about the NHWP, please visit the NHWP website, <http://www.cdc.gov/nationalhealthyworksite/about/index.html>, or contact one of the representatives below.

Questions about overall program goals:

Jason Lang, NHWP Director
CDC, NCCDPHP
Phone: 770-488-5597
bzl0@cdc.gov

Questions about the NHWP implementation:

Brenda Schmidt, President & CEO
Viridian Health Management
Phone: 602-443-5264
bschmidt@viridianhealth.com

Questions about the national evaluation:

Jim Hersey, Principal Scientist
RTI International
202-728-2486
Hersey@rti.org