The CDC Work@Health™ Program

Comprehensive Workplace Health Training Program

SBA Call
February 4, 2014
Webinar Agenda

- **Work@Health™ Program Overview**
- **Program Components**
  - Formal Training
  - Technical Assistance and Seed Funding
  - Program Evaluation
- **How to Get Involved**
  - Training Dates and Locations
  - Eligibility and Application
- **How to Stay Connected**
Rising health care and lost productivity costs siphon resources away from more productive uses including wages, capital expenditures and business operations.
Average Annual Worker and Employer Contributions to Premiums and Total Premiums for Family Coverage, 1999-2011

* Estimate is statistically different from estimate for the previous year shown (p<.05).

Making the Business Case

**Employer Benefits**

- Engaged workforce
- Lower absenteeism and presenteeism
- Less disability
- Fewer injuries
- Fewer workers’ compensation claims
- Lower healthcare spending
- Improved recruitment and retention: Employer of choice
Work@Health™ is an employer-based training program

- Funded through the Affordable Care Act’s Prevention and Public Health Fund under the direction of the Centers for Disease Control and Prevention (CDC).
- The Work@Health™ Program will build employer knowledge and skill as well as capacity to implement, grow and sustain effective workplace health promotion and protection strategies.
- Accelerate the adoption of science-based worksite health programs nationwide.
- Help to identify, develop, and share best practice models for comprehensive worksite health program training.
Program Goals

- Increase employers’ level of knowledge and awareness of workplace health program concepts and principles.

- Increase the number of science-based workplace health programs, policies, and practices in place at participating employers’ worksites.

- Promote peer-to-peer community-based employer cooperation and mentoring.

- Understand the training needs of employers and best ways to deliver skill-based training to them.
There are two basic ways to get involved:

- **Work@Health™ Employer training**
  - Designed to train U.S. employers of all sizes and types how to establish, expand and improve science- and practice-based health promotion strategies that will lead to specific, measurable means to reduce chronic disease rates in the workplace.

- **Work@Health™ Train-the-Trainer (certified) training**
  - Will provide employers and other participants with the knowledge and tools to train employers using the Work@Health™ curricula how to promote good health in their workplaces to prevent or reduce chronic illness and disability, thereby improving productivity and the competitiveness of employers participating in this training program.
Engage and recruit up to 480 employers to participate in training through 1 of 3 training models (online, hands-on, and a blend of online and hands-on).

Each employer may send up to two participants.

An additional 120 participants (employers and other organizations) will participate through a train-the-trainer model.

These “certified trainers” will each train an additional 5 employers in their local areas (n=600).
Program Components

Professional Training and Support

- Formal Training
- Technical Assistance
- Seed Funding Support
Benefits to Employers

What you receive:

- Professional training at no cost to the participant.
- Complete organizational health and safety assessment to define existing needs.
- Expert technical assistance and consultation.
- Seed funding up to $5,000.
- Opportunity to network with peers.
- Participation recognition.
Employer Training Model

**Online**
Seminars, case studies and practical demonstrations delivered through distance-based mechanisms such as webinars.

**Hands-On**
Employers participate in in-person interactive workshops that provide content through a variety of approaches, including lectures and case studies.

**Blended**
Involves a combination of distance-based or e-learning (online model) and in-person classroom sessions (hands-on model).
Employer Curricula

Module 1
Making the Business Case

Module 2
Assessing Your Worksite

Module 3
Building Leadership Support

Module 4
Developing Policy, Benefit & Environmental Supports

Module 5
Designing Effective Communications

Module 6
Evaluating Your Program

Module 7
Planning & Designing Your Program

Module 8
Implementing & Sustaining Your Program

Core Elements
Technical Assistance

Core Training

Work@Health™ Technical Assistance Learning Community

Structured Technical Assistance

Organic Technical Assistance

ASSESSMENT

PLANNING

IMPLEMENTATION

EVALUATION
## Employer Training Model

<table>
<thead>
<tr>
<th>MILESTONE</th>
<th>PHASE</th>
<th>Small Business Funding Range</th>
<th>Midsize Business Funding Range</th>
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<td>EVALUATION</td>
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Benefits to Certified Trainers

What you receive:

- Professional training at no cost to the participant.
- Enhanced knowledge and skills necessary to deliver comprehensive workplace health training.
- Enhanced skill at using integrated social media and professional training tools.
- Seed funding up to $2,500.
- Expansion of professional network.
- Certificate of achievement.
Train-the-Trainer Model

- Involves knowledge and skill-based training that creates a team of certified trainers who are capable of providing basic comprehensive workplace health training using the Work@Health™ curricula to employers more broadly.
- The focus of this training will be on the development of skills enabling participants to train others.
- Interested organizations may include employers, health departments, business coalitions, trade associations, non-profits.
Module 1: Understanding the Landscape

Module 2: Building the Roadmap

Module 3: Preparing for Delivery

Module 4: Evaluating for Results

Module 5: Supporting Technical Assistance

Module 6: Completing a Training Lab
Technical Assistance

Core Training

Work@Health™ Technical Assistance Learning Community

Structured Technical Assistance

Organic Technical Assistance

Curriculum Continuum

PLANNING & PREPARATION

DELIVERY

DEBRIEF/LESSONS LEARNED
## Technical Assistance Funding Plan

### Train-the-Trainer Model

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<tr>
<th>MILESTONE</th>
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<th>Certified Trainer Participants</th>
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<td>1.</td>
<td>PLANNING &amp; PREPARATION</td>
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<td>2.</td>
<td>DELIVERY</td>
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<td>3.</td>
<td>DEBRIEF/LESSONS LEARNED</td>
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Peer Learning Network (PLN)

- Work@Health™ Learning Platform Tool Box
  - Training modules
  - Additional webinars
  - Colleague/team messaging
  - Tools for developing and sharing materials
Overall program will be conducted through quantitative and qualitative data applying the RE-AIM framework to assess:

- The comparative effectiveness of the four models in reaching and engaging employers and long-term sustainability.
- The effect of the training on employers’ learning and self-efficacy in applying knowledge and skills gained through training.
- The resulting actions taken by employers to set up science-based workplace health programs, policies, practices, and environmental supports.
- Information will be disseminated through manuscripts, case studies, and success stories.
2014 Training Dates and Locations

OAKLAND
Online – March 29 – April 19
In-person, blended, T3 – April 22-24

ATLANTA
Online – April 12 – May 2
In-person, blended, T3 – May 6-8

CHICAGO
Online – May 3-23
In-person, blended, T3 – May 27-29

Baltimore
Online – March 16 – April 5
In-person, blended, T3 – April 8-10
Participants must:

- Have 20 or more employees.
- Have been in operation for at least one full year.
- Have Internet connectivity for training participants.
- Offer health insurance to employees.
- Have minimal experience in workplace health programs.
- Be a U.S. based, domestic employer.
- Sign a participant agreement.
Eligible participants must have:

- A referral from one of the following types of organizations:
  - State or local health department
  - Business coalition
  - Community-based health organization
  - Nonprofit organization
- Completed the Work@Health™ online training or commensurate training.
- At least 1 year of successful experience in a leadership role implementing a workplace health or wellness program.
Selection is based on eligibility requirements, responses to application questions and the need of Work@Health™ to enroll employers that are diverse in size, industry type, and geography.

Apply online at: http://www.cdc.gov/workathealth/get-involved.html
Application Deadlines

- **Baltimore, MD**
  - February 15, 2014

- **Oakland, CA**
  - March 1, 2014

- **Atlanta, GA**
  - March 15, 2014

- **Chicago, IL**
  - April 28, 2014
Application and Selection

- Goal is to ensure roughly equal numbers of participants for each training model.
- 75% of participants will be small and mid-size employers from various sectors.
- Employer preference for one or more training models will be considered.
- Once selected, employers will be assigned to an instructor to begin their training program.
### Program Timeline

**Work@Health™ 2014-2015**

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Approximate Time Commitments

- **Employer Training** participants can expect to dedicate:
  - 10-12 hours for training
  - 20-40 hours for technical assistance
  - 5 hours for evaluation

- **Train-the-Trainer** participants can expect to dedicate:
  - 20-30 hours for training
  - 20-40 hours for technical assistance
  - 5 hours for evaluation

- Add additional hours to implement Workplace Health strategies (employer) or conduct additional training (train-the-trainers)
How to Stay Connected

- Program Website
  - www.cdc.gov/workathealth
  - Gov Delivery

- Program Mailbox
  - workathealth@cdc.gov

- Constant Contact List
  - Send request through program mailbox with subject: “W@H CC”
Any Questions?