



WORKSITE WELLNESS RESOURCE GUIDE

OVERVIEW

It is well known that costly chronic diseases related to lifestyle, such as obesity and diabetes, affect a growing proportion of the American population. The rise of preventable diseases and related health risks has contributed significantly to the alarming increases in health care costs over the years. To improve the nation's health and control costs, employers have implemented worksite health promotion and wellness programs designed to improve the health and well-being of employees. Optimizing employee health with such programs can lead to healthy behavior changes, improved health outcomes, improved productivity, reduced absenteeism, improved job satisfaction, and ultimately cost savings.

Regardless of size, all employers and employees can benefit from worksite wellness programs. A properly designed worksite wellness program that is based on research and employee input, addresses the work environment, and targets multiple risk factors is most likely to succeed and bring about significant returns on investment.

This resource guide contains a compilation of resources related to worksite health promotion and wellness. It is designed as a one-stop resource for employers interested in optimizing the cost-effectiveness of worksite wellness and health promotion endeavors.

Resources are organized into five sections:

- I. Introduction to Worksite Wellness**
- II. Assessment and Engagement**
- III. Program Planning and Toolkits**
- IV. Programs, Policies, Practices, and Campaigns**
- V. Evaluation and Return on Investment**

The clickable links below will take you directly to the resource. The organization that created the resource is denoted in parentheses.

I. INTRODUCTION TO WORKSITE WELLNESS

[Workplace Health Promotion](#) (CDC)

This site from the Centers for Disease Control (CDC) provides information, resources, and guidance to those interested in establishing or enhancing workplace health and safety programs.

[Healthier Worksite Initiative](#) (CDC)

This resource was designed as a one-stop shop for planners of workplace health promotion programs and addresses numerous related topics, such as policy/environmental change strategies and program design.

[Promoting Worksite Wellness](#) (NYS Department of Health)

Developed by the NYS Department of Health, this resource contains information pertaining to the planning, implementation, and evaluation of worksite wellness programs.

[The Art and Science of Planning a Worksite Wellness Program](#) (WELCOA)

In this interview, Mike Wanetka of ConAgra Foods shares his perspectives and insights on how the wellness planning process works in a real life setting.

[The Guide to Community Preventive Services: Worksite](#) (CDC)

This guide summarizes what is known about the effectiveness, economic efficiency, and feasibility of interventions to promote worksite health and prevent disease. Recommendations for interventions are based on rigorous and systematic scientific reviews.

[World Health Organization – Worksite Health Promotion](#) (WHO)

This site offers a global perspective on worksite health promotion, with related discussions of benefits and advocacy.

RELATED RESOURCES

[WELCOA](#) (Wellness Council of America)

Founded in the mid-1980s, the Wellness Council of America (WELCOA) is a national non-profit membership organization that is widely regarded as the nation's premier resource for results-oriented, evidence-based worksite wellness.

[The National Business Group on Health](#) (NBGH)

The National Business Group on Health is a non-profit organization dedicated to the development of a safe, high quality health care delivery system and treatments based on scientific evidence.

[The National Institute of Occupational Safety & Health](#) (CDC)

The National Institute for Occupational Safety and Health (NIOSH) of the CDC is the

federal agency responsible for conducting research and making recommendations for the prevention of work-related injury and illness.

[Occupational Safety & Health Administration](#) (OSHA)

Created in 1970 by U.S. Congress, OSHA is dedicated to ensuring safe and healthful working conditions for working men and women by setting and enforcing standards and by providing training, outreach, education and assistance.

[Agency for Health Care Research and Quality](#) (AHRQ)

The Agency for Healthcare Research and Quality (AHRQ) is committed to improving health care safety and quality by developing successful partnerships and generating the knowledge and tools required for long-term improvement.

[Health Enhancement Research Organization](#) (HERO)

Established in 1996, the Health Enhancement Research Organization (HERO) is devoted to creating and disseminating employee health management (EHM) research, policy, leadership, and infrastructure, which advance the principles, science, and practice of employee health management.

[A Purchaser's Guide to Clinical Preventive Services](#) (National Business Group on Health)

This guide is an information source for employers that addresses clinical preventive service benefit design. It provides guidance for the selection of effective clinical preventive services shown to be effective by the U.S. Preventive Services Task Force (USPSTF), the Centers for Disease Control and Prevention (CDC), and other authoritative organizations.

The Business Case for Worksite Wellness

[Prevention Makes Common "Cents"](#) (U.S. Department of Health and Human Services)

[Making a Business Case for Worksite Health Promotion](#) (CDC)

[The Business Case for Investing in Worksite Wellness](#) (U.S. Worksite Wellness Alliance)

[The Burden of Chronic Disease on Business and U.S. Competitiveness](#) (U.S. Workplace Alliance)

[Worksite Wellness Overview](#) (PreventDisease.com)

This site provides a valuable summary of the rationale for worksite wellness.

[Health Promotion/Disease Prevention](#) (AHRQ)

II. ASSESSMENT & EMPLOYEE ENGAGEMENT

In order to develop a truly effective worksite wellness program, you must understand the needs, interests, and concerns of your employees. Without employee input collected via assessment, your program's effectiveness on health and cost outcomes will be limited.

EMPLOYEE WELLNESS INTEREST SURVEY

An **employee wellness interest survey** is a data collection tool designed to assess the unique needs and interests of your employee population regarding current and/or future wellness programs, services, and offerings. This survey can provide invaluable information that you can use to customize wellness offerings suited to your specific employee population and worksite. In doing so, you can enhance employee engagement, awareness, and cost- and clinical-effectiveness.

WELCOA Needs & Interest Survey

http://www.welcoa.org/freeresources/pdf/ni_survey.pdf

HealthWorks Employee Interest Survey

https://businessnet.kp.org/static/pdfs/cal/thp/healthWorks_workbook_employee_interest_survey.pdf

Tompkins County Worksite Wellness Interest Survey #1

<http://www.tompkins-co.org/wellness/worksite/survey/surveyex1.html>

Tompkins County Worksite Wellness Interest Survey #2

<http://www.tompkins-co.org/wellness/worksite/survey/surveyex2.html>

If you wish to design your own online survey, there are a number of free resources available to you. Two of the more popular free survey creation websites are listed below.

Zoomerang - www.zoomerang.com

SurveyMonkey - www.surveymonkey.com

INCENTIVES

Offering strategically designed incentives to employees has been widely recognized as an effective strategy to enhance program participation and reach. Incentives, along with related promotional efforts, can make programs more attractive and visible, enticing employees to become involved. In general, it is best to provide incentives that are modest, frequent, and tailored to your unique workforce and worksite. Low-cost or no-cost incentives include achievement certificates, announcements in a newsletter or through the company intranet, movie tickets, and promotional items such as key tags and water bottles.

[Designing Wellness Incentives](#) – Part I (WELCOA)

[Designing Wellness Incentives](#) – Part II (WELCOA)

[The Power of Utilizing Incentive Campaigns](#) (WELCOA)

[Rewards for Healthy Lifestyle](#) (WELCOA)

[ABC's of Wellness Incentives](#) (Chapman Institute)

[Employee Incentive & Giveaway List](#) (Mecklenburg County Health Department)

[Wellness Award Store](#)

[Printable Certificates of Achievement and Participation](#) (free and customizable)

MARKETING/PROMOTIONAL TOOLS

[Wellness Tag Lines](#) (Mecklenburg County Health Department)

[Promoting Healthy Weight through Healthy Lifestyle Communication Toolkit](#) (National Business Group on Health)

[Making Health Communication Programs Work](#) (U.S. Department of Health and Human Services)

[Putting Promotion Back in Health Promotion](#) (WELCOA)

III. PROGRAM PLANNING & TOOLKITS

Proper planning is essential to any successful worksite wellness and health promotion program.

[WELCOA's 7 Benchmarks of Success](#) (WELCOA)

Presents WELCOA's 7 Benchmarks of successful, results-oriented workplace programs.

[The Essential Elements of Effective Workplace Programs](#) (NIOSH)

Created by the National Institute of Occupational Safety and Health (NIOSH) of the CDC, this resource identifies 20 components of a successful workplace health protection and promotion program.

[Workplace Health Toolkit Model](#) (CDC)

This CDC-developed toolkit provides a systematic, coordinated four-step approach to planning effective worksite health and safety programs.

[Planning](#) (CDC)

Discusses the importance of program planning and offers a variety of planning tools and resources.

[Worksite Wellness Planning](#) (Healthy South Dakota)

This site, developed by the Healthy South Dakota initiative from the South Dakota Department of Health, details the process of planning a wellness program and provides a variety of sample program strategies, goals, objectives, and activities.

[WELCOA Free Resources](#) (WELCOA)

This site is dedicated to providing a number of free resources, including case studies, reports, interviews, and articles on the topic of worksite wellness.

[Health Fair Planning Guide](#) (Texas Cooperative Extension)

The Health Fair Planning Guide, developed by Texas Cooperative Extension, provides information for planning, implementing, and evaluating a health fair.

[ENACT Workplace Strategies](#) (Prevention Institute)

ENACT is an assessment and planning tool for organizations, coalitions, and communities interested in improving their food and physical activity environments. ENACT contains a menu of nine science-based strategies that promote healthy eating and active living within the workplace.

WORKSITE WELLNESS BUDGETING

[The Cost of Wellness](#) (WELCOA)

[Sample Budget](#) (CDC)

[Budget Template](#) (Wisconsin Department of Health Services)

WORKSITE WELLNESS TOOLKITS

Listed below are links to worksite wellness toolkits that discuss worksite wellness in detail. Toolkits are categorized as general, state-specific, or topic-specific.

GENERAL

- [WellWorkPlace Workbook](#) (WELCOA)
- [Healthy Workforce 2010: An Essential Health Promotion Sourcebook](#) (Partnership for Prevention)
- [Healthy Workforce 2010 and Beyond](#) (Partnership for Prevention & U.S. Chamber of Commerce)
- [Investing in Health: Proven Health Promotion Practices](#) (Partnership for Prevention)
- [Leading By Example: The Value of Worksite Health Promotion to Small- and Medium-Sized Employers](#) (Partnership for Prevention)
- [Creating Healthy Communities Through Corporate Engagement](#) (Partnership for Prevention)
- [Worksite Wellness Coordinator Toolkit](#) (America on the Move)
- [2011 Employee Health and Fitness Month Toolkit](#) (National Association for Health & Fitness and ACTIVE Life)

STATE-SPECIFIC

Toolkits below are listed in alphabetical order by state.

Arizona

- [Healthy Arizona Worksites Resource Guide](#) (Arizona Department of Health Services)

Arkansas

- [Healthy Arkansas Worksite Wellness Toolkit](#) (Arkansas Department of Health and Human Services)
- [Healthy Arkansas Guide to Worksite Wellness](#) (Arkansas Department of Health and Human Services)

California

- [Wellness Resource Guide](#) (California Department of Personnel Administration)

- [Worksite Program California Fit Business Kit!](#) (California Department of Public Health)

Colorado

- [Worksite Wellness Resource Kit](#) (Colorado Physical Activity and Nutrition Program)

Illinois

- [Building a Healthier Workplace Guide](#) (Building a Healthier Chicago)

Iowa

- [Healthy Iowa Worksites](#) (Iowa Department of Public Health)

Maine

- [Good Work! Resource Kit](#) (Healthy Maine Partnerships)

Maryland

- [Maryland Works: A Worksite Wellness Toolkit](#) (Maryland Department of Health and Mental Hygiene)

Massachusetts

- [Working on Wellness Toolkit](#) (Massachusetts Department of Public Health)

Michigan

- [Michigan's Healthy Workplaces Resource Guide](#) (Michigan Department of Community Health)

Minnesota

- [WorkWellSM Healthy Minnesota Toolkit](#) (Minnesota Department of Health)

Missouri

- [WorkWell Missouri Toolkit](#) (University of Missouri Extension)

North Carolina

- [HealthSmart Worksite Wellness Toolkit](#) (Eat Smart, Move More North Carolina)

- [Working Toward Wellness](#) (Mecklenburg County Health Department)

Ohio

- [Doing Well by Being Well](#) (Healthy Ohioans Business Council)

Oregon

- [Healthy Worksites Toolkit](#) (Oregon Department of Health Services)

South Carolina

- [Prevention Partners Coordinator Handbook](#) (South Carolina Budget & Control Board)
- [Worksite Wellness Toolkit and Resource Guide](#) (South Carolina Department of Health and Environmental Control)

South Dakota

- [Strides to a Healthier Worksite: Wellness Challenge Toolkit](#) (Healthy South Dakota)

Texas

- [Developing a Worksite Employee Wellness Plan](#) (Texas Department of State Health Services)
- [Building Healthy Texans Worksite Wellness Toolkit](#) (Texas Department of State Health Services)
- [Worksite Wellness - Assessment and Planning Guide](#) (Texas Department of State Health Services)

Utah

- [Building a Healthy Worksite](#) (Utah Department of Health)

Vermont

- [Worksite Wellness Resource](#) (Vermont Department of Health and Fit and Healthy Vermonters)

Washington

- [Washington Worksite Wellness Resource Guide](#) (Washington State Department of Health)

Wisconsin

- [Worksite Wellness Resource Kit](#) (Wisconsin Department of Health Services)

TOPIC-SPECIFIC TOOLKITS

Obesity

- [LEAN Works! Workplace Obesity Prevention Program](#) (CDC)
The LEAN Works! Site is a free web-based resource that offers interactive tools and evidence-based resources to help program planners design effective worksite obesity prevention and control programs.
- [Diabetes and the Workplace: How Employers Can Implement Change](#) (American Diabetes Association, Employers' Managed Health Care Association, and American Association of Health Plans)
This 65-page workbook provides a blueprint for employers to design and implement a diabetes management program at the workplace.

Heart Disease

- [Successful Business Strategies to Prevent Heart Disease and Stroke Toolkit](#) (CDC)
- [Moving into Action for Employers – Promoting Heart-Healthy and Stroke-Free Communities](#) (CDC)
- [Reducing the Risk of Heart Disease and Stroke: A Six-Step Guide for Employers](#) (CDC)

Tobacco Cessation

- [Tobacco: The Business of Quitting](#) (National Business Group on Health)
- [Tobacco-Free Workplace Toolkit](#) (Utah Department of Health)

IV. PROGRAMS, POLICIES, & CAMPAIGNS

Listed below are links to prepackaged workplace health promotion programs, policies, and campaigns. The vast majority of the programs are low- or no-cost and ready to implement.

These initiatives are classified into the following topic areas:

- **General Health**
- **Physical Activity/Exercise**
- **Healthy Eating/Nutrition**
- **Weight Management**
- **Worksite Built Environment & Policies**

GENERAL HEALTH

- [Personal Empowerment Plan](#) (CDC)
- [Policies, Practices, & Promotions](#) (WELCOA)
- [Take Action!](#) (10-week program) (California Department of Public Health)
- [Nutrition & Physical Activity Campaigns](#) (Wisconsin Department of Health Services)
- [Winning at Work Program](#) (*diabetes-specific* - American Diabetes Association)

PHYSICAL ACTIVITY/EXERCISE

General

- [Everybody. Everyday.](#) (6 weeks - WELCOA)
- [Creating Healthier Worksites](#) (American on the Move Foundation)
- [President's Challenge](#) (President's Council on Fitness, Sports, & Nutrition)
- [Weather or Not](#) (Texas Department of State Health Services)
- [Active for Life](#) (American Cancer Society)

Stair Use

- [StairWELL to Better Health](#) (CDC)
- [Stairway to Health Program](#) (Public Health Agency of Canada and the Canadian Council for Health and Active Living at Work)
- [Skyscraper Climb](#) (Texas Department of Health)
- [Move More Stairwell Guide](#) (Eat Smart, Move More North Carolina)
- [A Guide to Improving Worksite Stairwells](#) (California Department of Health Services and Nutrition Network)

Walking/Running

- [Walk Kit: How to Start A Walking Program](#) (California Center for Physical Activity)
- [Starting a Company Walking Program](#) (WalkerTracker.com)
- [A Guide to Establishing Worksite Walking Clubs](#) (California Department of Health Services and Nutrition Network)
- [Step-by-Step Program](#) (12 weeks - WELCOA)
- [Pedometer Walking Program](#) (Wisconsin Department of Health Services)

Other

- [PowerPause](#) (online activity tool promoting desk exercise)
- [MapMyRun](#) (MapMyFitness)
- [Worksite Walkability Audit](#) (CDC)
- [Physical Activity: Re-evaluating the Business Case and Employer Strategies Toolkit](#) (National Business Group on Health)

HEALTHY EATING/NUTRITION

- [Five A Day – Five A Week](#) (4 weeks - Texas Department of Health)
- [5 A Day At Work Implementation Guide](#) (American Cancer Society)
- [5-A-Day Challenge](#) (5 weeks -Texas Association of Counties)
- [Simple Steps to Ordering Farm Fresh Produce at the Worksite](#) (California Department of Health Services and Nutrition Network)
- [A Guide to Establishing a Worksite Farmers' Market](#) (California Department of Health Services and Nutrition Network)

WEIGHT MANAGEMENT

- [Guide to Starting a Weight Management Program in Your Company](#) (National Business Group on Health – member only)
- [Maintain, No Gain](#) (8 week - Texas Department of Health Services)
- [Maintain No Gain Holiday Challenge](#) (6 weeks - Texas Association of Counties)

SMOKING CESSATION

- [Implementing a Tobacco-Free Campus Initiative in your Workplace](#) (CDC)
- [New York State Smokers' Quit Line](#) (NYSmokeFree.com)

BREASTFEEDING

- [Business Case for Breastfeeding](#) (womenshealth.gov)
- [Lactation Support Program Toolkit](#) (CDC)

WORKSITE BUILT ENVIRONMENT

- [Worksite Built Environment Policies](#) (CDC)
- [Guide to Writing and Implementing a Physical Activity Policy in the Workplace](#) (Health at Work)
- [Fruits and Vegetables and Physical Activity at the Worksite](#) (Public Health Institute)

Healthy Meetings

- [Choosing Foods and Beverages for Healthy Meetings, Conferences, and Events](#) (CDC)
- [Guidelines for Healthy Meetings](#) (NYS Department of Health Center for Community Health)
- [Meeting Well](#) (American Cancer Society)
- [Guidelines for Healthy Meetings](#) (New York State Department of Health, Center for Community Health)
- [Guidelines for Offering Healthy Foods at Meetings, Seminars, and Catered Events](#) (University of Minnesota School of Public Health)
- [Healthy Meeting Policies](#) (California Department of Health Services)
- [Healthy Meeting Certificate](#) (California Department of Health Services)
- [Meeting Well: A Tool for Planning Healthy Meetings and Events](#) (American Cancer Society)
- [Healthy Selections for Conferences](#) (Brigham and Women's Hospital)
- [Guide to Making Physical Activity a Part of Meetings, Conferences, and Events](#) (Eat Smart, Move More North Carolina)
- [Healthy Meeting Checklist](#) (University of Hawaii at Manoa Cooperative Extension Service)

Healthy Vending, Cafeteria, & Catering

- [Healthy Dining at Work Employer Toolkit](#) (National Business Group on Health – member only)
- [Healthy Vending Guidelines](#) (Fit City/Fit Schools)
- [Vending Machine Food and Beverage Standards](#) (California Department of Public Health)
- [Healthy Vending](#) (Eat Well Work Well)
- [Healthy Vending Case Studies](#) (Wisconsin Department of Health)
- [Healthy Catering Strategies](#) (Eat Well Work Well)
- [Healthy Cafeteria Strategies](#) (Eat Well Work Well)

Employer Case Studies/Success Stories

- [Employer Case Studies](#) (WELCOA)
- [Employer Case Studies](#) (National Business Group on Health)
- [New York Chronic Disease Prevention Programs](#) (Partnership to Fight Chronic Disease)

V. EVALUATION & RETURN ON INVESTMENT

Evaluation is an instrumental component of any wellness program and should be incorporated in the planning process. Simply put, evaluation provides invaluable information on what changed and what didn't as a result of the program. Evaluation results can help employers identify the strengths and weaknesses of the program and quantify the value of such programs. Common evaluation targets include participation, participant satisfaction, biometric changes, productivity, and return on investment (ROI).

Basic Evaluation

[Evaluation of Worksite Health Programs](#) (CDC)

[Framework for Program Evaluation](#) (CDC)

[Carefully Evaluating Outcomes](#) (WELCOA)

[The Fundamentals of Evaluation](#) (WELCOA)

[Worksite Wellness Evaluation](#) (WELCOA)

[Communicating Your Evaluation Results](#) (WELCOA)

Productivity Assessment tools

[Health & Productivity Questionnaire](#) (WELCOA)

[Work Productivity & Impairment Questionnaire](#) (Reilly Associates Health Outcomes Research)

Environmental Audit tools

[Designing Healthy Environments at Work Assessment Tool](#) (Michigan Healthy Communities Collaborative)

[Heart Check](#) (NYS Department of Health)

[Worksite Food Environment Survey](#) (Eat Well Work Well)

Return on Investment (ROI) Specific Resources

[Calculate Return on Investment](#) (CDC)

[ROI for Workplace Wellness](#) (WELCOA)

[Top 5 Strategies to Enhance ROI](#) (WELCOA)

[The ROI Calculator](#) (WELCOA)

[More Than Just Numbers](#) (WELCOA)

[In Search of Return on Investment](#) (WELCOA)

[Return on Investment and Worksite Wellness](#) (National Business Group on Health)

[What is Return on Investment?](#) (Wisconsin Public Health & Health Policy Institute)

Cost & ROI Calculators

- [Chronic Disease Cost Calculator](#) (CDC)

Diabetes

- [Diabetes at Work General Assessment Tool](#) (Diabetesatwork.org)
- [Diabetes Cost Calculator for Employers](#) (Agency for Healthcare Research and Quality - AHRQ)

Mental Health

- [Productivity Impact Model: Calculating the Impact of Depression in the Workplace](#) (The HSM Group)

Obesity and Physical Activity

- [CDC's LEAN Works! Obesity Cost Calculator](#) (CDC)
- [RTI Obesity Cost Calculator](#) (National Business Group on Health)
- [Physical Inactivity Cost Calculator](#) (East Carolina University)

Tobacco

- [ROI Calculator for Smoking Cessation](#) (America's Health Insurance Plans – AHIP)

Job Satisfaction Surveys

- [WELCOA Job Satisfaction Survey](#)

Workplace Wellness Awards

- [Award Opportunities in Workforce Health Promotion](#) (CDC)
- [Well Workplace Awards](#) (WELCOA)