



Training Employers | Promoting Health | Maximizing Performance

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



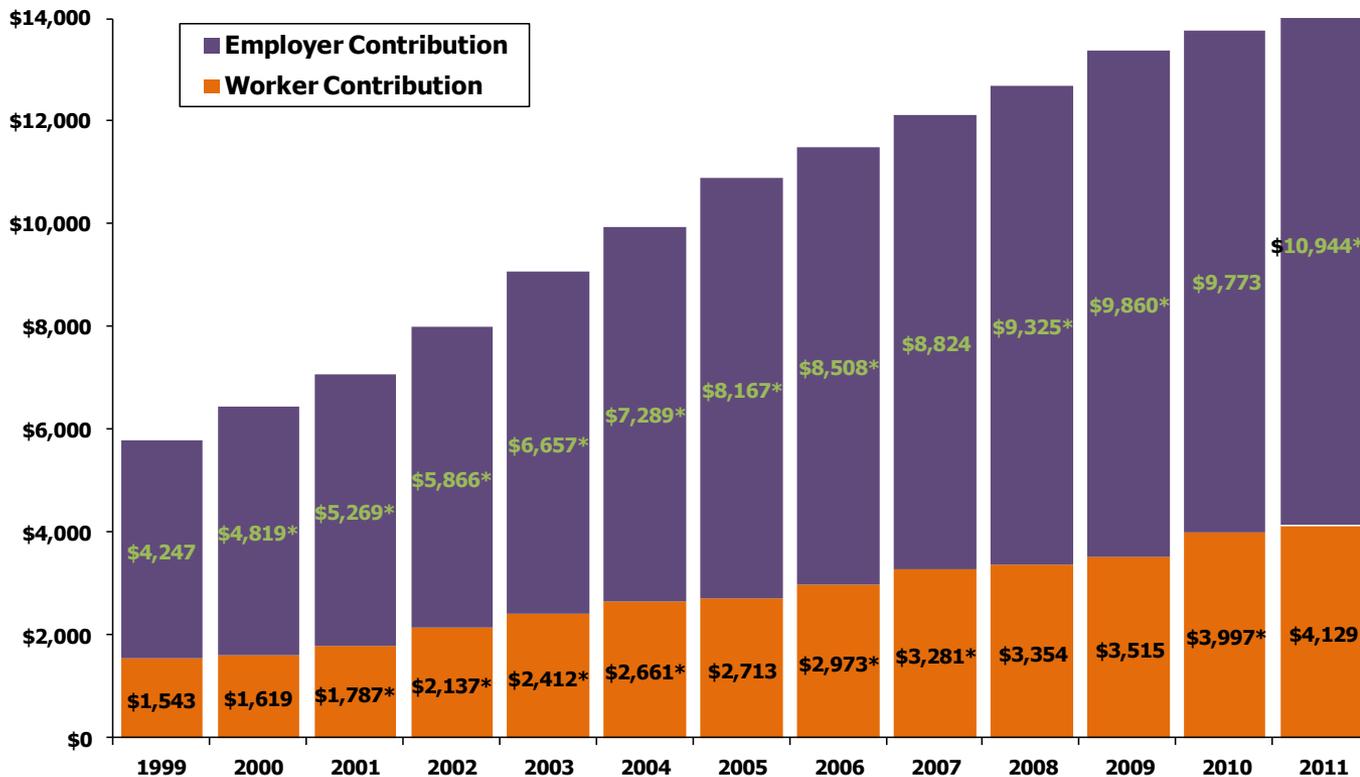
Why Work@Health™?

Rising health care and lost productivity costs siphon resources away from more productive uses including wages, capital expenditures and business operations.



Making the Business Case

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 ($p < .05$).

Source: Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 1999-2011.



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





Program Overview

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.



Program Structure

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, measureable 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.



Program Reach

- 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

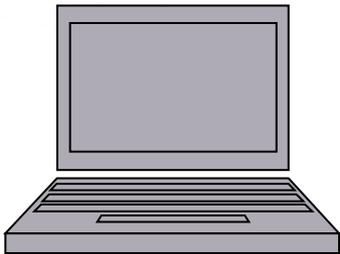
What you receive:

- 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.



Training Modalities

Employer Training Model



Online

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



Hands-On

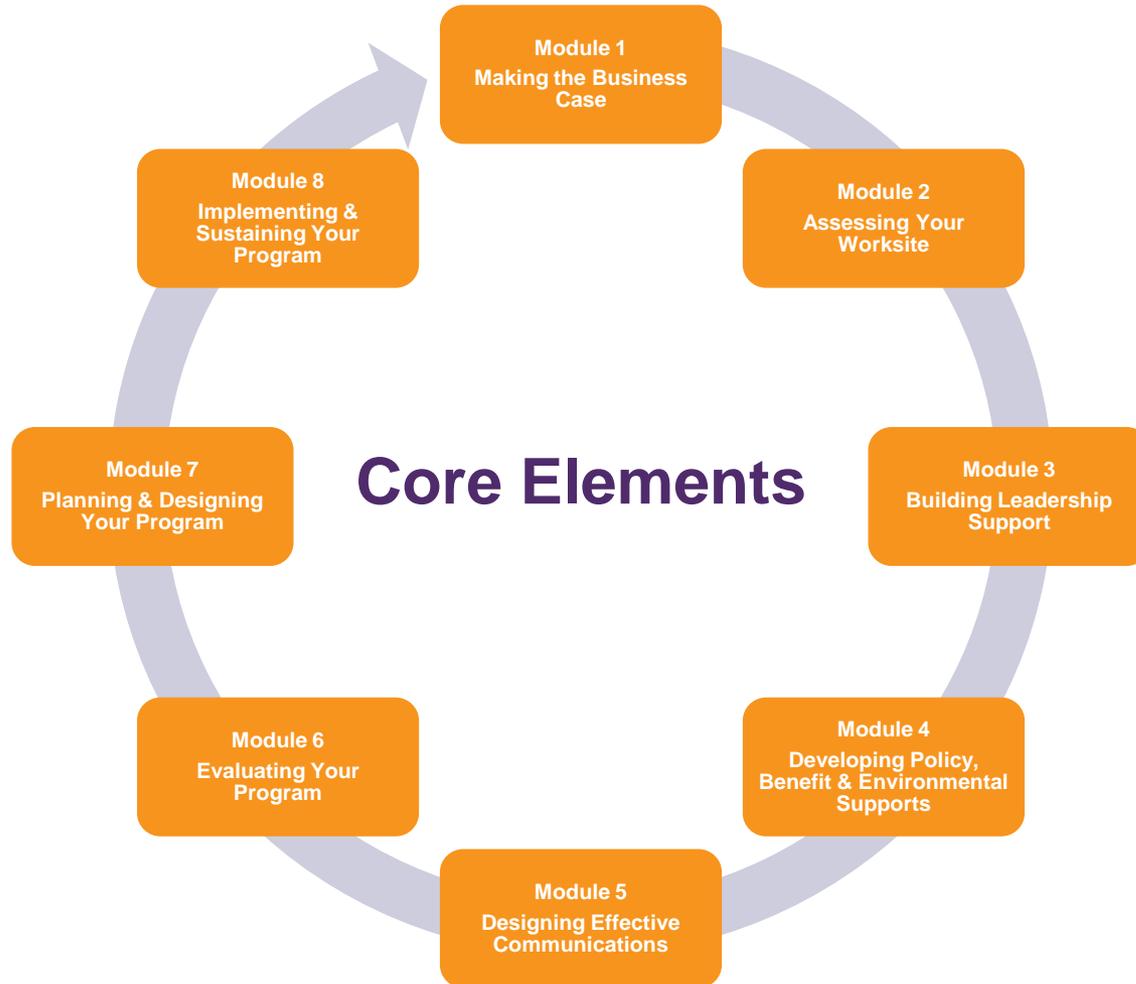
Employers participate in in-person interactive workshops that provide content through a variety of approaches, including lectures and case studies.



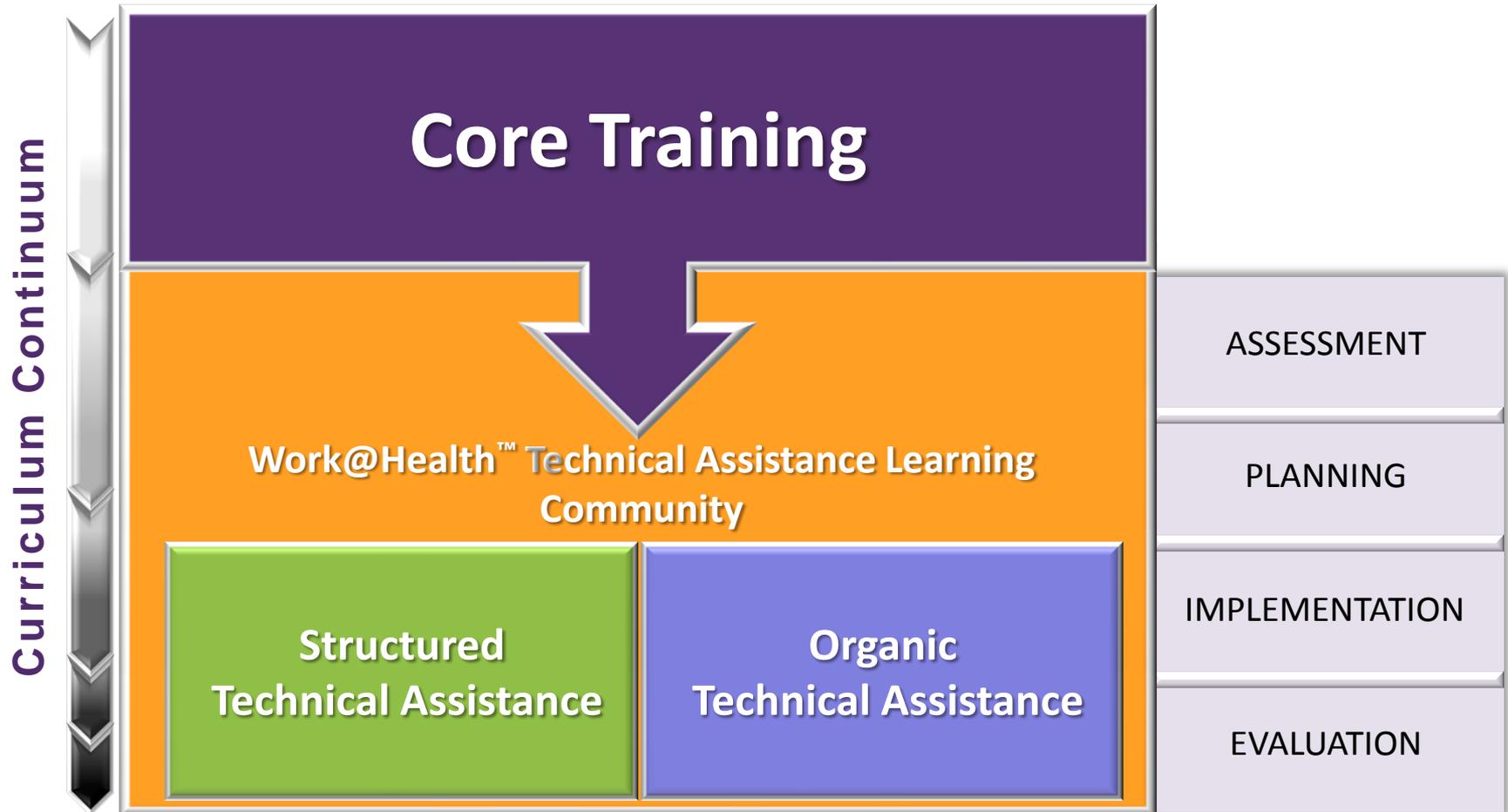
Blended

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

Employer Curricula



Technical Assistance





Technical Assistance Funding Plan

Employer Training Model

MILESTONE	PHASE	Small Business Funding Range	Midsize Business Funding Range	Large Business Funding Range
1.	ASSESSMENT	Up to \$1250	Up to \$750	-
2.	PLANNING	Up to \$1250	Up to \$750	-
3.	IMPLEMENTATION	Up to \$1250	Up to \$750	-
4.	EVALUATION	Up to \$1250	Up to \$750	Up to \$1000



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.



Training Modalities

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.





Work@Health™ T3 Curricula

Module 1:
Understanding
the Landscape

Module 2:
Building the
Roadmap

Module 3:
Preparing for
Delivery

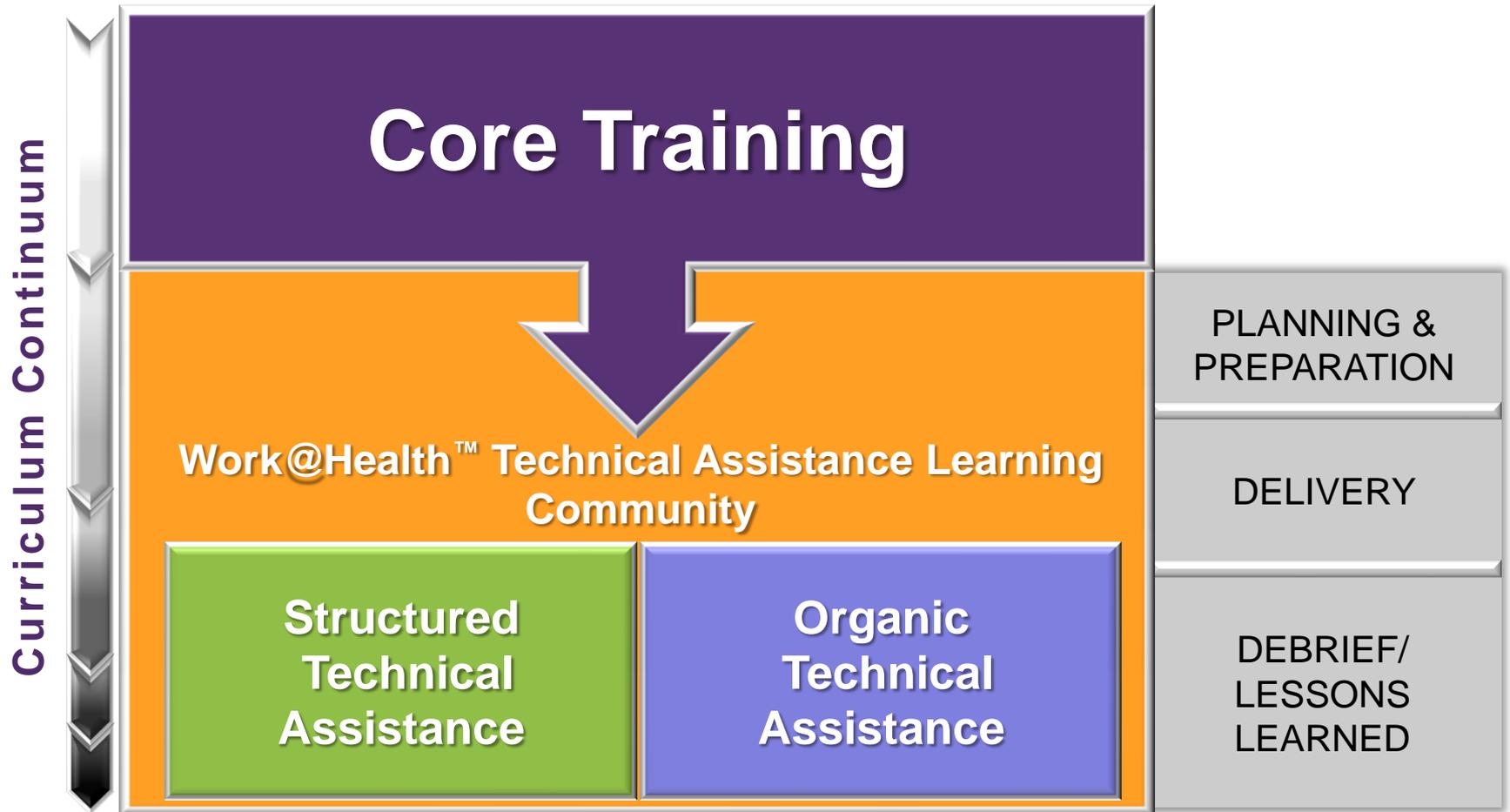
Module 4:
Evaluating for
Results

Module 5:
Supporting
Technical
Assistance

Module 6:
Completing a Training Lab



Technical Assistance





Technical Assistance Funding Plan

Train-the-Trainer Model

MILESTONE	PHASE	Certified Trainer Participants
1.	PLANNING & PREPARATION	Up to \$1000
2.	DELIVERY	Up to \$1000
3.	DEBRIEF/LESSONS LEARNED	Up to \$500

Technical Assistance

Peer Learning Network (PLN)

- Work@Health™ Learning Platform Tool Box
 - Training modules
 - Additional webinars
 - Colleague/team messaging
 - Tools for developing and sharing materials



The screenshot displays the Work@Health Learning Platform interface. At the top, the logo features a stylized person icon with a green arrow, followed by the text "work@health" in purple and green. Below the logo is the tagline "Training Employers | Promoting Health | Maximizing Performance". The main content area is titled "Online Training Programs" and includes a "Member Login" section with fields for "Username:" and "Password:", a green "Login" button, and a blue link for "Forgot Password?". Three smaller images are arranged below: a man looking at a tablet labeled "Learn...", a woman working on a laptop labeled "Practice...", and a man with glasses looking thoughtful labeled "Apply...".



Program Evaluation

Overall program will be conducted through quantitative and qualitative data applying the RE-AIM framework to assess:

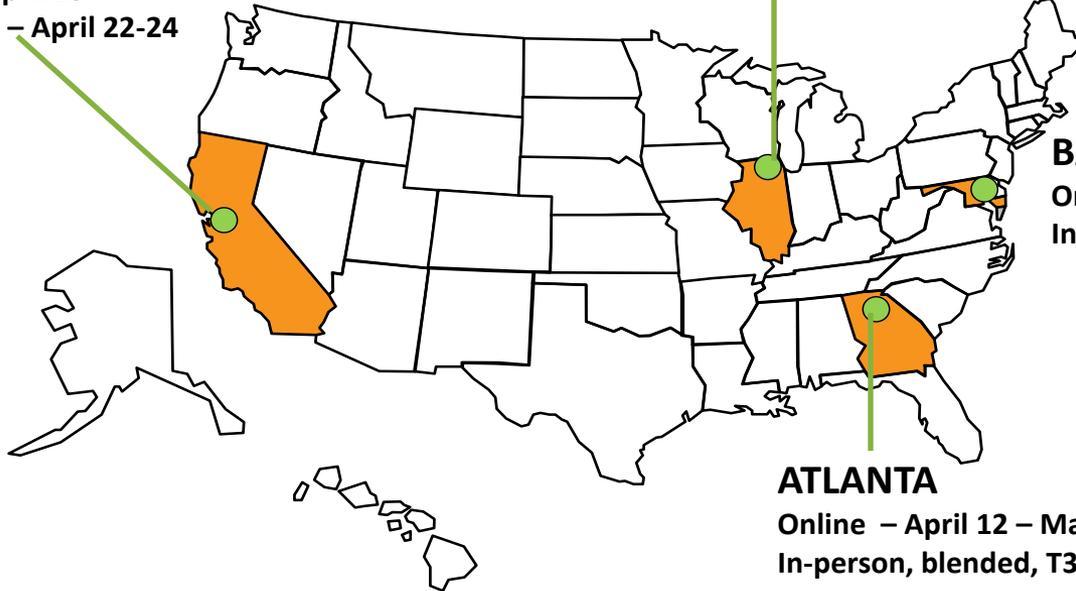
- The comparative effectiveness of the four models in reaching and engaging employers and long-term sustainability.
- The effect of the training on employers' learning and self-efficacy in applying knowledge and skills gained through training.
- The resulting actions taken by employers to set up science-based 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



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

ATLANTA

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



Employer Training Eligibility Requirements

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.



Train-the-Trainer Eligibility Requirements

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.



Application and Selection

Apply online at:

<http://www.cdc.gov/workathealth/get-involved.html>



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Employer Application Form

The information that we are asking you to provide below will help us to communicate with you about Work@Health™. It will also help us to select employers for the training that represent different sizes, locations, industry types, and experiences in worksite health.

Employer Name:

Employer Zip Code:

Characters used: 9 (minimum 5)

Primary Location

Mailing Address 1:

Mailing Address 2:

Mailing City:

Mailing County:

Mailing Zip Postal:

Location Designation:

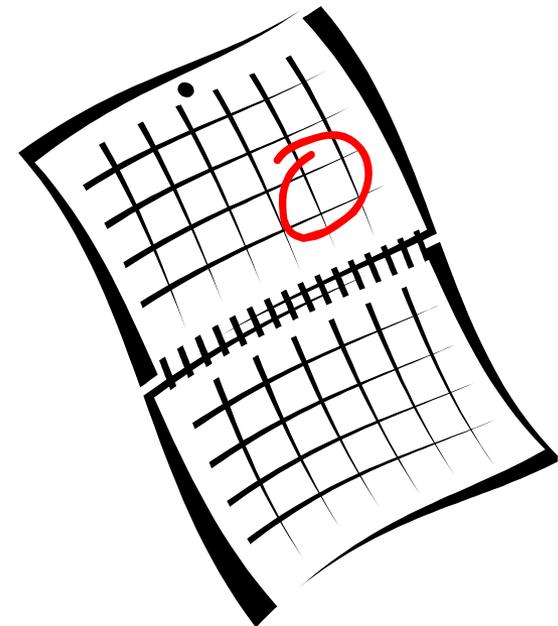
- Rural
- Urban
- Suburban

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.



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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Mar-Jul 2015
Recruitment & Application	Active	Active	Active	Inactive									
Training	Inactive	Inactive	Active	Active	Active	Inactive							
Technical Assistance & Funding	Inactive	Inactive	Inactive	Active									
Program Evaluation	Inactive	Active	Active	Active	Active	Inactive	Inactive	Active	Active	Active	Active	Inactive	Active



Program Timeline

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)



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Work@Health™ Program




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What Is Work@Health™?

Work@Health™ is an employer-based training program. The ultimate aim of the program is to improve the organizational health of participating employers and certified trainers, with an emphasis on strategies to reduce chronic disease and injury risk to employees and an eye to improving overall worker productivity. [Learn More](#)

Main Topics

About Work@Health™ Goals, administration, timeline	Get Involved Apply for the program
Program Benefits Training, technical assistance, seed funding	Resources Nutrition, chronic disease, guidance for physical activity
Training and Implementation Seminars, case studies, practical demonstrations	Program News Keep up with the latest

Work@Health™ Training

Sign up now to participate in the Work@Health™ workplace health training program for employers and practitioners. Space is limited.

Apply for

[Employer Training](#)

Apply for

[Train-the-Trainer](#)

Featured Story

Employers interested in becoming participants in the Work@Health™ program will be asked to complete a brief online application, which will be available beginning in the fall of 2013. [»](#)



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Questions? E-mail: workathealth@cdc.gov

Contact Us:

 Centers for Disease Control and Prevention
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 Atlanta, GA 30333

 800-CDC-INFO (800-232-4636)
 TTY: (888) 232-6348

[Contact CDC-INFO](#)

Related Links

[National Healthy Worksite Program](#)

[Workplace Health Promotion](#)

 Health Tweets

 SmokefreeWomen @NCI  2h

@SmokefreeWomen

Pregnant? Curious about #quitsmoking medications? Here's what you need to know: 1.usa.gov/1dQehD6



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?

