

**Healthy Worksite 101 Webinar Convener Guide**

Thank you for convening a group for the CDC’s first National Healthy Worksite webinar. The webinar will be at **10 a.m. June 18** and will featureWilliam Baun.

This guide contains the following:

1. **Logistics**
   1. Registration
   2. Technical Issues
   3. Handouts
2. **The Webinar** 
   1. Discussion
   2. Evaluation
   3. Action tools
3. **Action Items and Tools**
4. **Future Opportunities**
   1. Follow-up conference call
   2. Promotion of webinars and learning collaboratives
   3. Follow-up conference call

The webinar will cover:

* Key components of a worksite health program
* The relationship between employee health and organizational performance
* How to create leadership support and a strong worksite health culture

Cohorts will view this webinar from separate locations across Oregon. This process is designed to fuel a common conversation and develop wellness champions across Oregon. You are welcome to tailor materials to suit your specific audience and purpose.

1. **Logistics**
   1. **Registration**

Please be sure that you are registered in advance for the webinar. <https://www3.gotomeeting.com/register/981611526>

* 1. **Technical Issues**

Conveners need a **laptop connected to the internet** and a **projector** with **speakers** strong enough to project the sound through the room. Consider testing the internet connectivity and speaker volume prior to the event.

The webinars will be broadcast through **GoToMeeting**. Please **download** the necessary software the day before the webinar.

**By 9:40 a.m. June 18**, at least 20 minutes prior to the event**, sign in to the webinar** to assure you get a spot. Attendance is limited to 1,000 people.

* 1. **Handouts**

If you plan to provide handouts to participants, here are some to consider: the Wellness@Work website postcard; How to Use the Assessment Tool; and the *Harvard Business Review* article by speaker William Baun.

Be sure to print out and distribute the evaluation forms as well (page 6-7 of this packet).

1. **The Webinar** 
   1. **Discussion**

Many employers interested in worksite wellness want to network and learn from peers. Consider facilitating a post-webinar conversation to help build a learning collaborative.

You may use or adapt the discussion guide on pages 4-5. It was developed with the following goals:

* Provide employers an opportunity to network and learn from each other
* Explore how information from the webinar can be applied in participant worksites
* Evaluate the cohort viewing experience

Use or adapt the discussion guide to meet the needs of your audience within the time you have alotted.

* 1. **Evaluation**

Evaluation results can help improve our work and broaden our impact.

Please ask each participant to complete the attached evaluation (pages 6-7) prior to leaving the webinar viewing. Their opinions can help shape meaningful worksite wellness opportunities in Oregon and nationwide.

By June 22, please compile the evaluation results for your cohort and send them with any additional comments to [dawn.e.robbins@state.or.us](file://dhs.sdc.pvt/PSOB/HPCDPE/TEAMS/Healthy%20Worksites%20Initiative/Action%20Forums%20and%20Trainings/National%20Healthy%20Worksites%20Project/dawn.e.robbins@state.or.us)

Aggregated Oregon cohort information will be shared June 28 at the post-webinar conference call. Consider sending a photo to record your cohort viewing experience!

* 1. **Action Tools**

By taking action after the webinar, participants can apply what they learn; fuel change at their worksite; and offer substance to future Wellness@Work discussions.

Some Oregon groups plan to ask participants to take the Wellness@Work assessment at: <http://www.healthoregon.org/wellnessatwork> The section most relevant to this webinar is ‘Build a Culture of Health.’ (‘Take the Assessment’ on the home page; register; sign in; Build a Culture is second from the bottom of ‘What do you want to do?’)

1. **Future Opportunities**
   1. **Follow-Up Conference Call**

Please share your experience with other conveners from across Oregon at a conference call discussion at 1 p.m. Thursday, June 28. 888-232-0366 Participant Code: 309902.

* 1. **Promotion of Webinars and Learning Collaboratives**

Some cohorts plan to structure their Wellness@Work learning collaborative around the National Health Worksite Program webinars.

Here are some ideas for expanding the effort:

* Recognize employers who attend all five webinars and complete the action items (a website listing, opportunity to apply for mini-grant, or enter a drawing for a prize, etc.)
* Serve lunch
* Encourage employers who attend the webinar to bring a guest to the next one
* Promote it at a local Rotary or Chamber of Commerce meeting as part of a presentation on Wellness@Work (Speaker’s Kit with a new Wellness@Work video coming soon.)
* Use a media story highlighting the Wellness@Work efforts by an employer in your community to promote the next webinar
  1. **Next webinars**

In addition to the five-part webinar series on Building a Culture of Health, the CDC is broadcasting subject-specific webinars. The first subject-specific webinar will be July 19 on the Aging Workforce.

The next Healthy Worksite 101 session has not yet been announced, but it is expected to be about gathering data and will likely be sometime in October.

Learn more about the National Healthy Worksite Project at: <http://www.cdc.gov/NationalHealthyWorksite/>

**Discussion Guide**

**National Healthy Worksite Webinar, June 18, 2012**

Stand up and be counted. (*Forewarn participants prior to the webinar that there may be some quick physical activity exercise during the viewing. Ask participants who are able to stand to do so as you ask a question. Then ask that they quickly sit down. Warn folks that you’ll be shouting out “stand ups’ during the webinar. Those who are not physically able to stand may simply raise their hands or feet).*

**Making the Case, Slide 6** (This slide discusses smoking rates, obesity rates and physical inactivity rates for a county, state, or nation.

* To add relevance, here are the Oregon rates:

Smoking rate: 17.0%

Obesity rate: 24.1%

Physical Inactivity rate: 8.7%

If you know the rates for your county and/or worksite, share those as well.

**Leadership, Slide 8, Creating Leadership Support:**

* Stand up if your leadership understands the connection between employee health and business performance.
* Stand up if your leadership leads by example in any of these ways.

**Leadership, Slide 9, Driving Program Engagement**

* Stand up if there are occupational barriers to wellness where you work
* Stand up if there are employer barriers to wellness where you work
* Stand up if there are employee barriers to wellness where you work.

**Leadership, Slide 14, Worksite Health Infrastructure**

* Stand up if your organization has a wellness committee. Remain standing if you have a leadership steering committee.
* Stand up if your wellness committee uses data to plan your wellness program.
* Stand up if you plan to build or strenthen your worksite health infrastructure take within the next six months.

**After the webinar**:

Welcome and Introductions:

* Ask participants to introduce themselves, tell where they work, and one way they are involved in worksite wellness.

Explain who you are, how the webinars came about, and why you are convening one:

(You know who you are and why you are convening the webinar.)

(This may be covered in the webinar.) The National Healthy Worksite Program, designed by the Centers for Disease Control & Prevention, provides in-depth technical assistance on workplace strategies shown to improve employee health. The program works closely with 100 employers in seven communities around the country.[[1]](#footnote-1) Over the next two years, these employers will learn from each other and from national experts about how to build a culture of health at work. They will apply what they learn to their own worksites, reporting back successes, challenges and opportunities. Their work helps inform this webinar series.

Oregon was not selected for the CDC’s in-depth program. But some of us wanted to see if we could build on the national effort to create our own healthy worksites program, convening groups across the state to watch the webinars, take action at work, and learn from one another. Thanks for joining this pioneering effort.

Take Action

“While the webinar offers us lots of potential resources to help create a culture of health at work, we want to share an Oregon resource you might find valuable. We’d like to ask you to take a free assessment of your workplace and bring your results to our next gathering to discuss with the group.”

(If you want, after the webinar, you can point to the website [www.healthoregon.org/wellnessatwork](http://www.healthoregon.org/wellnessatwork) find the assessment tool, and the build a culture of health questions (‘Take the Assessment’ on the home page; register; sign in; Build a Culture is second from the bottom of ‘What do you want to do?’)

1. Distribute the Wellness@Work postcards.
2. Distribute “How to Use the Assessment Tool”
3. (If you plan to use proof of action as part of a recognition or incentive opportunity or if you plan to meet with this group again) Ask those who take all or part of the assessment to print out and bring their Priority-Setting Worksheet so the group can share their experience at your next meeting.

Evaluate cohort viewing experience: (*Give everyone a few minutes to complete the evaluations. “Please complete the evaluation. Your opinions are important and can help shape meaningful worksite wellness opportunities in Oregon and nationwide.”*

*After participants have had a chance to think about the questions, discuss potential opportunities and next steps. Let’s take a few minutes to brainstorm about future worksite wellness opportunities…” Here are a few questions that might guide your discussion.* (depending on time, ask one or two people to share))

Name one thing you learned or one thing you will do as a result of the webinar.

In terms of our gathering today, What worked? What would you suggest we change for next time?

How could this group improve worksite wellness across our community?

How would you suggest we promote this opportunity to others?

Thank you!

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**Healthy Worksite 101 Evaluation, June 18, 2012**

**1. How confident are you in your ability to:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | Not at All Confident | Not Very Confident | Somewhat Confident | Very Confident | Extremely Confident |
|  |  | Describe the key components of a worksite health program? | 1 | 2 | 3 | 4 | 5 |
|  |  | Explain the relationship between employee health and organizational performance? | 1 | 2 | 3 | 4 | 5 |
|  |  | Plan ways to approach your leadership about the need for a strong worksite health culture? | 1 | 2 | 3 | 4 | 5 |

**2. Please rate the value to you of the information and webinar viewing experience:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | Unsatis-factory | Poor | So-So | Good | Excellent |
|  | a. | Making the Case for Worksite Health | 1 | 2 | 3 | 4 | 5 |
|  | b. | Leadership and Culture | 1 | 2 | 3 | 4 | 5 |
|  | c. | Discussion about the webinar and future Wellness@Work opportunities | 1 | 2 | 3 | 4 | 5 |

1. **How likely are you to:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |
|  |  | Take the Wellness@Work Assessment? (healthoregon.org/wellnessatwork) | 1 | 2 | 3 | 4 | 5 |
|  |  | View future National Healthy Worksite  Project webinars? | 1 | 2 | 3 | 4 | 5 |
|  | 1. g. | Invite others to join cohort viewings about healthy worksites? | 1 | 2 | 3 | 4 | 5 |

**Written Feedback**

**1. What did you value about viewing the Healthy Worksite 101 webinar with others?**

**2. What will you use or do next as a result of participating?**

**3. What could be done to improve future webinar viewings?**

**4. Other comments and/or suggestions:**

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1. Pierce County, WA (Tacoma); Somerset County, ME (Skowhegan); Shelby County, TN (Memphis); Marion County, IN(Indianapolis); Harris County, TX (Houston); Buchanan County, MO (St. Joseph); Kern County, CA (Bakersfield). [↑](#footnote-ref-1)