



Healthy Worksite 101 Webinar Convener Guide September 12, 2012

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Thank you for convening a group for the CDC's second National Healthy Worksite webinar. The Assessment and Data Collection webinar will be from **10 a.m. to 11:30 a.m. Sept. 12** and will feature Suzanne Nobrega, research project director from the Center for the Promotion of Health in the New England Workplace and Dyann Matson-Koffman, DrPH, MPH– Centers for Disease Control and Prevention Health Scientist.

The webinar will cover:

- The worksite health assessment process
- Reasons employers collect data
- Types of data used in planning worksite health promotion
- Uses for specific data collection

instruments for worksite health

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

a. Registration

Please be sure that you are registered in advance for the webinar.

<https://www3.gotomeeting.com/register/815478110>

b. 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. Sept. 12, 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.

c. 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; HRA Checklist; the CDC Health Scorecard Manual, 10 Reasons Why Collecting Data is an Essential Step in Building a Results-Oriented Wellness Program.

Be sure to print out and distribute the evaluation forms as well (last two pages of this packet).

2. The Webinar

a. Discussion

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

b. Evaluation

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

Please ask each participant to complete the attached evaluation (last two pages of this document) prior to leaving the webinar viewing. Their opinions can help shape meaningful worksite wellness opportunities in Oregon and nationwide.

By Sept. 21, please compile the evaluation results for your cohort and send them with any additional comments to rebecca.l.pawlak@state.or.us

Aggregated Oregon cohort information will be shared Sept. 27 at the post-webinar conference call. Consider sending a photo to record your cohort viewing experience!

c. 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.

After the last webinar, some Oregon groups asked participants to take the “Build a Culture of Health” segment of the Wellness@Work assessment at:

<http://www.healthoregon.org/wellnessatwork>

If your group decided to do this, please check in with participants about what they learned and what they can share.

For this webinar, a key action step would be for participants to work with a wellness team to assess their worksites in one of the following ways:

- Complete the other sections of the Wellness@Work assessment.
<http://www.healthoregon.org/wellnessatwork>
- Complete and score the CDC Worksite Health Scorecard

3. Future Opportunities

a. Follow-Up Conference Call

Please share your experience with other conveners from across Oregon at a conference call discussion at 1 p.m. Thursday, Sept. 27. 888-232-0366 Participant Code: 309902.

b. 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

c. Next webinars

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

from 10 a.m. to 11 a.m. October 10 on Mental Health and Chronic Disease in the Workforce.

To register for that webinar or learn more about the National Healthy Worksite Project at: <http://www.cdc.gov/NationalHealthyWorksite/>

Discussion Guide

National Healthy Worksite Webinar, Sept. 12, 2012

Stand up and be counted/Discussion. *Ask participants who are able to stand to do so as you ask a question. Then ask that they quickly sit down. Those who are not physically able to stand may simply raise their hands, feet or both. (Please modify this as needed.)*

- Please stand up if you have attended a previous Healthy Worksite 101 viewing.
- Please stand up if your workplace collects data to plan for worksite health promotion.
- Please stand up if you would like your workplace to collect data or change the type of data you collect for worksite health promotion.
 - *Ask people to share what kinds of data they collect, how they use the data, and provide advice they may have for others.*

Discussion about the webinar

- *What information did you find useful?*
- *What else would you like to know about data collection and assessment?*
- *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?*

Take Action

- Who took the Action Step last time? (Build a Culture of Health section of the assessment tool) (If you plan to use proof of action as part of a recognition or incentive opportunity, ask those who took all or part of the assessment to share their Priority-Setting Worksheet as proof.)

- *What did you learn from taking the assessment?*
- *Did this lead to any next steps for you or your wellness team?*
- *What is your leadership's position on wellness@work? (Handout is available if people want more information about assessing leadership about worksite wellness.)*
- “Whether or not you took the Action Step last time, we want to encourage you to complete the Wellness@Work Assessment in the coming weeks as a starting place for gathering data about your workplace. This is an Oregon resource that provides you with a free assessment of your workplace. Please bring your results to our next gathering to discuss with the group at the next webinar.”

(After the webinar, you can point to the website www.healthoregon.org/wellnessatwork find the assessment tool. ('Take the Assessment' on the home page; register; sign in. Remind people that if they sign in, they can return where they left off.)

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 will take all or part of the assessment to print out and bring their Priority-Setting Worksheet.

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))

Thank you!



Healthy Worksite 101 Evaluation, Sept. 12, 2012

1. How confident are you in your ability to:

	Not at All Confident	Not Very Confident	Somewhat Confident	Very Confident	Extremely Confident
a. Describe the worksite health assessment process	1	2	3	4	5
b. Explain why employers collect data to plan worksite health promotion efforts	1	2	3	4	5
c. List the types of data used in planning for worksite health promotion	1	2	3	4	5
d. Explain the uses for specific assessment data collection instruments.	1	2	3	4	5

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

	Unsatisfactory	Poor	So-So	Good	Excellent
a. Using data to plan for worksite health promotion	1	2	3	4	5
b. Opportunity to discuss issues with peers	1	2	3	4	5

3. How likely are you to:

	Not at all likely	Not very likely	Somewhat likely	Very likely	Extremely likely
a. Take the Wellness@Work Assessment or use the CDC Health Scorecard? (healthoregon.org/wellnessatwork)	1	2	3	4	5
b. View future National Healthy Worksite Project webinars?	1	2	3	4	5
c. 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:

