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Working on Wellness: A Capacity Building Program for Massachusetts Employers

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AdvancingWellness

Et al.

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WORKING on WELLNESS
Partnering for a healthy workforce

Working on Wellness: A Capacity Building Program for Massachusetts Employers

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MASSACHUSETTS
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OF PUBLIC HEALTH

Health Resources in Action
Advancing Public Health and Medical Research

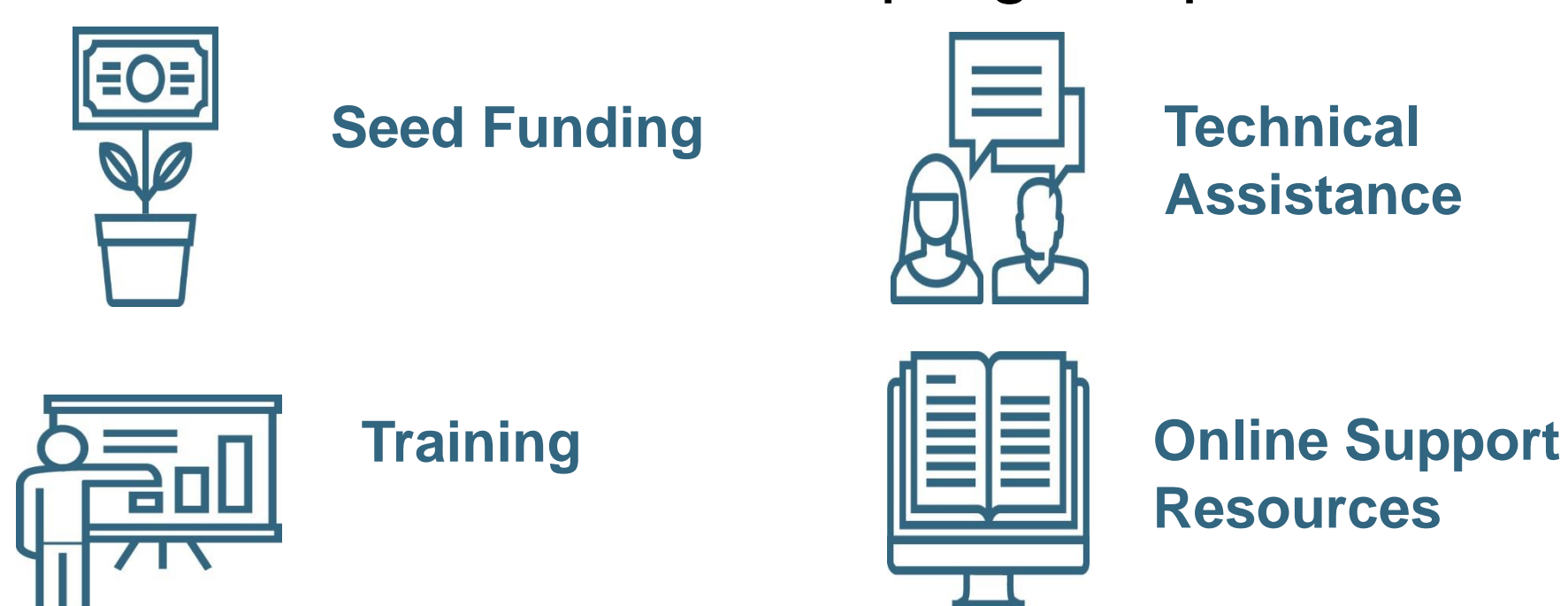
Advancing
Wellness™



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Program Overview

Working on Wellness was created to help Massachusetts employers implement comprehensive wellness initiatives, that enable employees to engage in healthy behaviors, create a healthy and more productive workforce, and in the long-term reduce health care costs. The program provides:

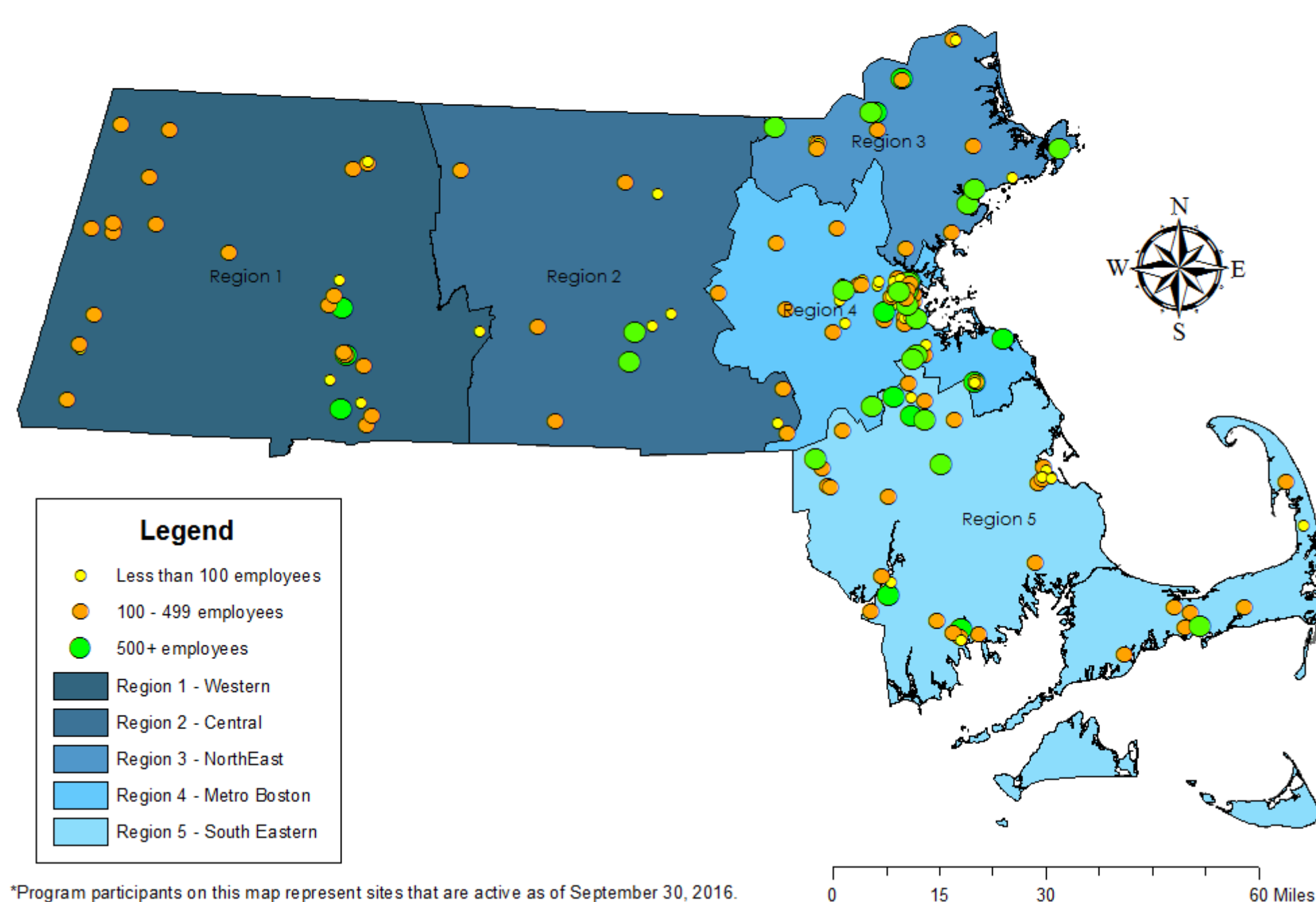


Employer Recruitment

Extensive outreach was conducted using various marketing channels to recruit employers.

200 Partner Organizations	70 Webinars
56,000 Reached	760 Attendees
33 Meetings	1,050
850 Attendees	123,000 Social Media Impressions

Massachusetts Working on Wellness Program Participants by Organization Size, Cohorts 1-4



Program Development Cycle



Participating organizations follow an interactive online curriculum based on the Program Development Cycle. Throughout the curriculum, Working on Wellness Technical Advisors provide support to organizations on planning effective and sustainable wellness programs and policies. The content areas of the Development Cycle are:

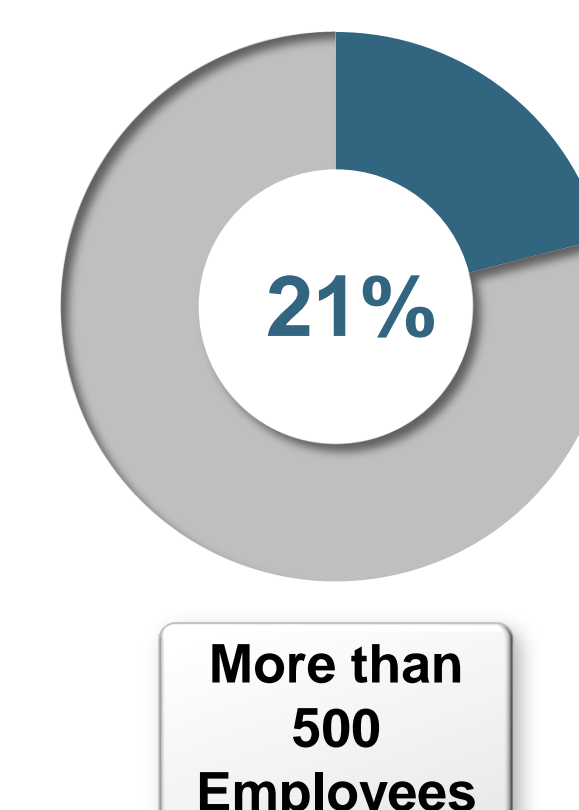
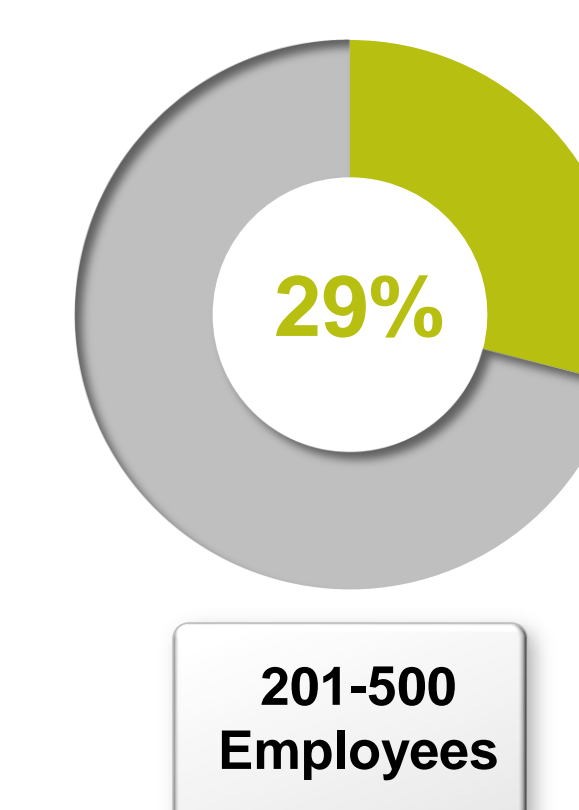
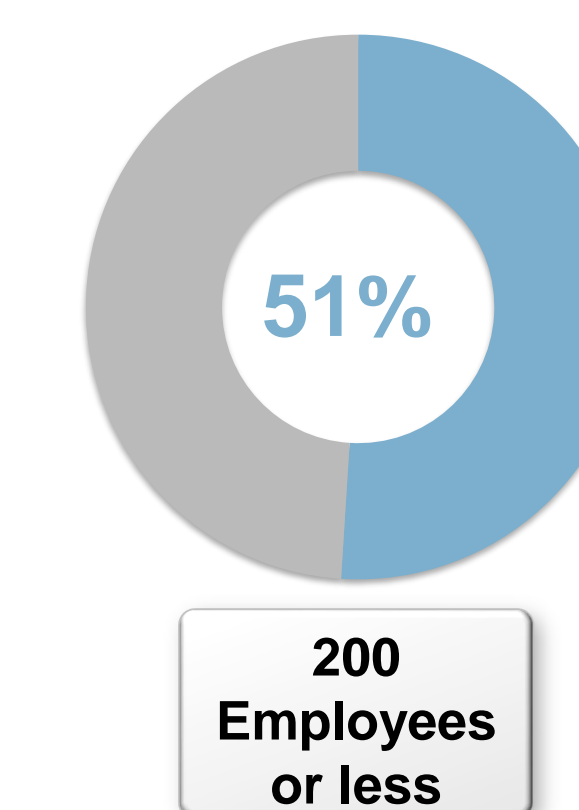
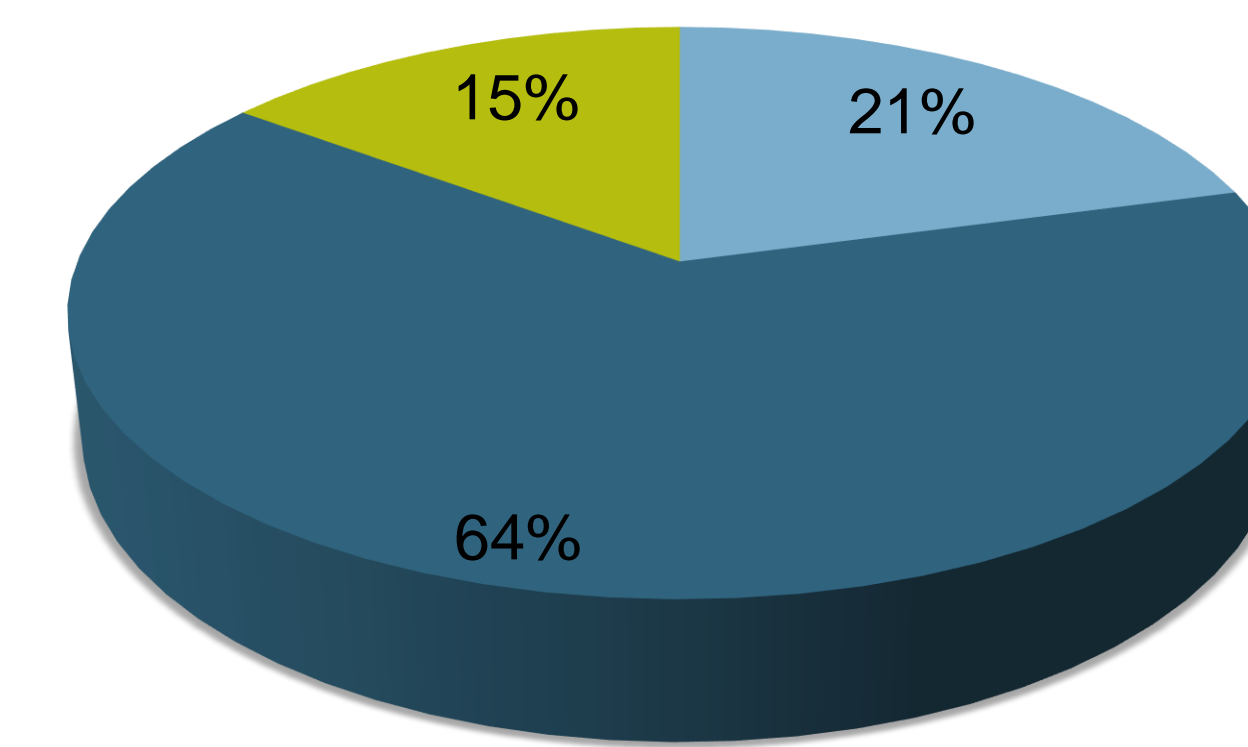
- **Buy In** - Participants learned how to gain support from all levels of the organization, including senior leaders, managers and employees.
- **Assessment** - Organizations identified where to focus their wellness initiative. Two standardized tools were provided to collect data on the organizational environment and employee health needs and interests.
- **Planning** - Participants used data gathered during the Assessment phase to create a strategic plan that meets the organization's needs.
- **Community Partnerships** - Organizations were provided the training and tools to identify existing and foster new community partnerships.
- **Implementation** - Organizations executed their plan by facilitating programs, changing workplace policies, as well as changing their physical environment to support healthier behaviors.
- **Evaluation** - Organizations looked at their planned goals and objectives to determine if they were met and identified areas for improvement.

Program Reach

156
Employers Enrolled

Over 70,000
Employees Impacted

21%
Lower Wage Workers



Working on Wellness is reaching traditionally untapped workplaces such as small employers and lower waged workers. Industries represented include: manufacturing, social services, municipalities, health care, and other services.

Participant Deliverables

- Working on Wellness participants established a program infrastructure and created the following program elements:
- Management Sponsor
 - Wellness Committee
 - Strategic Plan
 - Policy and Environmental changes
 - Programs to increase knowledge and awareness, and
 - Health related skill building programs.