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Working on Wellness: Building Capacity through Community Partnerships

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Health Resources in Action

Et al.

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Working on Wellness: Building Capacity Through Community Partnerships

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Program Background

Working on Wellness:

- Working on Wellness (WoW) helps Massachusetts employers implement comprehensive wellness initiatives that enable employees to engage in healthy behaviors, create a healthy and more productive workforce, and reduce health care costs.

Partnering for a Healthy Workforce



Community Partnerships:

- Central to the WoW model is building the capacity of employers to identify and leverage public and private community resources to create mutually beneficial relationships that create healthier work environments and improve health and well-being for employees, families, and community.



Program Tools

Online Curriculum:

- Two interactive online learning modules explain the importance of building community partnerships and introduce WoW tools to help employers identify new partnerships.

Community Partnership Scan:

- Organizations complete a comprehensive scan to identify individual, organizational and physical resources in their community.
- The tool helps organizations align new resources and partnerships with wellness goals.

COMMUNITY PARTNERSHIP SCAN						
	Partner description	Contact information	New or existing partnership	Wellness goal	Intervention type	Potential program benefit
Individuals						
Organizations						
Physical resources						
Other						

"The community modules really helped me put into focus how we can strengthen partnerships across the board, and generate and develop new ones." - WoW Participant

Partnership Outcomes



- On average, participating organizations identified 5 community partners to collaborate closely with on their health interventions.
- Examples of partners included YMCAs, fitness centers, healthcare insurers, and town or government entities.

WoW Case Studies

Harbor Health Services, Inc (HHS), Boston

- Wellness Goal** Support employees in increasing their consumption of fruits and vegetables.
- Community Partner** **The Fresh Truck**
A mobile farmer's market that brings affordable, healthy food to Boston communities and worksites
- Outcomes**
- Fresh Truck visits 3 HHS locations weekly
 - 390 staff purchased fresh fruits and vegetables in the first month
 - 73% of staff reported eating more fruits and vegetables because of the partnership
 - Community residents and local businesses were invited to shop at the Fresh Truck



Community Teamwork, Lowell

- Wellness Goal** Create a work environment that supports employees in achieving and maintaining a healthy weight.
- Community Partner** **University of Massachusetts Lowell**
Students researched and provided feedback on policies that support good nutrition and weight management in the workplace.
- Outcomes**
- Community Teamwork implemented 3 evidence-based nutrition policies, including a vending machine policy.
 - UMass students gained new skills and applied their community health expertise in a real world setting.