

WORKSITE



Improve employee and family health through effective worksite wellness programs that reduce risk factors.



## goal 8: worksite

### vision 2020:

Wisconsin worksites have created supportive environments for healthy eating and physical activity.

### rationale:

Worksites are a prime setting to implement obesity prevention strategies. Employees often spend the majority of their waking hours in the

worksite environment, an environment where a number of policy, environmental and behavioral strategies are modifiable. Expanding current efforts to train worksites on effective wellness strategies in the Wisconsin Worksite Wellness Resource Kit and identifying and recruiting additional outreach partners and trainers are the greatest needs to move forward and expand this initiative.

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## WORKSITE STRATEGIES

### strategy W1:

Implement comprehensive worksite wellness programs using evidence-based strategies.

WILL THIS...	REDUCE OBESITY
	Scientifically supported

### strategy W2:

Promote, support and develop more worksite wellness efforts that are statewide, regional or city-wide initiatives such as Well City® Initiatives.

WILL THIS...	REDUCE OBESITY
	Some Evidence

### strategy W3:

Establish a network that encourages professional development and sharing of ideas and information on worksite wellness (i.e. networking, learning circles, etc.).

WILL THIS...	REDUCE OBESITY
	Insufficient evidence

## goal 8: worksite

### strategy W1

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**Implement comprehensive worksite wellness programs using evidence-based strategies.**

#### Objective W1.1:

By 2018, the number of worksites and employees reached by evidence-based strategies in the Wisconsin Worksite Wellness Resource Kit will increase to at least 2,500 worksites and 500,000 employees.

#### Objective W1.2:

By 2018, increase the number of Wisconsin worksites that have achieved the Wisconsin Worksite Wellness Award from 69 to 150.

### suggested actions:

#### supportive policies

- Implement worksite wellness policy change at each organization through environmental and policy change strategies in the resource kit

#### infrastructure

- Educate/train individual worksites on effective wellness strategies
- Educate/train wellness professionals on effective wellness strategies
- Develop a core group of trainers that provide outreach to worksites

#### resources and training

- Provide at least two Wisconsin Worksite Wellness Kit workshops annually for employers on how to implement a comprehensive worksite wellness program with a focus on obesity prevention through behavior, policy and environmental change using the Wisconsin kit
- Provide at least two workshops annually to train wellness professionals on effective wellness strategies and develop a core group of trainers that can do outreach to worksites
- Provide ongoing Wellness Council of Wisconsin Well Workplace Universities trainings
- Promote and conduct Wellness Council of Wisconsin Annual Conference

#### local implementation

- Utilize the kit to begin or expand a worksite wellness program
- Complete worksite assessments and implement wellness programs using the Worksite Kit and Wellness Council of Wisconsin checklists
- Utilize an approved trainer to provide direct wellness outreach to provide services to 2,500 worksites using the kit
- Apply for the Governor's Worksite Wellness Award
- Increase kit use and increase the number of worksites using the strategies listed through a marketing plan

## goal 8: worksite

### strategy W2

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Promote, support and develop more statewide, regional or city-wide worksite wellness initiatives such as Well City® Initiatives.

#### Objective W2.1:

By 2018, Increase the number of statewide, regional or city-wide worksite wellness initiatives. (Baseline = 3. Goal is 5)

### suggested actions:

#### supportive policies

- Track and support potential policy initiatives such as worksite wellness tax credits for businesses
- Support and provide information on any federal or state worksite wellness incentive strategies

#### infrastructure

- Seek funding opportunities that will support statewide, regional or city-wide initiatives
- Promote existing initiatives such as the Governor's Worksite Wellness Award, WELCOA award and Wellness Council of Wisconsin Well City designation

#### resources and training

- Provide resources and technical assistance to groups trying to promote multi-worksite initiatives
- Support city initiatives by providing technical assistance on strategies that expand beyond the worksite (community, schools, etc.)

#### local implementation

- Provide funding, training and technical support for designated city or regional initiatives
- Participate in any community-wide wellness initiatives in your community

### strategy W3

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Establish a network that encourages professional development and sharing of ideas and information on worksite wellness (i.e. networking, learning circles, website enhancements, etc.)

#### Objective W3.1:

By 2014, increase the number of "Favorites" listings on the website, create social networking opportunities for staff wellness coordinators and double the number of college courses that utilize the Wisconsin Worksite Wellness Resource Kit within their course work. (Baseline = 36 postings. Goal is 100)

## goal 8: worksite

### suggested actions:

#### infrastructure

- Promote and expand the “Favorites” website, and make it easy to post new content that can be used by worksite wellness programs
- Actively contact and recruit targeted colleges for undergraduate training on worksite wellness strategies and provide training on the kit, where needed
- Promote social networking systems that are in place and actively being used to share ideas

#### resources and training

- Solicit and post additional responses to the “Favorites” program
- Educate future professionals through introduction of effective strategies in college courses
- Disseminate existing resources such as the resource kit, What Works in Worksites document and the Business case for Breastfeeding

#### local implementation

- Align approved trainers with colleges to incorporate wellness kits in their course work

### OTHER RESOURCES

#### Worksite Wellness Resource Kit

A tool to assist worksites with implementing strategies that have been proven effective. The kit walks you through the process of developing a worksite wellness program. [www.dhs.wisconsin.gov/physical-activity/Worksite/kit.htm](http://www.dhs.wisconsin.gov/physical-activity/Worksite/kit.htm)

#### What Works in Worksites

A two-page summary of evidence-based and promising strategies that focus on helping people eat healthier and be more active in the workplace. [www.dhs.wisconsin.gov/physical-activity/Worksite/Worksitepdfs/WWworksites.pdf](http://www.dhs.wisconsin.gov/physical-activity/Worksite/Worksitepdfs/WWworksites.pdf)

#### Worksite Section of the NPAO Program Website

Contains resource materials, sample programs, workshop information, Governor’s Wellness Award information and a list of trainers. [www.dhs.wisconsin.gov/physical-activity/Worksite/index.htm](http://www.dhs.wisconsin.gov/physical-activity/Worksite/index.htm)

#### Wellness Council of Wisconsin

Information and resources from the Wellness Council of Wisconsin, an affiliate of the Wellness Councils of America (WELCOA). [www.wellnesscouncilwi.org](http://www.wellnesscouncilwi.org)

#### Business Case for Breastfeeding

The Business Case for Breastfeeding is a comprehensive program designed to educate employers about the value of supporting breastfeeding employees in the workplace. [www.womenshealth.gov/breastfeeding/government-in-action/business-case-for-breastfeeding](http://www.womenshealth.gov/breastfeeding/government-in-action/business-case-for-breastfeeding)