



Cities for  
**Workforce**  
Health

Webinar Series – Part Two:  
**Doing Your Homework:**  
Using Data & Information to  
Build a Culture of Health

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# Agenda

Introductions and Part One Review

Week Two Objectives

Data Collection

Types of Assessments

Resources

Questions

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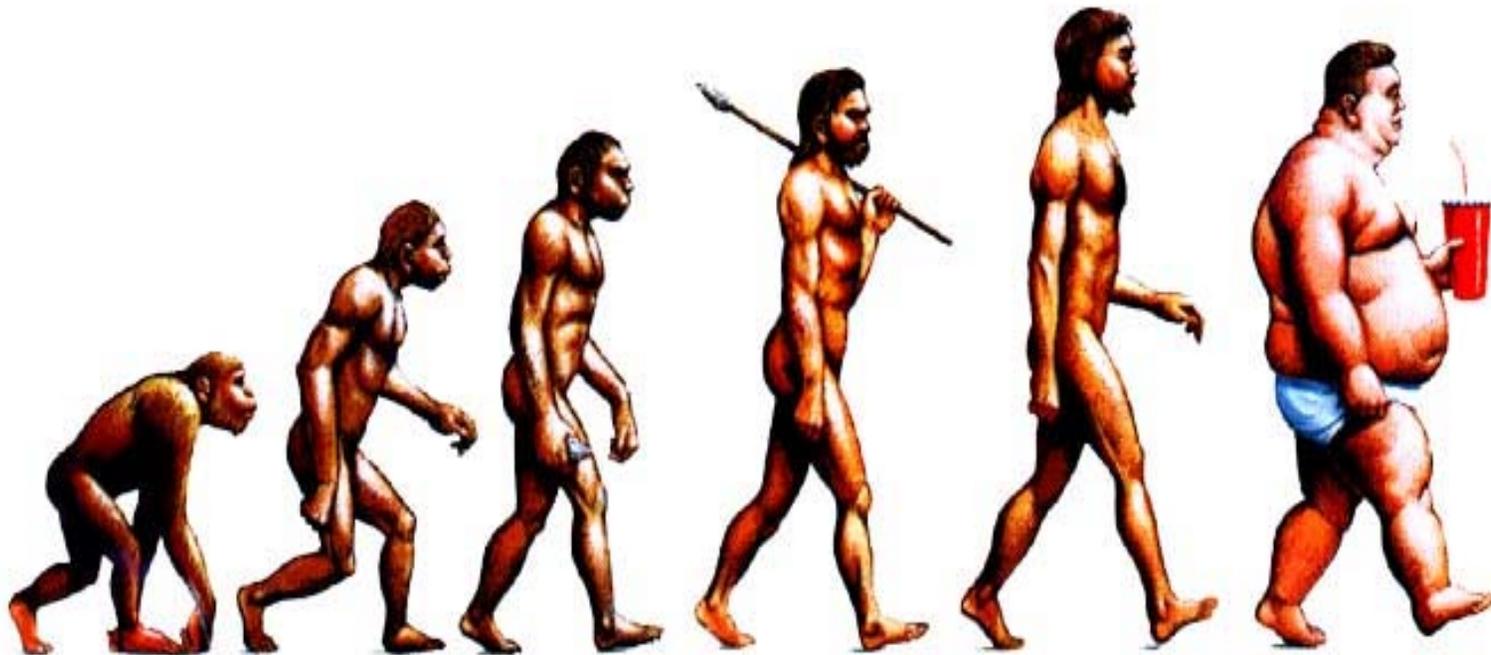
# Part One webinar Review from

- Tom Carter talked about:
  - Rising health care costs are not sustainable
  - Lifestyle and unhealthy behaviors drive costs
  - Most chronic conditions are highly preventable
  - Employee Health impacts your business
  - Employers can impact health
  - The importance of leadership support
- Rebecca from the City of Mountain View:
  - Vision for a healthy city
  - Communication
  - Leadership meetings



# The Evolution of Man

*The Shape of Things to Come*



# Trouble Brewing

- 310 Million
- 85 Million
- 100 Million
- 246,900



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# Types of programs

- Activity-based
  - Annual schedule of activities
  - Not based on data
  - May not reflect health risks or interests
- Results-oriented
  - Use data to design strategy
  - Focus on employee health and productivity
  - Uses assessments and data to identify right strategies and interventions
  - Uses data to drive and measure performance

# Collecting Data

- Why is Data Collection important
  - Provides a snapshot of health
  - Monitor health status
  - Communicate health status organization wide
  - Benchmark against other companies or database
  - Measure change and impact



# Types of Assessments

- Many types exist
- Four main themes
  - Health Risk Appraisal
  - Culture Audit
  - Employee Interest Survey
  - Environmental Audit
- HERO
  - Health Enhancement Research Organization
  - Nonprofit think-tank founded in 1996
  - Focuses on impact of employee health management on health care costs
  - Use an Employee Health Management scorecard to benchmark companies





# Company-wide Culture Audit

- Assess company's overall culture
- Looks at how people go about their jobs
- How the culture supports employee health
- How employees perceive and embrace the health and productivity strategy



# Employee Interest Survey

- Which health issues matter the most
- Gives employees a say in the strategy
- Helps develop the design of the program
- Gives employees a sense of ownership of the program
- Survey should give a clear statement of why it is being done
- It should be easy to complete and well-designed



# Environmental Audits & Policies

- Looks at how the environment supports health behaviors
  - Physical activity
  - Healthy foods
  - Tobacco
  - Stress



- Looks at how the physical environment supports health
  - Computer access
  - Language and literacy issues
  - Shift work
  - Type of work



# HERO Assessment

- An online 60+ questionnaire
- Helps organizations learn about best practices in employee health management
- Discover opportunities to improve their own EHM programs
- Reviews 6 key areas of employee health management
  - Strategic Planning
  - Leadership Engagement
  - Program-level management
  - Programs
  - Engagement Methods
  - Measurement and Evaluation
- For more info, go to <http://the-hero.org/>
- To take the HERO, log on to:

<https://mercer.inquisiteasp.com/cgi-bin/qwebcorporate.dll?idx=NPPY5J&linkspons=7>



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# Summary

- Data is important for a successful wellness strategy
- Assessments exist across a broad range of areas related to workforce health
- Data allows you to engage the right people, at the right time, with the right interventions
- Health risks are important in developing a strategy, but assessing the culture and identifying employee interests must come first
- Communication and incentives help drive participation
- Participation and satisfaction are key elements of a good program, and data can help drive both
- A successful wellness program measures impact religiously

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# Resources

- Center for Disease Control

<http://www.cdc.gov/nccdphp/dnpao/hwi/programdesign/index.htm#Assessment>

- Kaiser Permanente

<https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter>

- WELCOA

<http://www.welcoa.org/freeresources/>

- Wellsteps

<https://www.wellsteps.com/>

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# Toolkits

- At the KP Resource Center

<https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter>

Download toolkits to help create a culture of health:

- [Healthy meetings toolkit](#)  
Offers ways to integrate simple, healthy habits into your meetings to help employees stay focused throughout the day
- [Wellness committee toolkit](#)  
Helps you develop a wellness committee to ensure that your team is working toward the shared goal of healthier employees
- [tobacco-free campus toolkit](#) can help you encourage a healthier workplace. This comprehensive guide includes planning and implementation tips, a step-by-step action plan, sample materials for you and your employees, and many more resources.

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# Policy Resources

- CDC
  - <http://www.cdc.gov/nccdphp/dnpao/policy/index.html>
  - Wellness Policies
    - Nutrition
    - Physical Activity
    - Obesity and overweight
- Leadership for Healthy Communities
  - <http://www.leadershipforhealthycommunities.org/>
- At the KP Resource Center
  - <https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter>
  - Tobacco Free Worksite policy language, samples

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# The Road Ahead is Challenging... But We Can Find A Way



Source:

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# Questions

- Visit <http://www.cacities.org/citiesforworkforcehealth>
- Flyer, FAQ, and contact info available on the website
- Visit <http://www.healcitiescampaign.org> and link to “contact us”

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# Contact Information

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# Thank you!

