



Create a Culture of Health

Worksite Health & Wellness Campaign Fact Sheet



Vision of the National Prevention Strategy: Working together to improve the health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness.

A workplace culture of health can maximize benefits for your agency, employees, and community. According to the Centers for Disease Control and Prevention (CDC), a culture of health is a working environment where employee health and safety is valued, supported, and promoted through worksite health & wellness programs, policies, benefits, and environmental supports. To build a culture of health, a Federal agency must have commitment from all levels of the organization, and establish the worksite health & wellness program as an integral part of regular agency operations. In addition, a Federal agency must align the program to the agency's overall agency goals. To create a culture of health, the following steps are recommended:

- Dedicate senior leadership and manager support;
- Identify a worksite health & wellness coordinator, council, and/or governance committee;
- Create a wellness plan;
- Dedicate resources;
- Communicate clearly and consistently with all employees; and
- Evaluate your program to provide impact and business metrics to senior leaders.

SENIOR LEADER & MANAGER SUPPORT

Committed leaders can integrate health and wellness into the agency's overall goals and vision, eliminate barriers, encourage participation, allocate necessary resources, and celebrate successes. Below are a few examples of how senior leaders and managers can demonstrate their support for employee health:

- Communicate the importance of employee health through written correspondence, public addresses, and/or presentations;
- Incorporate health & wellness goals into the agency's strategic plan, vision, and/or mission;
- Participate in wellness activities – serve as a program role model and champion;
- Allocate resources, including personnel, funding, programming, space, and time;
- Support formal and informal policies and procedures, such as incentives and training;
- Monitor and celebrate success; and
- Permit and encourage employees to participate – this support may include a work break or policies for flexible work schedules

A WORKSITE HEALTH & WELLNESS COORDINATOR, COUNCIL, OR COMMITTEE

According to [CDC](https://www.cdc.gov), effective worksite health & wellness coordinators have the following conditions: support from senior management; empowerment to work across organizational units; support from a workplace health council or committee; annual operating budget; and authority to implement the workplace health improvement plan. In addition to establishing a dedicated worksite health & wellness coordinator position, agencies may choose to further support workplace health programs by

establishing a wellness council or governance committee. These groups bring together representatives from various agency offices to help integrate services, coordinate efforts, and promote programs. The primary goals of the council and/or committee are to encourage healthy behaviors at the worksite, advocate policy change, and create health-friendly work environments. Multiple committees may be necessary, depending on the size and number of locations of the agency. You can find more information regarding the responsibilities of committee members on OPM's Worksite Health & Wellness: Program Administration page.

DEDICATING RESOURCES

The development of a worksite health & wellness plan can help you set, achieve, and evaluate goals. Agencies may wish to utilize a formal action planning process to developing the worksite health & wellness plan and to determine necessary resources. The action planning process will typically include these six steps:



1. **Engage Stakeholders:** Receive input and participation from all affected by the results of the action plan.
2. **Identify & Prioritize Outcomes:** Identify strengths and challenges by clusters and labels, and prioritize for action based on: burden, feasibility, control, and impact.
3. **Analyze Conditions:** A good way to do this is through a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. SWOT allows for a subjective assessment of the current position and potential future of a program.
4. **Develop Actions & Goals:** Create SMART (Specific, Measurable, Achievable, Realistic, and Time-bound) goals and objectives, determine what new actions to take, and build upon current activities.
5. **Specify Action Steps:** Determine what needs to be done, when, who will be responsible, and what resources are needed. Create timelines and an itemized budget. Define roles and responsibilities, and consider partnerships.
6. **Evaluate:** Evaluate the progress of the program regularly.

COMMUNICATE OFTEN

According to [CDC](#), regular and consistent communication is a vital component of program success and helps agencies foster an organizational commitment to employee health. Agencies achieve consistency from repetition and uniform presentation from all levels of the organization, enabling the agency to achieve a culture of health over time.

EVALUATE YOUR PROGRAM

Worksite health & wellness evaluation is a systematic method for collecting, analyzing, and using information to determine the effectiveness of a program, activity, or event. Results of the evaluation can be used to guide decision-making around various components of your programs as well as answer questions about your programs, policies, and initiatives, particularly regarding their effectiveness and efficiency. Evaluation of a worksite health & wellness program is imperative to:

- Determine if the program is producing desired outcomes;
- Monitor progress toward goals;
- Find opportunities for improvement;
- Collect business metrics and justify the need for further funding and support; and
- Ensure effective programs are continued and resources are not wasted on ineffective programs.

In addition to the above key elements for a culture of health, agencies should emphasize and implement the following five elements of a comprehensive worksite health & wellness program: health education; social and environmental supports; integration; linkages to related programs; and screenings.

RESOURCES & GUIDANCE FOR WORKSITE HEALTH & WELLNESS COORDINATORS

[OPM Worksite Health & Wellness](#)

From Governmentwide guidance to tools and resources, this website can help agencies understand the basics of worksite health & wellness, explore issues in greater detail, and implement effective programs.

[Federal Work-Life Community of Practice's Worksite Wellness Resource Page](#)

Hundreds of resources can be found on this page and new ones are constantly added. Please email worklife@opm.gov for access to the CoP.

HHS CDC's Workplace Health Promotion – Planning/Workplace Governance

This HHS site showcases research-based information for program planning and management.

[NIOSH's Total Worker Health](#)

This site provides the business case for integrating health protection and health promotion at workplaces.

National Institute of Health's Pink Book – Making Health Communication Programs Work

The planning steps in this book can help make any communication program work, regardless of size, topic, geographic span, intended audience, or budget. The key is reading all the steps and adapting those relevant to your program at a level of effort appropriate to the program's scope.

[CDC's Gateway to Health Communication & Social Marketing Practice](#)

Here you can access many resources to help build your health communication or social marketing campaigns and programs. Whether you are looking for tips for analyzing and segmenting an audience, choosing appropriate channels and tools, or evaluating the success of your messages or campaigns, it's all here!

[CDCynergy "Lite"](#)

This tool is intended for those who have previous social marketing experience and, in particular, those who are familiar with the full edition. This CDCynergy tool is based on best practice social marketing principles, and will assist you in developing, implementing, and evaluating an effective social marketing plan.

[CDC's "A Framework for Evaluation"](#)

This site showcases a systematic way to improve and account for public health programs.