

Presentation Title	Place in Schedule
<p>Developing and sustaining partnerships to advance workplace health promotion programs in small and mid-size businesses.</p>	<p>Concurrent Session 4.5  <i>Day 3 – Thursday</i>  <i>May 10<sup>th</sup>, 2018</i>  <i>1:15 – 2:30pm</i></p>
Description of Presentation	Presenter Name(s) And Credentials
<p>Introduction          Launching a new campaign or initiative is exciting and can bring a lot of organizations with similar interests together. However, building partnerships with other organizations to raise awareness and amplify the key messages of a new resource or tool can come with its challenges. The CDC Workplace Health Resource Center (WHRC) (<a href="http://www.cdc.gov/WHRC">www.cdc.gov/WHRC</a>), launched in August 2017, is a new interactive website designed to help businesses specifically small and mid-size get access to free reliable resources to build or expand their workplace health promotion. Reaching out to a niche target audience such as human resources managers, wellness champions, brokers, and state health departments offers a complexity that can be overcome with strategic partnerships.</p> <p>Methods          Identifying organizations to promote the launch of the website is the primary step to determine if organizations are willing to participate in promoting the WHRC launch and ongoing efforts. When developing the website, it became evident that in order to reach a niche audience, partnerships will serve as a central approach to raise awareness about the site. A steering committee, composed of workplace health experts and Total Worker Health staff, were selected to provide strategic insight, design, and enhanced credibility to reach this particular audience. Additional methods put in place to recruit new partners such as an exclusive sneak peek of the website before the official launch, steering committee members discussing WHRC during national workplace health conferences, and presenting at the CDC</p>	<p>Starlynn Gornail, MHS  <i>ICF</i></p>

Public Health Grand Rounds featuring steering committee member Casey Chosewood at NIOSH Total Worker Health.

#### Results

This session will describe how the WHRC team developed practical and low-cost methods to increase engagement to the website. Attendees will learn about the various metrics monitored to determine the effectiveness of partnership engagement during 2017 and Spring 2018. For 2017, preliminary data shows an increase of 1,000 subscribers to Gov delivery since the launch of the website, approximately 300 partners have viewed the promotional toolkit, and a 50% increase in the number of partners who have shown interest to promote the site to their peers.

#### Conclusion

Our results demonstrate that partnerships play a key role in reaching a niche audience like workplace health leaders. At the conclusion of the session, attendees will learn how the WHRC team collaborated with other organizations who already have an established relationship with a niche audience to effectively message the launch of the new website and ongoing efforts. Additionally, attendees will learn best practices on how to identify and secure partners, how to leverage additional opportunities with one partner. Finally, attendees will be able to identify metrics to share with partners following a launch and ongoing efforts.