Developing and Sustaining Partnerships to Advance Workplace Health Programs

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The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention (CDC).
Agenda

- CDC Workplace Health Resource Center (WHRC)
- Partnership Engagement Approach
- Rules of Engagement
- Upcoming Partner Events
First stop online to help employers launch or expand a workplace health promotion program

Evidence-based, credible resources all in one location

Helps employers tailor workplace health promotion goals to their organization’s needs

WWW.CDC.GOV/WHRC
WHRC Users

• Employers:
  • Human resources or benefits managers
  • Wellness champions
• Brokers or health care benefits consultants
• State public health departments
• Business health coalitions
WHRC Tools

- 500+ resources and growing

- Case studies
- Emerging issues (e.g., stress)
- Workplace health strategies for small businesses
- Evidence-based summaries and issue briefs
- Library of webinars and videos
Partnership Engagement Approach
Partnership Engagement Approach

- Partners share complimentary missions and visions
- Partners often seek to reach same/similar messages
- Partners can help each other succeed - extend reach, message dissemination frequency
- Partnerships may take the form of:
  - Resource sharing
  - Materials distribution
  - Co-event execution
  - Shared spokesperson
CDC WHRC Steering Committee

- Experts were chosen to provide insight, design, and promote the website. The committee includes:
  - Academic
  - Employer
  - State health departments
  - Business health associations
Rules of Engagement
Rules #1 Know Your Audience
Rules #2 There must be a value exchange – it doesn’t always have to be in dollars and cents.

The CDC’s New Workplace Health Website Helps Companies Make Wellness Their Business

Help your employees learn how to prevent or manage diabetes. Get tips for building a healthy workplace.
#NationalDiabetesMonth

Make Wellness Your Business: Sleep Strategies for the Workforce
March 29, 2018
1:00–2:00 p.m. EDT
Rules #3 It’s a growing process: Plan to change, and change your plan again. And one more time.
Rules #4 Strategy has a role, but so does luck and timing. Be authentic
Rules #5 It’s all about relationships. This is a long-term investment that must continuously be developed.
Lessons Learned

- Partners play a key role in informing target audience on the message and mission a program can offer
- The rules of partnership engagement vary for each strategy so it’s not ONE SIZE FITS ALL
Upcoming partner events
Upcoming Partner events

- **Mental Health Webinar** (May 24)
- **Expert Interviews**
  - Depression in the Workplace
  - Substance Misuse in the Workplace

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Thank you