Fundamentals of *Total Worker Health*® Approaches
– From Reach to Exposure to Engagement

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Outline

- Background
- Dissemination Strategy
- Understanding Potential Impact
- Limitations and Next Steps
Background: Practice-based Guidance

- 2008: Essential Elements of Effective Workplace Programs and Policies for Improving Worker Health and Wellbeing
- 2016: Fundamentals of TWH Approaches: Essential Elements for Advancing Worker Safety, Health and Well-being
What is Fundamentals of Total Worker Health® Approaches?

- The workbook, developed with peer and stakeholder input, focuses on five Defining Elements of TWH.
- Published by NIOSH in December 2016
- Guidance that can be used to:
  1) Provide a baseline “snapshot” of where your organization is on the path to TWH
  2) Identify initial steps to improve your workforce safety, health, and well-being aligned with the TWH approach
  3) Help you measure progress as you implement interventions relevant to your organization.
Dissemination Principles and Elements

Principles

• Diffusion of Innovations Theory (Rogers, 2003)
• Social Marketing (Kotler and Lee, 2008)
• Transtheoretical Model of Change (Prochaska & DiClemente, 1983)
• Multi-channel, digital communication
  - Social Media, Email, Web, In-person, Partners
  - Emphasis on Twitter
  - Messaging included Visual Interest and Brand Identity (Engagement)

Dissemination Science Constructs

• Message
• Reach and Exposure
• Communication Channels
• Promotion, Partners – *who and how*
• Engagement and Interaction
• Relative Advantage
Logic Model: Research Translation and Communication Team

**Inputs**
- NIOSH and non-NIOSH resources and capacity, including personnel and expenditures
- Research and expertise from NIOSH, NIOSH-funded Centers of Excellence, partners, industry, labor, academia, and the public
- Surveillance, policies, evaluation, other knowledge and data sources and external factors

**Outputs**

**Activities**
- Develop tools that support the implementation and adoption of TWH research findings and best practices
- Coordinate targeted population and outcome-specific activities around TWH research translation
- Convene Communities of Practice to 1) facilitate knowledge transfer and networking and 2) develop understanding on decision to adopt TWH

**Products**
- Tools and resources for implementation and adoption of TWH
- Increased internal and external capacity & connections in TWH
- Channels and Networks for Exchanging Knowledge; findings on decision to adopt TWH

**Outcomes**

**Short-term**
- Increase awareness among stakeholders of NIOSH TWH research, interventions and tools
- Increase the reach and access of TWH tools and resources to various stakeholders
- Increase growth of the TWH research and practice community and professionals
- Increase engagement among communities of practice

**Intermediate**
- Increase use and adoption of TWH tools and resources for implementation
- Occupational safety and health and non-traditional partners promote the use of TWH research findings, tools and resources
- Stakeholders actively seek TWH training, collaboration and partnership with NIOSH and others implementing TWH
- TWH intervention tools and resources are tailored by various TWH communities of practice to fit their implementation needs
- Employers and NIOSH Affiliates and Partners advocate for evidence-based TWH research and best practices

**Long-term**
- Adoption and implementation of TWH policies, programs, practices across various workplaces
- Sustained supply of qualified TWH professionals to meet changing demands in the field
- Workplaces that support and improve the overall safety, health, and well-being of their workers
- Reduction in workplace injuries, illnesses, and fatalities

Continuous Stakeholder Engagement; Continuous Quality Improvement and Innovation
Fundamentals of TWH Dissemination Strategy

Phase 1: Active Dissemination Through TWH and NIOSH channels

- Digital, Multi-channel Communication (eNews, Social Media, Web)
  - **Launch Point**: NIOSH Update and *TWH in Action!* eNewsletter – reach of over 70k
  - Update TWH Let’s Get Started Website
  - **Repeated Messages via NIOSH channels**
  - Defining Elements featured quarterly in *TWH in Action!* eNewsletter
  - Social Media-Emphasis on Twitter 2017

Phase 2: Expand Reach through Partners

- Dear Colleague Letters to Partners – invite to share, use, provide feedback
- Provided Media Kit to NIOSH Centers for TWH, NIOSH TWH Affiliates
- Collaborate with partners to infuse messages in other professional networks (i.e. ANA and CDC)

Phase 3: Develop Tools to Support Adoption

- Develop web-based, fillable, worksheets, update business case webpage; develop NIOSH workplace solutions
- Expand relevant resources within document on website
- Conduct training, workshops, and consultations
- Carry out a pilot program
- Develop tailored applications of Fundamentals (i.e. small business)
UNDERSTANDING POTENTIAL IMPACT
Timeline: Reach, Engagement, and Interaction

Dec 2016

Launch of Fundamentals
- 3 Channels, Overall Reach: 200,000+
- Results
  - eNewsletter: 65,000 subscribers, 10% open rate (highest)
  - NIOSH Update & Social media
  - First 2 Web Headlines

Jan 2017

Further results
- EHS Daily Advisor: Guidance from NIOSH on Worker Health, Safety, and Well-Being (January 2017)
- Nebraska Safety Council: NIOSH offers guidance for worker health, safety, & well-being (January 2017)
- Top Tweet with 2% engagement (considered high)

March-May 2017

- Sent Media Kit to Partners
- IEHA Workshop
- First Scientific Citation- Workplace Health Saf (9+ to date)
- St Louis Business Health Coalition- Spring Forum; NIOSH Center of Excellence Director Speaking on Fundamentals at outside Conference
Timeline: Reach, Engagement, and Interaction

June - Sept 2017
• Commence Social Media Strategy highlighting Fundamentals
• eNewsletter Spotlight on Defining Element 1 & 2

Oct 2017 - Jan 2018
• Understanding Small Enterprises Conference 2017 Poster Presentation
• eNewsletter Spotlight on Defining Element 3

Feb - April 2018
• Results
  • 4 major scientific citations (Occup Health Sci, Jour Transport & Health, JOEM & AJPH)
  • PDF: 2,200 downloads
  • 4,000 page views
  • 646 search results for “Fundamentals of Total Worker Health” on Google (April 2018)
• eNewsletter Spotlight on Defining Element 4
Results & Related Comparisons
16 months post-release

Results (16 months post-release)

• Exposure and Reach: 600,000+
  – eNewsletter Subscribers, Followers on NIOSH Twitter and Facebook, NIOSH_TWH, Page Views, Downloads

• Engagement
  – Web headlines, citations: 18+
  – Social media engagement
    • Average engagement rate: 1.46% (considered very high)

• Influence
  – Workshops & Consultations: 8

Related Comparisons

• Essential Elements (1 year post release)
  – Fundamentals Webpage: 4,007 Page Views
  – Essential Elements Webpage: 6,320 Page Views
  – Fundamentals PDF: 1,932 downloads
  – Essential Elements PDF: 1,497 downloads

• NIOSH downloads
  – #1 2016 NIOSH List of Antineoplastics: 31k downloads
Lessons Learned and Limitations

Lessons Learned

• Begin to understand the diffusion process and impact of NIOSH TWH channels and messaging
  – Engaging with OSH research and practice community through digital communication
• Human resource or workplace wellness/health promotion professionals are difficult to reach through NIOSH TWH channels
  – Consider alternatives for framing message to these audiences

Limitations

– No formal dissemination framework
– Time/personnel/organizational/resources restrictions
– Unable to conduct audience research
– Tough to compare to like documents or dissemination efforts
– Difficult to receive dissemination metrics from partners
Next Steps

• Emphasis on Phase 3
  – Develop promotional videos and other digital tools
  – Conduct formative/audience research
  – Pilot among business
  – Develop implementation plans
• Communicate through channels and networks (Phase 1 and 2) considering other targets
• Consider more formal evaluation
• NIOSH to add DOI number
Thank you!

Questions? Please contact us.

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