

New Hampshire Promotes Worksite Health

Using the Guide to Community Preventive Services (2012)

Summary

The New Hampshire Community Health Institute (CHI) and the New Hampshire Division of Public Health Services (DPHS) partnered with the Business and Industry Association, Foundation for Healthy Communities, Department of Health and Human Services, Anthem Blue Cross New Hampshire, and Endowment for Health to assist local businesses with implementation of the Guide for Community Preventive Services (the Community Guide) recommendations in the area of Worksite Health Promotion through more sustained emphasis on institutionalization of policy at the organizational level.



Activities

- This project was a natural extension of the team's previous work (<http://nnphi.org/CMSuploads/NH%20showcase.pdf>) that focused on engaging small businesses across the state on a process of employee health assessment and identification of worksite health promotion opportunities.
- The team decided to engage worksites in the area on a focused initiative in order to accelerate understanding of the Community Guide as a practical tool with applied approaches for policy change at the organizational level.

Building Partnerships to Increase Capacity in Evidence-Based Public Health through the Use of the Guide to Community Preventive Services, 2011-2013

The National Network of Public Health Institutes (NNPHI), in collaboration with the Association of State and Territorial Health Officials (ASTHO) and support from the Centers for Disease Control and Prevention (CDC), provided funding and capacity building assistance to public health institutes and their state, territorial, local, and tribal health department partners to promote the adoption and use of evidence-based approaches outlined in the Guide for Community Preventive Services (<http://www.thecommunityguide.org/>) to address priority public health issues.

For a table with basic information about all of the projects supported through this program and links to more information, go to <http://www.nnphi.org/CMSuploads/CommunityGuideAbbreviatedTable>.

Activities (continued)

- Specifically, the team focused on Environmental and Policy Approaches to Increase Physical Activity recommended in the Community Guide in the worksite context through:
 - Enhanced Access to Places for Physical Activity Combined with Informational Outreach Activities
 - Point-of-Decision Prompts to Encourage Use of Stairs.
- The team successfully worked with a local wellness coalition to engage area employers/building owners in a focused initiative based on recommendations in the Community Guide for Worksite Health Promotion.
- They successfully recruited six sites for participation in a stairwell campaign that includes prompts, employee wellness messages and incentives.

Key Insights

- Use robust recruitment efforts to attract nontraditional partners such as small businesses.
- Surveying employees is an important step to gather feedback. Survey results provided useful guidance.
- Reach out to leadership directly.
- Working with a local coalition increases initiative credibility, stakeholder buy-in, and efficiency of participant recruitment.
- Participants in voluntary coalitions have, by definition, many competing time demands and priorities which contribute to a more gradual pace of project activity and require a longer time period to proceed from planning to implementation.
- Reference to the Community Guide in initial meetings with Coalition members and prospective landlord/employer sites was useful for validating that proposed activities were based on evidence and that there was a resource with documented lessons for local application.

Funding

\$20,000

Lead Team

New Hampshire Community Health Institute (CHI) and New Hampshire Division of Public Health Services (DPHS)

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Team Partners

Business and Industry Association, Foundation for Healthy Communities, Department of Health and Human Services, Anthem Blue Cross New Hampshire, and Endowment for Health