

INTRODUCTION

Most adults spend the majority of their waking hours at their place of employment making the worksite an excellent setting to promote healthy eating and active living. Worksites provide a unique opportunity to reach a large number of adults and to reinforce and promote healthy behaviors especially among low-income workers. A healthy motivated workforce is extremely important and can significantly impact the bottom line. Many employers are beginning to recognize the benefits to their worksite by taking proactive steps to keep their employees healthy and encourage them to reduce identifiable risk factors such as elevated blood pressure, cholesterol, blood sugar and body mass index. A healthy workforce leads to fewer medical and loss time claims, less absenteeism and greater productivity.

TOP PRIORITIES AND RECOMMENDED INTERVENTIONS

Worksites can have the greatest impact on the health of New Hampshire residents by implementing the recommended interventions listed on pages 37–38. Highest priority is given to the following:

<p>Goal 1</p> <p>Engage employers in adopting and promoting HEAL interventions</p>	<p>Objective 1</p> <p>Educate worksites, employers and business associations about HEAL recommendations.</p>
	<p>Objective 2</p> <p>Provide worksites with tools to adopt HEAL initiatives.</p>
	<p>Objective 3</p> <p>Recruit and recognize worksites that implement HEAL recommendations as HEAL partners.</p>
<p>Goal 2</p> <p>Encourage employers to promote opportunities for employees to be healthy</p>	<p>Objective 1</p> <p>Work with insurance carriers to reimburse for office visits to: physicians, dietitians, nurses, health educators and other members of the health care team for time spent evaluating and counseling patients in nutrition, physical activity and weight management (e.g., classify obesity as a disease category for reimbursement coding).</p>
	<p>Objective 2</p> <p>Provide incentives to employees who engage in activities that lead to healthy lifestyles through regular health screenings, health risk appraisals, increased physical activity and improved nutrition.</p>
	<p>Objective 3</p> <p>Provide discounted worksite wellness services (e.g., educational workshops and health coaching for disease and lifestyle management).</p>

A complete list of recommended interventions and useful resources follows.

Goals	Recommended Interventions		
	Policy	Practice	Communication
Encourage employers to promote opportunities for employees to be healthy.	<p>Encourage employers to work with their insurance carriers to reimburse physicians, dietitians, nurses, health educators and other members of the health care team for time spent evaluating and counseling patients in nutrition, physical activity and weight management (e.g. classify obesity as a disease category for reimbursement coding; reimburse for BMI measurement and weight counseling, breastfeeding classes and equipment, etc.).</p> <p>Provide incentives to employees who engage in activities that lead to healthy lifestyles through regular health screenings, health risk appraisals, increased physical activity and improved nutrition.</p> <p>Provide discounted worksite wellness services such as educational workshops and health coaching for disease and lifestyle management.</p> <p>Encourage a personnel policy that rewards participation in wellness programs to improve employees' overall health.</p> <p>Incorporate healthy options in the cafeteria and catering contracts to increase the choice of nutritional items through healthy offerings and reasonable pricing.</p>	<p>Convene public and private, large and small, experienced and inexperienced worksites, employers and business associations to carry out the HEAL worksite initiatives.</p> <p>Conduct worksite screenings such as blood pressure, body composition, health risk appraisals, cholesterol and diabetes screenings and offer health education, health coaching and behavior modification.</p> <p>Create a toolkit for worksites of all sizes to assist them in promoting and implementing wellness activities.</p> <p>Provide vending machines with healthy food choices by offering appealing, low-cost healthy food options such as fruit and vegetables, low-fat/high fiber foods, 100% juice.</p>	<p>Encourage employees to take responsibility for their health.</p> <p>Increase awareness of preventive services and wellness benefit to encourage employees to follow recommended guidelines for services and participate in programs.</p> <p>Brand the adoption of the toolkit and recognize employers who adopt it.</p> <p>Develop guidance for planners in making healthy choices for meetings and events.</p>
Educate employees about healthy eating and active living.		<p>Offer physical activity, nutrition and health coaching, behavior modification workshops.</p>	<p>Educate employees by posting nutrition information at the point-of-purchase such as serving size/portion, fat, fiber and sodium content and type of fat and carbohydrate information.</p> <p>Provide health education material through newsletters, publications, websites, email, and other worksite communication channels.</p>

Goals	Recommended Interventions		
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Create opportunities for employees to engage in healthy eating and active living.	Develop a personnel policy that encourages flexible time enabling employees to fit in physical activity time into their workdays and participation in worksite-sponsored activities.	<p>Develop fitness clubs or recreational groups that promote a variety of physical activities such as walking, hiking or other sports for employees in all stages of change.</p> <p>Ensure that stairs are safe, clean, attractive and well lit for regular use.</p> <p>Install showers (if feasible) and bike racks to encourage employees to increase their physical activity.</p> <p>Provide employees a source of drinking water.</p> <p>Provide employees a private place to express milk (if feasible) for breastfeeding.</p> <p>Secure corporate agreements with health clubs or gyms to offer employees discounted or subsidized memberships or provide on-site equipment and designated space for fitness programs.</p> <p>Provide equipment or space (when feasible) for employees to prepare and consume their own food.</p>	<p>Promote the opportunity for involvement in local, state and regional physical activity offerings through various channels such as worksite newsletters, emails and bulletin boards.</p> <p>Display point-of-decision prompts near elevators, escalators, vending machines and cafeterias to encourage healthy choices that increase physical activity and the selection of nutritious items.</p> <p>Increase awareness about healthy eating and active living by promoting specific topics.</p> <p>Educate employees on the benefits of nursing their babies.</p>

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HELPFUL TOOLS AND RESOURCES TARGETED TO WORKSITES

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management with local chapters throughout NH. www.shrm.org

Start! is an American Heart Association campaign that encourages, recognizes and provides tools to companies to promote a culture of physical activity in the worksite. www.americanheart.org

Downloadable brochure *Guidelines for Offering Healthy Foods at Meetings, Seminars, and Catered Events*. www.ahc.umn.edu

American Cancer Society produces a free guide, *Meeting Well*, to assist meeting planners provide healthy options for worksite meetings. www.cancer.org

Wellness Councils of America, a national non-profit membership organization, is dedicated to promoting healthier lifestyles for all Americans, especially through health promotion initiatives at the worksite. www.welcoa.org

Centers for Disease Control and Prevention provides research and resources on physical activity and nutrition. Point-of-decision stair prompts available to download to encourage the use of the stairs. www.cdc.gov

Take Action! is a free, flexible, 10-week employee wellness program that encourages fruit and vegetable consumption and regular physical activity among employees while fostering teamwork and boosting morale. www.takeactionca.com

USDA website provides information on nutrition and dietary guidelines. Create individualized eating plans based on gender, age and activity level. www.mypyramid.gov

Food and Drug Administration website provides information and resources on losing weight. www.fda.gov/loseweight

LiveFIT NH initiative demonstrates-through television segments, educational and outreach activities, and online resources-how individuals, families, schools and communities can combat obesity trends. www.nhptv.org/livefitnh

Referral resources to regional activities and educational materials on nutrition and physical activity. www.lightenupnh.org

Walk NH website for individuals, families, businesses, and other groups to encourage walking as a part of a healthy lifestyle. www.walknh.org

Agency for Healthcare Research and Quality's mission includes both translating research findings into better patient care and providing policymakers and other health care leaders with information needed to make critical health care decisions. www.ahrq.gov

UNH Cooperative Extension website provides research-based information and education. www.extension.unh.edu

America on the Move is a national movement that encourages making small changes to daily activity choices.

Personalized online resources and interactive tools. www.AmericaontheMove.org

Institute for Health and Productivity Management provides data and services related to all aspects of employee health that affect work performance and costs. www.ihpm.org

Resources for employers about health insurance benefits with links to information on cost, quality and prevention. www.nhhealthinfo.org

DHHS worksite wellness site with free resources for businesses looking to implement worksite wellness programs. www.dhhs.state.nh.us/DHHS/NHP/worksite.htm

CDC Healthier Worksite Initiative information, resources, and step-by-step toolkits useful in implementing workforce health promotion programs. www.nhhealthinfo.org/prevention/healthier-worksite.html

Connecticut's Healthy Eating and Active Living (HEAL) Toolkit includes a self-assessment instrument and planning guide to identify baseline in terms of policies, practices, and environmental factors. www.cadh.org/CADHResources/HealthyEatingActiveLivingToolkit/tabid/61/Default.aspx

The Environmental Nutrition and Activity Community Tool (ENACT) presents useful information based on current research and practice and includes model policies and programs, hands-on tools, articles and other publications, and resources. www.preventioninstitute.org/sa/enact/members/index.php

We Can! provides companies and organizations with an opportunity to improve the health of families, employees, and communities. <http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/get-involved/communities.htm>

This website calculates the amount of fruits and vegetables you should eat each day based on your age, gender and daily activity. www.fruitsandveggiesmatter.gov