

**Attachment 2 of Supporting Statement
Data Collection Instrument: Web-Based Survey**

for

**Evaluation of the *Successful Business Strategies
to Prevent Heart Disease and Stroke Toolkit***

(0920-07AL)

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[NOTE: This document presents the text for a Web-based survey. The formatting will be modified as required for its administration on the Web using the software program, *Survey Monkey*].

Form Approved
OMB No.: **0920-07AL**
Exp. Date: xx/xx/20xx

State Survey on the CDC's *Successful Business Strategies to Prevent Heart Disease and Stroke Toolkit*

Public Reporting Burden

Public reporting burden of this collection of information is an estimated average of 30 minutes per response. This estimate includes the time for reviewing instructions, searching existing data sources, and completing and reviewing the survey. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number, which is displayed on the first page of the survey instructions. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; Attn: PRA(0920-07AL)

Use of the Survey Information

Completion of this survey is **voluntary**. The information you report here will be used by independent researchers at the American Institutes for Research (AIR), who are working under contract with the CDC to evaluate the CDC's *Successful Business Strategies to Prevent Heart Disease and Stroke Toolkit*. They will treat this data in a confidential manner, unless otherwise compelled by law. All data will be reported to the CDC and to you in the aggregate, without identifying individual States or respondents. You may choose to answer this survey or not. If you choose not to do so, this will not affect your program's funding.

**The first 25 states to complete the survey
will receive an additional copy of the Toolkit!**

Purpose of the Survey

This survey is being used to collect information on your experiences with the CDC Toolkit on *Successful Business Strategies to Prevent Heart Disease and Stroke* and working with employer groups. It also asks for your feedback on the trainings and consultations provided during 2006 and 2007 to facilitate your use of the Toolkit. The results for this survey will be used to make revisions to the Toolkit and to evaluate its dissemination and use. As part of the evaluation, they will be compared to responses to the survey conducted at the beginning of the evaluation. With your input, we will be able to develop an improved version of the Toolkit that can better serve you in your work with employers and health plans to prevent heart disease and stroke.

Before You Begin...

Instructions

This survey is a Web-based survey, so it can be completed at your convenience between the dates of **XXX and XXX**. Please have only one representative from your State complete the survey and summarize the experience of your State as a whole.

1. For questions with a set of answer choices, click with your mouse on the box corresponding to your choice and an "x" will appear. To change your answer, click again and the "x" will disappear. You can repeat the process to select a different answer.
2. For questions that have blank lines to write in your answer, click with your mouse right above the blank line in the grayed out space and start typing your answer. Please note that even though the space may look small, it will extend as you type.
3. When you are finished, click on the button on the final page. This will indicate that you have completed the survey and your responses will be submitted electronically to AIR researchers.

Questionnaire

I. General Aspects

1. What state (or jurisdiction) do you represent? _____
2. How many staff and consultants are currently employed in your State HDSP Program? To answer this question, calculate the number of full-time equivalent (FTE) staff. For example, three people working full time is 3.0 FTE, two people working half time is 1.0 FTE, for a total of 4.0 FTE.

_____ FTEs

3. How many State HDSP Program staff and consultants are dedicated to working on employer-based initiatives? To answer this question, calculate the number of full-time equivalent (FTE) staff. For example, 2 people working quarter time on employer-based initiatives is 0.5 FTE.

_____ staff and consultants

4. What percentage of your State HDSP Program budget is dedicated to employer-based initiatives?

- <10%
 10-20%
 21-30%
 31-40%
 41-50%
 >50%

5. a) During the last 12 months, how often has your State Heart Disease and Stroke Prevention (HDSP) Program collaborated with other programs in the State Health Department (for example, those addressing obesity, physical activity, tobacco control or nutrition) to promote worksite interventions on heart disease and stroke prevention as part of broader chronic disease prevention efforts?

Never Sometimes Usually Always

- b) If you collaborated with these types of programs in your State Health Department, briefly describe your experience and note successes and challenges faced.

6. During the last 12 months, has your State HDSP Program worked directly with employers, employer groups, or those who can help reach employers, to establish and improve worksite health promotion interventions and negotiate employee preventive health benefits for HDSP?

a) Yes

b) No If "NO", go to Question 14

II. Macro-Marketing Activities

7. During the last 12 months, which of the following HDSP macro-marketing activities has your State HDSP Program engaged in with employers and employer groups?

(*Macro-marketing* is an approach for reaching and selling to organizations in a market on a large scale and involves providing information to multiple organizations at one time.)

ACTIVITY	No, not at all	Yes, somewhat (1 to 7 times)	Yes, extensively (8 times or more)
Promoting the importance of comprehensive HDSP programs at the state and regional levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing technical assistance in program design and evaluation to businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disseminating best or promising practices that demonstrate successful worksite policy and system changes leading to cost savings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establishing partnerships or task groups with organizations that encourage employers to implement HDSP policies and system changes in worksite settings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establishing partnerships or task groups with employers and organizations that influence policy and system changes to improve employee access to quality care services for HDSP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participating in a series of seminars or presentations for employers on HDSP and business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conducting local and/or statewide media campaigns to educate employers, employees, or the general population about HDSP at the worksite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing monthly or quarterly business column about HDSP for print media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing occasional business columns or articles on HDSP for any type of mass media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing business leaders resource materials or referrals for information pertaining to HDSP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Which skills, expertise and/or resources has your State HDSP Program obtained through each of the following partnerships? (Check all that apply)

PARTNERSHIP	Knowledge about worksite HDSP interventions	Access to HDSP expertise and resources	Access to networks with employer-based organizations	Access to key decision-makers, stakeholders, and employers	None
Health plans or insurance companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Worksite health promotion vendors not affiliated with health plans or insurance companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disease management companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employer group or business coalition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employee group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government agencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National not-for-profit organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community-based organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmaceutical companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IV. Usefulness of the Toolkit

10. Has your State HDSP Program used the **Successful Business Strategies to Prevent Heart Disease and Stroke Toolkit**?

- Yes
 No If "NO", go to Question 14

11. How often have you used the Toolkit for the following purposes?

PURPOSE	Not at all	Yes, somewhat (1 to 7 times)	Yes, extensively (8 times or more)
As resource material to prepare a presentation or workshop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As a resource to develop locally produced materials for employers or related groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To provide employers with the Health Plan Checklist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To provide employers with the Six-Step Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To provide technical assistance to partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To orient new partners or staff implementing the HDSP program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. How useful has the Toolkit been for planning and implementing activities with employers, unions, and others engaged in worksite interventions as well as those engaged in discussing or negotiating employee preventive health benefits for HDSP?

TOOLKIT COMPONENT	Not at all Useful	Not Very Useful	Somewhat Useful	Very Useful	Extremely Useful	Did Not Use
Overall Toolkit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toolkit Components						
Toolkit Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Six-Step Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Plan Checklist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promising Practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PowerPoint Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CVH & Business Glossary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional Resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Thinking of the Toolkit as a whole, please indicate the extent to which you agree or disagree with the following statements.

STATEMENT	Strongly Disagree	Disagree	Agree	Strongly Agree
Overall, the Toolkit provides credible information to our audience(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the Toolkit helped us plan activities with employers, unions, and others engaged in worksite interventions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the Toolkit helped us advise employers, unions, and others in purchasing and providing employee health benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information provided in the Toolkit was easily understood by our audience(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information in the Toolkit is appropriate for all employers, regardless of size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information in the Toolkit is useful for not-for-profit employers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The components of the Toolkit are clearly written	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some components of the Toolkit are irrelevant to our audience(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

V. Knowledge and Skills

14. How confident are you that your State's HDSP or CVH Program staff have the following knowledge and skills?

KNOWLEDGE/SKILL	Not at all confident	Not very confident	Moderately confident	Very confident	Extremely confident
Knowledge of effective worksite interventions for HDSP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of businesses or companies with effective worksite programs (promising practices) for HDSP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of effective clinical preventive benefits, services, and systems of care for HDSP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of health plans with effective programs (promising practices) for HDSP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of HDSP resources for employers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of key employer groups, unions, and organizations with whom to work and partner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of private sector business concerns/motivators for improving employee health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skills in conducting macro-marketing activities with employers and stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skills in persuading and making the business case to decision-makers about the importance of worksite interventions and clinical preventive services for HDSP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skills in developing and maintaining partnerships and networks with employer-based organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skills in providing training and technical assistance to employers and other partners on HDSP policy and system changes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skills in translating science into documents for employer audiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

VI. Trainings, Consultations and Other Resources

15. Which of the following trainings on the Toolkit did you or any of your staff have the opportunity to attend (Check all that apply) ?

- Overview of the Toolkit (March 30, 2006)
- Macro-Marketing Activities (May 22, 2006)
- Health Plan Checklist I (June 22, 2006 at CDC conference)
- Health Plan Checklist II (August 28, 2006)
- Promising Practices I: Health Plans (September 26, 2006)
- Promising Practices II: Employers (October 30, 2006)
- None of the above

16. Which of the following consultation calls did you or any staff in the HDSP Program have the opportunity to attend?

- Consultation Call 1 (November 13, 2006)
- Consultation Call 2 (January 29, 2007)
- Consultation Call 3 (April 23, 2007)
- None of the above

17. Thinking of the Toolkit trainings and consultations, please indicate the extent to which you agree or disagree with the following statements.

STATEMENT	Strongly Disagree	Disagree	Agree	Strongly Agree	Did Not Attend
The trainings/Webinars offered by the CDC helped us use the Toolkit more effectively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The trainings/Webinars offered by the CDC helped us improve our HDSP program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The consultations offered by the CDC helped us use the Toolkit more effectively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The consultations offered by the CDC helped us improve our HDSP program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Please describe your overall experience implementing the Toolkit and related activities including successes, challenges and lessons learned.

19. Please provide any additional comments below regarding your experience using the Toolkit and other resources to promote HDSP with employers, employer groups, unions and others engaged in worksite interventions and in purchasing and providing employee preventive health benefits.

20. Name of the person who completed this survey:
