

CDC National Healthy Worksite Program Community Director Discussion Guide

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Respondents/Sources	Method	Content	Timing/Frequency	Respondents	Time
Community Directors (7-10)	Small Group Discussions	Engagement & Retention	6, 12, 18, and 24 months	10 staff	4 times @ 0.5 hours

Implementation: These are planned as telephone interviews or small group discussions to be conducted every 6 months with Community Directors.

Introduction

Thank you for taking time today to help us better understand issues related to the National Healthy Worksite (NHW) program. Our task is to provide the Centers for Disease Control and Prevention (CDC) with an evaluation that will further CDC's understanding of factors related to employer engagement, program implementation, and outcomes.

Informed Consent

Before we get started, I need to give you some more information about this discussion guide to help you decide whether or not you would like to participate:

- This project is funded by the Centers for Disease Control and Prevention. Many parts of the project are being managed by Research Triangle Institute International (RTI). RTI is an independent, non-profit institute headquartered in Research Triangle Park, NC. RTI provides technical services to clients worldwide. They are helping CDC evaluate the National Healthy Worksite (NHW) program.
- You were asked to participate because of your role as a Community Director. We will be having similar discussions with others who are knowledgeable about the NHW program in your company's health promotion activities.
- Your participation in this discussion is voluntary. In the course of this discussion, you may refuse to answer specific questions. You may also choose to end the discussion at any time.

- The discussion is designed to take about 30 minutes.
- There are no right or wrong answers or ideas—we want to hear about YOUR experiences and opinions.
- All of the comments you provide will be maintained in a secure manner. We will not disclose your responses or anything about you unless we are compelled by law. Your responses will be combined with other information we receive and reported in the aggregate as feedback from the group. In our project reports, your name will not be linked to the comments you provide in this discussion.
- CDC is authorized to collect information for this project under the Public Health Services Act.
- There are no personal risks or personal benefits to you for participating in this discussion.
- We are interested in your comments so that we can improve the NHW program for future participants. Please feel free to contact Dr. Laurie Cluff at RTI. Her toll-free number is 1-800-334-8571 x 6514. You can also call RTI's Office of Research Protection and Ethics toll-free at 1-866-214-2043.

Participant Information:

1. Which community(s) do you work with?

Engagement (Questions about Reach and Adoption)

2. What were the most effective strategies used by organizations to inform employees about the programs?

Probes:

- What kind of messages were used?
- How were they delivered?
- What type of messages or modes of delivery seemed to work best?
- How frequently were messages about the program released? (e.g., daily, weekly, bi-weekly, monthly, etc.)

3. Who were the program champions at the worksites?

Probe:

- What were their organizational roles?
4. In what specific ways did program champions promote the programming and employee engagement?
 5. What types of organizational members were needed to participate on wellness committees (e.g., HR, safety, frontline leaders, etc.)?
 6. What were the most important activities of wellness committees?

Leadership Commitment

7. Can you share examples of specific ways that organizational leaders demonstrated their commitment to the health promotion programs?
8. How did their interest or commitment level change over time? [Note: During first discussion- specify changes since initial implementation. During subsequent discussions- specify changes since we last asked]
9. What wellness-related policy changes have the worksites implemented that are most likely to affect employee behavior?

Probe:

- Have any worksites made changes to employee benefit plans? If yes, what are these changes?

Training [these questions will be asked during the first discussion, at 6 months]

10. In your opinion, how well did the master trainings prepare you for leading the WH101 training sessions?

Probes:

- What were the most useful topics covered in the master trainings?
 - Is there anything you would modify about the way the content was delivered?
11. Can you think of any additional content that would have helped you lead the WH101 training sessions?
 12. How well did the webinars improve your knowledge and ability to communicate about the topics?

Barriers and Solutions

13. What logistical/physical factors prevented employees from participating in the programs?

Probe:

- What strategies helped to overcome those barriers?

14. What cultural factors prevented employees from participating in the programs?

Probe:

- What strategies helped to overcome those barriers?

15. What changes to the programs, if any, were made during implementation?

Results

16. What health-related environmental changes have you noticed at the worksites?

17. What health-related social changes/activities have you noticed at the worksite?

Strategic Partnerships

18. What community organizations have become part of, or supported, the worksites' wellness programs?

19. What services or roles did the community organizations provide?

20. What were the benefits of the community partnerships?

Probes:

- Increased capacity or expertise? Please explain
- Specialized programs/facilities to meet workforce needs? Please explain

21. What were the barriers to developing or maintaining strategic partnerships in the community?

Probes:

- Diverted time or resources from on-site priorities? Please explain
- Worksite had inadequate influence on partnership activities
- Lack of access to outside organizations? Please explain
- Lack of interest from outside organizations? Please explain
- Benefits to employers were not apparent? Please explain

THANK YOU!

For INTERNAL USE ONLY

Date of Interview: _____

Interview Site: _____

Interviewer: _____

Interviewer: _____