



CDC National Healthy Worksite Program Employer Discussion Guide: Steering Committee Members (Case Studies)

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Respondents/Sources	Method	Content	Timing/Frequency	Respondents	Time
Steering Committee / HR directors (~12 case study sites) (1 – 3 staff/site)	NHW Steering Committee discussion guide	Challenges and strategies for success	Month 20 (near the end of program delivery)	345	@ 0.5 hrs

Implementation: These are planned as facilitated small group discussions to be conducted near the end of the implementation period (~ 20 months following project start) with employer staff and/or Human Resource Department directors who participate in the worksite health program steering committee. These will be used to produce 12 case studies.

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 employee engagement, program implementation, and outcomes.

Informed Consent

Before we get started, I’d like need to give you some more information 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 in your company's health promotion activities. We will be having similar discussions with others who are knowledgeable about the NHW program.
- 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. What is your worksite?
2. What is your role in the worksite health promotion activities?

Program Content, Participation and Establishment

3. How are employees informed about health promotion opportunities and programs?
4. What employees are eligible to participate in the health promotion programs?
5. Approximately how many employees participate in health promotion programs?
6. What program components have had the most participation?
7. What were the biggest challenges you encountered when establishing the programming?

Probe: What strategies did you use to overcome these challenges?

8. What strategies were most effective for encouraging participation?
9. What motivated employees to continue participating in health promotion activities?

Results

10. In what ways has health promotion been incorporated into organizational policies?

11. What are the most positive changes you have seen at the organizational level?

Probes:

- Policy changes
- Physical/structural changes?
- Social/cultural changes?

12. Is there alignment or consistency between your worksite' health promotion programs and other programs like safety, benefits, and employee assistance programs (EAP)?

Probe: In what ways are they linked with common activities/messages? How could these linkages be improved?

13. How will you determine what program components or elements to continue after the NHWP concludes?

Probe: What indicators are you using to identify effective parts of the program?

14. How supportive have employees been of these organizational level changes?

Probe: In what ways have employees shown support?

15. What do you think will be required to sustain the program?

16. What have you learned that you would share with others trying to start health promotion programs at their worksites?

Program Participation:

17. What programming or services have you participated in or used?

18. What factors made it easier for you to participate?

19. What changes you have seen in your own health or health behaviors?

20. Is there anything else you would like to tell us about the program?

For INTERNAL USE ONLY

Date of Interview: _____

Interview Site: _____

Interviewer: _____

Interviewer: _____