

CDC Worksite Health Scorecard

New

Supporting Statement: Part B

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Section B. Collection of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods

The respondent universe is employers of various sizes, industry sectors (public, private, and non-profit) and geographic locations in the United States. CDC's goal is to register a diverse group of employers. Research suggests that although small/medium-sized companies employ the majority of Americans, they are much less likely to sponsor worksite health promotion programs making small businesses a main priority for CDC. Therefore, the focus of outreach and registration will be smaller enterprises that can benefit from the organizational assessment and support tools and resources that accompany it. Overall, we estimate that 600 employers will participate per year, with approximately 75% of employers classified as small businesses (≤ 500 employees). There are no additional eligibility criteria or restrictions on participation.

While participation by employers is strictly voluntary, CDC seeks to identify employers with strong potential for completing the CDC Worksite Health Scorecard annually over the three-year period. Organizations that participate in the organizational assessment are under no obligation to complete and/or re-submit the surveys and they may withdraw at any time. CDC expects a high level of commitment from employers based on the access to individual and benchmarking reports available by completing the survey.

The CDC Worksite Health Scorecard project outreach project team will work with national, regional, and state-based organizations and associations (e.g., chambers of commerce, business coalitions, professional societies) to spread awareness of the online instrument and encourage employer participation. The outreach team will work with national, regional, and state based organizations through presentations, Webinars, and electronic communications such as email, govdelivery, and listservs to market the CDC Worksite Health Scorecard, encourage employers to visit the CDC Worksite Health Scorecard website, and invite employers to participate (**Attachment C-1 and C-2**).

2. Procedures for the Collection of Information

Overview

Pending OMB approval by March 2014 or as soon as possible afterwards, the CDC Worksite Health Scorecard will engage and register employers across the country and lead them through the process of completing their organizational assessment using the online application. A core principle of the initiative is to raise awareness of and educate employers about science and practice-based strategies to design and implement a successful worksite

health program. The process of participating in the CDC Worksite Health Scorecard will include the following components:

- I. Register and create an individual employer log in.
- II. Establish an employer profile which includes contact information and organizational characteristics.
- III. Access and complete the CDC Worksite Health Scorecard 125 item organizational assessment.
- IV. Receive immediate feedback and a benchmarking report upon submission which compares the number of strategies the employer is implementing to the number of strategies implemented by other employers in the same employer size category.
- V. Access to technical support and key information about the survey questions, health topics, user instructions, scoring methodology, etc.
- VI. Link to tools and resources based upon survey scores that provide suggestions for improving their workplace health program.
- VII. Reminders to retake the survey annually, providing a view of the current year and historical survey scores.

Respondents and their respective data collection assessments are categorized as follows:

A. Employers. As stated above, the Outreach Team will connect with employers through gatekeeper organizations (e.g., chambers of commerce, business coalitions) and encourage employers to register an account and utilize the CDC Worksite Health Scorecard. At least one representative from each employer will complete the online survey to evaluate and benchmark each organization's focus on health promotion once each year for three years. This process begins with the registering of the organization, creating an individual employer log in ID, and completing the contract information and background information sections of the survey prior to complete the workplace health domain sections. Individual employer representative(s) contact information will be collected to communicate results back to the employers as well as provide tools and resources, technical support and troubleshooting assistance. Employer participants can complete the survey in one sitting or use their log in IDs to access the application and complete the survey over multiple sessions. It will also be recommended that participating employers form a small team, representing different organizational units to complete this survey together. A team-based approach will allow for more accurate responses, increase ownership and involvement amongst the team, and decrease effort for any single team member.

The CDC Worksite Health Scorecard (**Attachment C-1 and C-2**) will collect information from the 600 employers to assess the extent to which employers have implemented evidenced-based health promotion interventions in their worksites and identify gaps in their health promotion activities. The Scorecard will be administered online to all employers once per year beginning in spring 2014.

3. Methods to Maximize Response Rates and Deal with No Response

CDC designed the procedures for collecting information for the CDC Worksite Health Scorecard to minimize the burden to respondents and to the government, to maximize convenience and flexibility, and to ensure the quality of the information collected. The CDC Worksite Health Scorecard will seek to identify motivated, engaged, and committed employer participants to register and use the online application. The method of data collection will be conducted online to maximize response rates and convenience to respondents. Additionally, the application includes ample instruction, orientation, and answers to frequently asked questions to aid respondents in navigating the application and enhancing response rates.

CDC's implementation contractor, Northrop Grumman, was selected in part because of their experience and expertise in designing and managing similar online surveys and Web-based applications and working successfully with content and technical experts of the type required for the current CDC Worksite Health Scorecard application. Specific methodologies and strategies associated with the CDC Worksite Health Scorecard are described below.

The CDC Worksite Health Scorecard Outreach Team will work with national, regional, and state-based organizations to inform employers and organizations about the online application, encourage them to visit the CDC Worksite Health Scorecard Website, and invite them to complete the survey (**Attachment C-1 and C-2**). All interested employers will complete this survey online. Participating employers represent a convenience sample of employers.

Specifically, The CDC Worksite Health Scorecard Outreach Team will work with two types of gatekeeper organizations to raise awareness and encourage employers to participate in the assessment. The first group includes organizations at the local, state, or national levels that have employers as their members or primary constituents. These groups such as a local chamber of commerce may not have health or health promotion as a primary focus of their member activities while other gatekeepers such as state or local business health coalition is actively working on employees health issues. The second group includes organizations at the local, state, or national levels that support employers in workplace health activities. These groups may be providing program support or education to employers to improve or build their workplace health programs, but not interested in completing the CDC Worksite Health Scorecard on behalf of their own organization. This group would have a health focus and workplace health expertise as part of their organizational mission and include health departments, professional organizations, and/or health management service providers.

All gatekeeper organizations will be provided access to marketing and communications materials that are tailored for the employers they represent or work with. These materials include but are not limited to flyers, e-blasts, videos or presentations regarding the CDC

Worksite Health Scorecard – what it is, who is eligible to participate and why it would be beneficial to participate, as well as instructions to access the instrument.

CDC and the implementation contractor will actively encourage employer participants to complete the CDC Worksite Health Scorecard survey (**Attachment C-1 and C-2**) and will provide detailed instructions to ensure accurate responses. The survey is designed to be easy to complete and will provide respondents with an opportunity to begin to think about priority issues and action steps in worksite health after completion through an immediate feedback and benchmarking report. Participants will receive annual reminders to retake the CDC Worksite Health Scorecard to monitor progress and track changes over time in their organizations. The application also allows for users to be provided technical support and troubleshooting assistance as well as feedback to be given which should also encourage participants to complete the survey.

Participation of employers in the CDC Worksite Health Scorecard is strictly voluntary. Employers may withdraw at any time simply by closing their account or notifying CDC or the implementation contractor staff.

4. Tests of Procedures or Methods to be Undertaken

CDC developed the CDC Worksite Health Scorecard organizational assessment and data collection plan in collaboration with subject matter experts at CDC, NIOSH, the University of Connecticut Health Center, Emory University Institute for Health and Productivity Studies, Center for the Promotion of Health in the New England Workplace (CPH-NEW), Research Triangle Institute, and Northrop Grumman. The CDC Worksite Health Scorecard team, including subject matter experts from CDC and Northrop Grumman (the implementation contractor) provided input on the content of the required data and assessment tool to adequately capture the data required for implementation and evaluation of the CDC Worksite Health Scorecard initiative.

CDC is also using the CDC Worksite Health Scorecard as part of the National Healthy Worksite Program (OMB# 0920-0965) with a separate group of employers and feedback from them has been incorporated in the instructions and guidance for this submission. The average completion time for this group of employers was 25 minutes. Feedback from the group participating in the National Healthy Worksite Program using a paper/pencil version of the CDC Worksite Health Scorecard was positive. Respondents indicated that the instrument was clear and understandable, comprehensive, and educational in terms of identifying an inventory or current practices and areas where workplace health improvements could be made. Respondents also believed that an online version of the instrument would be welcomed and enhance their ability to regularly convene a group of internal stakeholders to

complete the assessment on an annual basis as well as make the tool generally easier to administer and complete.

CDC also pre-tested the online survey materials for clarity, organization, and timing with a group of small to mid-size external employers (n=8) who would represent the target audience of the online survey application.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

CDC will provide overall program management for the CDC Worksite Health Scorecard, directing regular planning and coordination meetings with the contractor staff including the data collection plan and reporting to participating employees and the aggregate benchmarking data.

The implementation contractor, Northrop Grumman, will provide operational management of the CDC Worksite Health Scorecard including development, deployment, and maintenance of the online application; as well as collecting and analyzing Scorecard results from participating employers.

The principal contacts for each organization are listed below:

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