

CDC Workplace Health Promotion Resource Center – Information Collection Summary

Instrument	Method	Respondents	Time of Data Collection	Program Objective	Data Collected
Phase 1:					
Individual interviews	Telephone conference call	Employers, business group representatives, WHP vendors and consultants, state and local public health departments, journalists, researchers, and academics	After OMB clearance	<p>- Understand the needs and wishes of prominent stakeholders in order to design an effective resource for employers wishing to create and sustain best-practice workplace health promotion (WHP) initiatives emphasizing chronic disease prevention</p> <p>WHP refers to any educational materials, activities, classes, screenings, services, environmental supports, or policies that encourage employees to be healthy and reduces the risk of developing chronic disease such as being physically active, eating a healthy diet, maintaining a healthy weight, and not using tobacco.</p>	<p>Using open-ended questions, we will:</p> <ul style="list-style-type: none"> ▪ Explore issues such as the utility and value of workplace health promotion (WHP) emphasizing chronic disease prevention ▪ Identify best and promising practices for workplace programs and how these can be communicated to lay audiences ▪ Learn about the role the CDC and advocacy groups can play in assisting the implementation of WHP ▪ Determine resources most needed to overcome barriers and accelerate effective WHP initiatives ▪ Identify specific strategies and tactics respondents have used and whether or not those strategies were effective ▪ Identify unique needs of small vs. medium vs. large businesses ▪ Identify topics that stakeholders would like covered by the Resource Center ▪ Identify most the most effective communication strategies and information dissemination practices
Needs and interests market survey (NIMS)	Online	Employers, business group representatives, WHP vendors and consultants, state and local public health departments, journalists, researchers, and academics	After OMB clearance	<p>- Understand the needs and wishes of a broad segment of stakeholders in order to design an effective resource for employers wishing to create and sustain best-practice workplace health promotion initiatives emphasizing chronic disease prevention</p>	<p>Using closed ended questions, we will:</p> <ul style="list-style-type: none"> ▪ Collect respondent job title/role, company and stakeholder category ▪ Explore issues such as the utility and value of workplace health promotion (WHP) emphasizing chronic disease prevention ▪ Learn how/where stakeholders currently access and use information/tools/resources for WHP ▪ Determine what CDC tools/resources stakeholders are currently aware of and use ▪ Determine resources most needed to overcome barriers and accelerate effective WHP initiatives ▪ Understand logistical barriers to WHP implementation, including issues accessing

Attachment C

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					<p>information, obtaining technical support</p> <ul style="list-style-type: none"> ▪ Identify structure/organization of a resource center that would be deemed most functional/easy to use/navigate ▪ Identify unique needs of small vs. medium vs. large businesses ▪ Identify topics, approaches, formats and types of technical assistance that stakeholders would like covered by the resource center; i.e., what kind of videos would be most helpful (infographic, case studies, other) ▪ Identify interest/desire for interactivity/dialogue with peers/others via the resource center ▪ Identify the kind of messaging that would be most appealing/meaningful to draw stakeholders to the Resource Center as a go-to source
Phase 2:					
Consumer feedback survey	Online	Visitors to the beta site of the Resource Center	Once Resource Center beta site is available	- Learn about website visitors' experience with the Resource Center, and identify areas that need improvement	<ul style="list-style-type: none"> ▪ Likert scale rating of overall satisfaction with the Resource Center and ease of website use ▪ Yes/no responses to questions about trouble navigating the website, whether desired information was found, whether information was missing, whether the user would use the website again in the future, and whether the user would recommend the website to friends or colleagues ▪ Checkbox responses to where problem areas were, categories of missing information, categories of most useful information, most useful features, and least helpful features
Technical assistance (TA) feedback	Online	Participants in technical assistance activities (i.e., users of the Resource Center and participants in the site)	Ongoing from January 2017- February 2018 (after each TA activity)	-Learn about participants' experience and satisfaction with each type of technical assistance offered, and identify areas that need improvement	<ul style="list-style-type: none"> ▪ Likert scale rating of overall satisfaction with the TA offered including satisfaction with the delivery method, provider of the technical assistance, relevance of the material, and overall quality

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		specific TA pilot)			
Pilot site-specific feedback on TA model	Online	Pilot site participants (3-5 sites will be selected with up to 10 participants per site)	At conclusion of TA pilot (January 2018)	-Understand the most effective types of technical assistance in advancing and accelerating the pilot sites' workplace health programs in order to design future TA efforts	<p>Using closed ended questions, we will:</p> <ul style="list-style-type: none"> ▪ Collect respondent job title/role, site location, and stakeholder category ▪ Identify participation and frequency of participation in TA activities and modalities <p>Using open-ended questions, we will:</p> <ul style="list-style-type: none"> ▪ Understand facilitators and barriers to participation in TA activities ▪ Identify the TA modality of highest value to participants ▪ Explore areas of improvement in providing TA ▪ Determine gaps in TA provision ▪ Understand how TA contributed to the accomplishment of site objectives <p>Using a Likert scale, we will:</p> <ul style="list-style-type: none"> ▪ Assess overall quality of experience with each TA modality and satisfaction with the key elements of each TA modality ▪ Compare TA modalities to determine which modality contributed the most to the success of the pilot sites' workplace health efforts