

# **CDC WORKPLACE HEALTH PROMOTION RESOURCE CENTER EMPLOYER NEEDS AND INTERESTS INTERVIEW GUIDE**

Public reporting of this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. 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. 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-XXXX).

## ***Introduction***

This interview will ask about your needs and interests around accessing credible and effective resources regarding workplace health promotion initiatives. This project is funded by the Centers for Disease Control and Prevention. Many parts of the project are being managed by ICF International. ICF is a private sector consulting firm with leadership and practical assistance in research, data collection, and all types of program evaluation based in Fairfax, VA. They are helping CDC design and build a Workplace Health Promotion Resource Center. Johns Hopkins University, an academic institution located in Baltimore, MD and part of the ICF Team, designed this survey.

## ***Informed consent***

Before we get started, we'd like to give you some more information to help you decide whether or not you would like to participate.

- Your participation 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 60 minutes.
- All of the comments you provide will be maintained in a secure manner. We will not attribute your responses to your or your organization without your permission unless we are compelled by law.
- There are no right or wrong answers or ideas—we want to hear about YOUR experiences and opinions.
- CDC is authorized to collect information for this project under the Public Health Services Act.
- There are no risks or benefits to you personally for participating in this discussion.

- We are interested in your comments so that we can improve the CDC Workplace Health Promotion Resource Center for future participants. Please feel free to contact Dr. Enid Roemer at Johns Hopkins University. Her phone number is 202-817-3743 and her email is [eroemer1@jhu.edu](mailto:eroemer1@jhu.edu).

### **Informed Consent (A written informed consent form will be emailed to participants before the interview)**

Before we get started, did you receive the informed consent document?

- a. If no, re-email the informed consent document
- b. If yes, say: “by continuing to participate in this interview, we assume that you are well informed about this project and agree to participate. If not, please let me know now. Thank you for agreeing to this interview.”

### **Employer Needs and Interests**

Say: “As a reminder, we are helping the CDC build and maintain a workplace health promotion resource center – a type of clearinghouse for evidence-based workplace health promotion resources, tools, and guidance materials. The resource center will house readily available information for employers wishing to initiate or improve workplace health promotion programs for their employees that can improve the health and well-being of workers and also positively impact the culture and business climate of the organization.”

### **Needs and Interests**

1. Describe how you typically look for Workplace Health Promotion Information on the web?
  - a. Probe: Where do you currently find resources, tools, or guidance materials?
  - b. Probe: What do you like and dislike about those sources?
  - c. Probe: Have you used any CDC tools and resources? If yes, which resources have you used? What do you think about the materials you used? What do you like the most? The least?
2. What WHP topics do you regularly search for on the web?
  - a. Probe: Are there any particular format(s) you find most useful when seeking WHP information? E.g., educational materials (articles, white papers, FAQs), webinars, videos, interactive tools, training workshops, other?
3. What sources do you most trust to obtain information for designing, implementing, and evaluating workplace health promotion?
  - a. Probe: Why do you trust them?

## Attachment D-1

- b. Probe: How did you learn about these sources? What have you learned from the sources that were applied at your workplace?
  - c. Probe: Do you find that you learn the most from websites, seminars, personal consulting, or other methods?
  - d. Probe: What are your frustrations/pain points in using these resources?
4. Describe how you would like to be able to use an online resource center provided by CDC?
  - a. Probe: What would it need to offer in order for you to use it?
5. Would an online discussion forum within the resource center be useful? How would that work best for you?
6. What would you want to know about the Resource Center in order to decide whether you will go there to search for information and other resources?
  - a. Probe: How frequently would the information need to be updated to be considered "current"?
7. How would you like to see CDC's resource center organized? What structure/organization/functionality would be useful/easy to navigate?
  - a. Probe: For example, would you like to see information organized by health topics, by stage of development for the program (early, middle, mature) as frequently asked questions (FAQs), as a searchable resource library, video webinars, case studies...or some other way?
8. How would you like to see information provided on the Resource Center, for example, through...
  - a. An on-line library of resources, tools/toolkits, educational materials?
  - b. Videos?
    - i. Probe: What types of videos would you find most motivating/most useful?
    - ii. Probe: How long would you prefer videos to be?
    - iii. Probe: Would you prefer video testimonials vs. overview of a successful program vs. a complete how-to guide?
  - c. Webinars?
  - d. Interactive tools?
  - e. Case studies?
  - f. Referrals to experts?

## Special Resources

1. FOR SMALL BUSINESSES:

Attachment D-1

- a. What special resources do small businesses need?
2. FOR BUSINESSES WITH NO OR VERY NEW WORKPLACE HEALTH PROMOTION (WHP) PROGRAMS:
  - a. What special resources do businesses new to workplace health promotion need?
  - b. What unique challenges do businesses new to workplace health promotion face?
3. FOR BUSINESSES WITH EXISTING/ESTABLISHED WHP:
  - a. How long has your program been in place?
  - b. What are your most important goals for your workplace health promotion?
  - c. What are your reasons for implementing (or being interested in) workplace health promotion?
  - d. What has helped to facilitate your efforts? How did you decide it worked? Where did you seek help in designing, implementing or evaluating your program – how useful was the help you received?

**Final Wrap- Up Question**

1. What additional advice would you give to the CDC and its partners for developing a Resource Center that would be most useful to employers like you?