

CDC WORKPLACE HEALTH PROMOTION RESOURCE CENTER BUSINESS GROUPS, VENDORS, CONSULTANT, AND PUBLIC HEALTH ORGANIZATIONS 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 organization's 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 Program Resource Center. Johns Hopkins University, an academic institution located in Baltimore, MD and part of the ICF Team designed this survey.

Informed consent

Before you get started, we'd like need 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 Program 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.

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.”
- c.

Business Group Needs and Interests

Say: “As a reminder, we are helping the CDC build and maintain a workplace health 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. How do you navigate existing Workplace Health Promotion (WHP) information? For example, where do you turn when you want to find more in-depth information on a topic?
 - a. Probe: Are there any online resources you can point to that can serve as a model for the structure or specific features you would like to see in the Resource Center?
2. If a workplace health promotion information clearinghouse and resource center, established by the CDC, were available to you, what would draw you to such a resource center?
3. How do you see a resource center helping you with your internal work developing products and helping customers/member organizations?
4. How do you currently disseminate your findings? Have some strategies been more effective than others?
5. What WHP information/resources do you want or need that is currently missing or hard to access?

Input on Resource Center

6. How should the resource center be organized? What structure/organization/functionality would be useful/easy to navigate?
 - a. Examples: division by health topics, a chronological step-by-step guide, FAQs, a resource library, by medium/format
7. What WHP topics do you see as most important or sought after by your customers/members?
 - a. Probe: what is your experience in the type of medium that people prefer/find most useful when seeking out WHP information?
e.g., videos, webinars, interactive tools, case studies, FAQs, tool kits, scientific journal articles
8. What would you like a section of the resource center devoted to business groups to contain?
9. Would an online discussion forum within the resource center be useful? How would that work best for you?

Small Businesses/Businesses with New Programs

10. What unique challenges do small businesses face?
 - a. Probe: What special resources do small businesses need to overcome those challenges?
11. What challenges do businesses new to workplace health promotion face?
 - a. Probe: What special resources do businesses new to workplace health promotion need to overcome those challenges?