

Form Approved
OMB No. 0920-XXXX
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**CDC WORKPLACE HEALTH PROMOTION RESOURCE CENTER
STAKEHOLDER NEEDS AND INTERESTS MARKET SURVEY**

Public reporting of this collection of information is estimated to average 20 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).

This is a planned online survey of stakeholders who may benefit from the tools, resources, and technical assistance provided as part of the CDC Workplace Health Program Resource Center. This survey will be administered as part of the formative work in building the Resource Center.

Introduction
This survey 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 you 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 survey, you may refuse to answer specific questions. You may also choose to end the survey at any time.
- The survey is designed to take about 20 minutes.
- All of the responses you provide will be maintained in a secure manner. We will not attribute your responses to you 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

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- 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@ju.edu

I have read the information given above and agree to participate by clicking on the "Yes. I do want to participate" button below.

Yes. I do want to participate.

No. I do not want to participate.

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1:30 PM 7/7/2016

Attachment D-5

The screenshot shows a web browser window displaying a Qualtrics survey. The browser's address bar shows the URL https://col.qualtrics.com/jfe3j/preview/SV_4N1YTDgPh664ct. The browser's tab bar shows two tabs: "Edit Survey | Qualtrics Sur..." and "Online Survey Software | Q...". The browser's toolbar includes a search bar and a "Place Bookmark" button. The survey interface has a blue header with "Close Preview" and "Restart Survey" buttons. The main content area contains the question "What category best describes your organization?" with the following options: "Employer or private business", "State or local health agency", "Health promotion vendor, association, or advocate", "Research/Academic", "Journalist", and "Other, please specify". Below the options is a text input field and a horizontal scrollbar. At the bottom of the question area are two red navigation buttons: "<<" and ">>". The footer of the survey includes the Qualtrics logo, the text "POWERED BY QUALTRICS", and a "Start Your Free Account Today" button. The Windows taskbar at the bottom shows the system tray with the time "1:32 PM" and date "7/7/2016".

Attachment D-5

What are important reasons for implementing a workplace health promotion program?
Please rank the importance of the following items on a scale from (1) Not at all Important to (5) Very Important.

| | Not at all Important (1) | Of Little Importance (2) | Moderately Important (3) | Important (4) | Very Important (5) |
|--|--------------------------|--------------------------|--------------------------|-----------------------|-----------------------|
| • Reduce health care/insurance costs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Improve workforce morale/engagement | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Increase productivity | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Increase employee retention/reduce turnover | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Competitive advantage in recruiting top talent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Improve workplace safety/reduce workers' compensation claims | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Furthering company values/mission | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • High employee demand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Lower absenteeism/presenteeism (health's impact on work performance) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Business sustainability/growth | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Improve employee health and well-being | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Good corporate citizenship | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Other (specify) <input type="text"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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Attachment D-5

From which, if any, of the following organizations do you obtain workplace health information/resources (e.g., tools, data, prevention strategies, educational materials)? (Check all that apply)

Centers for Disease Control and Prevention

Consultant or broker: please specify

Vendor: please specify

Chamber of commerce

Health plan/provider organization

Local business coalition

Newsletters or media: please specify

National Business Coalition on Health

National Business Group on Health

National Safety Council

Non-profit organization (e.g., The American Diabetes Association): please specify

Professional organization (e.g., American College of Sports Medicine): please specify

State or local health department

Academic institution or university

Workplace health promotion conferences, workshops, or training programs

Other (please specify)

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Attachment D-5

Online Survey Software | Q... x

https://co1.qualtrics.com/jfe/form/SV_4N1YTOgPh664ct

Editorial Manager - Jo... | Tutorial | JHU Resources | JHSPH Resources | Customer Log In | Box | TCHS Guide | PH525x series - Biome... | genomicsclass/fabs - G... | New Folder

Close Preview | Restart Survey | Place Bookmark

Please rate how useful each of the following resources would be to you in support of a workplace health promotion program:

| | Not at all Useful (1) | Of Little Use (2) | Moderately Useful (3) | Useful (4) | Very Useful (5) |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| • Case Studies and testimonials | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Trade or professional/scientific journal articles | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Web tools (e.g., calculators) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Social media tools | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Resource lists and inventories | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • "How-to" guides | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Program design templates or models | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Certificates, certifications, or recognition programs (e.g., awards) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Self-guided training or online workshops | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Access to updated information on best practices and "what works" | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Frequent updates to information from trusted resources | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Implementation tools, toolkits, and guides | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Information on upcoming events and conferences | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Frequently asked questions (FAQs) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Other, please specify | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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Attachment D-5

The screenshot shows a web browser window with two tabs: "Edit Survey | Qualtrics Surveys" and "Online Survey Software | Qualtrics". The address bar shows the URL "https://col.qualtrics.com/jfe3j/preview/SV_4N1YTDQgPH664ct". The browser's address bar includes several bookmarks: "Editorial Manager - Jo...", "Tutorial", "JHU Resources", "JHSPH Resources", "Customer Log In | Box", "TCHS Guide | J", "PH525x series - Biome...", "genomicsclass/fabs - G...", and "New Folder". The browser interface includes a search bar, a "Place Bookmark" button, and a "Close Preview" button. The survey content displays the question: "What types of videos do you find most useful for obtaining information? (Check all that apply)". Below the question are five radio button options: "TED style talks", "Case studies from actual employers", "Topic-specific training in a workshop format", "Infographic or animated videos", and "None". Navigation arrows are visible below the options. At the bottom of the browser window, the text "POWERED BY QUALTRICS" is visible, along with a "Start Your Free Account Today" button and a "Report Abuse" button. The Windows taskbar at the bottom shows icons for various applications and the system tray with the time "1:37 PM" and date "7/7/2016".

Attachment D-5

The screenshot displays a web browser window with the Qualtrics survey interface. The browser's address bar shows the URL https://col.qualtrics.com/jfe3j/preview/SV_4N1YTDQgPh664ct. The browser's tab bar includes "Edit Survey | Qualtrics Sur...", "Online Survey Software | Q...", and a search bar. The browser's address bar also contains several bookmarks: "Editorial Manager - Jo...", "Tutorial", "JHU Resources", "JHSPH Resources", "Customer Log In | Box", "TCHS Guide", "PH525x series - Biome...", "genomicsclass/fabs - G...", and "New Folder". The browser's toolbar includes "Close Preview", "Restart Survey", and "Place Bookmark".

The survey question is: "How long would you prefer videos to be? (Check one)". Below the question are four radio button options:

- 2 minutes or less
- 2 to 5 minutes
- 5 to 10 minutes
- Longer than 10 minutes

Below the options is a horizontal scrollbar and two red navigation buttons: "<<" and ">>".


At the bottom of the browser window, the Qualtrics logo is visible with the text "POWERED BY QUALTRICS". To the right of the logo are two buttons: "Start Your Free Account Today" and "Report Abuse". The Windows taskbar at the bottom of the screen shows the system tray with the time "1:37 PM" and date "7/7/2016".

Attachment D-5

Following is a list of topics that are elements related to designing, implementing, and evaluating workplace health promotion programs. To help us understand priorities, please indicate on a scale of 1 to 5 how interested you would be in having each topic addressed. A rating of 1 represents the lowest interest and 5 represents the greatest amount of interest.

| | Not at all Interested (1) | Of Little Interest (2) | Moderately Interested (3) | Interested (4) | Very Interested (5) |
|--|---------------------------|------------------------|---------------------------|-----------------------|-----------------------|
| • Creating the business case for workplace health promotion | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Engaging leadership in wellness initiatives: why wellness is important to your company and its employees | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Assembling a wellness team, dedicated individual, or champions responsible for planning and executing initiatives and evaluating results | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Collecting employee data to assess your workplace wellness environment; determine employee interests, and conduct employee health risk assessments | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Program planning (e.g., writing a mission statement, goals and objectives, identifying timelines, roles/responsibilities) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Developing a budget | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Developing a strategic marketing/communication plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Program evaluation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Program Implementation (i.e., How to implement the tasks and activities identified in the program plan) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Creating a supportive environment including policies and procedures that foster healthy lifestyles | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Developing campaigns (activities and initiatives) that will engage workers and help accomplish wellness goals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Developing measures to evaluate program implementation quality and outcomes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Understanding laws, regulations, and ethical requirements related to workplace health | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Integrating new workplace health program strategies with existing workplace health activity (i.e., safety practices, employee assistance programs) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Developing partnerships, community linkages, and peer learning networks to support and/or enhance wellness activities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Common approaches to motivating employees to improve their health, including use of incentives | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Cost effective tools/methods to establish benchmarks and measure effectiveness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Identifying individual health risk factors to target | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Strategic communications about the program | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| • Other (please specify): | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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Attachment D-5

The screenshot shows a web browser window with the Qualtrics online survey software. The browser's address bar displays the URL: https://col.qualtrics.com/jfe3j/preview/SV_4N1YTD/gP4664ct. The browser's tab bar shows several tabs, including "Edit Survey | Qualtrics Sur...", "Online Survey Software | Q...", and "Editorial Manager - Jo...". The browser's address bar also shows a search bar and navigation icons. The survey interface includes a "Close Preview" button and a "Restart Survey" button. The main content area displays a question: "With whom do you currently use LinkedIn or other social media to dialogue about workplace health promotion? (check all that apply)". Below the question are several radio button options: "Employers", "State or local health agencies", "Advocates or vendors", "Researchers or academics", "Journalists", and "Other (please specify):". There is a text input field for the "Other" option. At the bottom of the question area, there is a red button with "<<" and another red button with ">>". The footer of the survey includes the Qualtrics logo, the text "POWERED BY QUALTRICS", and a "Start Your Free Account Today" button. The Windows taskbar at the bottom shows the system tray with the time 1:39 PM and date 7/7/2016.

Attachment D-5

The screenshot displays a web browser window with the Qualtrics survey software interface. The browser's address bar shows the URL https://col.qualtrics.com/jfe/form/SV_4N1YTDG9H664ct. The page title is "Online Survey Software | Q...". The browser's tab bar shows "Edit Survey | Qualtrics Sur..." and "Online Survey Software | Q...". The browser's address bar also shows "Search". The browser's toolbar includes "Place Bookmark" and a "Close Preview" button. The survey question is: "How likely would you be to use a new online platform to discuss workplace health promotion if one was available through the new CDC resource center?". The response options are: "Very unlikely", "Somewhat unlikely", "Somewhat likely", and "Very likely". Below the response options is a horizontal slider bar. At the bottom of the survey area are two red navigation buttons: "<<" and ">>". The footer of the survey area includes the Qualtrics logo and the text "POWERED BY QUALTRICS". The footer also includes a "Start Your Free Account Today" button and a "Report Abuse" button. The Windows taskbar at the bottom shows the system tray with the date and time: "1:39 PM 7/7/2016".

Attachment D-5

Stepping back, what advice would you give the CDC to help it design an attractive, effective, and practical workplace health resource center that you and your colleagues would use?

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Attachment D-5

