

# Analyzing Online Engagement Levels for Advancing Total Worker Health Outreach and Communication Efforts



**1<sup>st</sup> International Symposium to Advance Total Worker Health**  
Bethesda, MD; October 7, 2014

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# UIHWCE

THE UNIVERSITY  
OF IOWA  
College of Public Health

## NIOSH Total Worker Health™ Centers of Excellence

**Mission:** Improve the health of workers in Iowa and nationally through integrated health promotion and health protection research, collaboration, and dissemination of successful interventions.

### **Outreach Program Goals**

- Identify and promote Total Worker Health™ best and promising practices
- Serve as a state and national resource center for integrated employee health, wellness and safety programs, practices and policies

**Target small employers and those with limited resources**

HEALTHIER WORKFORCE  
CENTER FOR EXCELLENCE



Improving the health of workers through integrated health promotion and protection research



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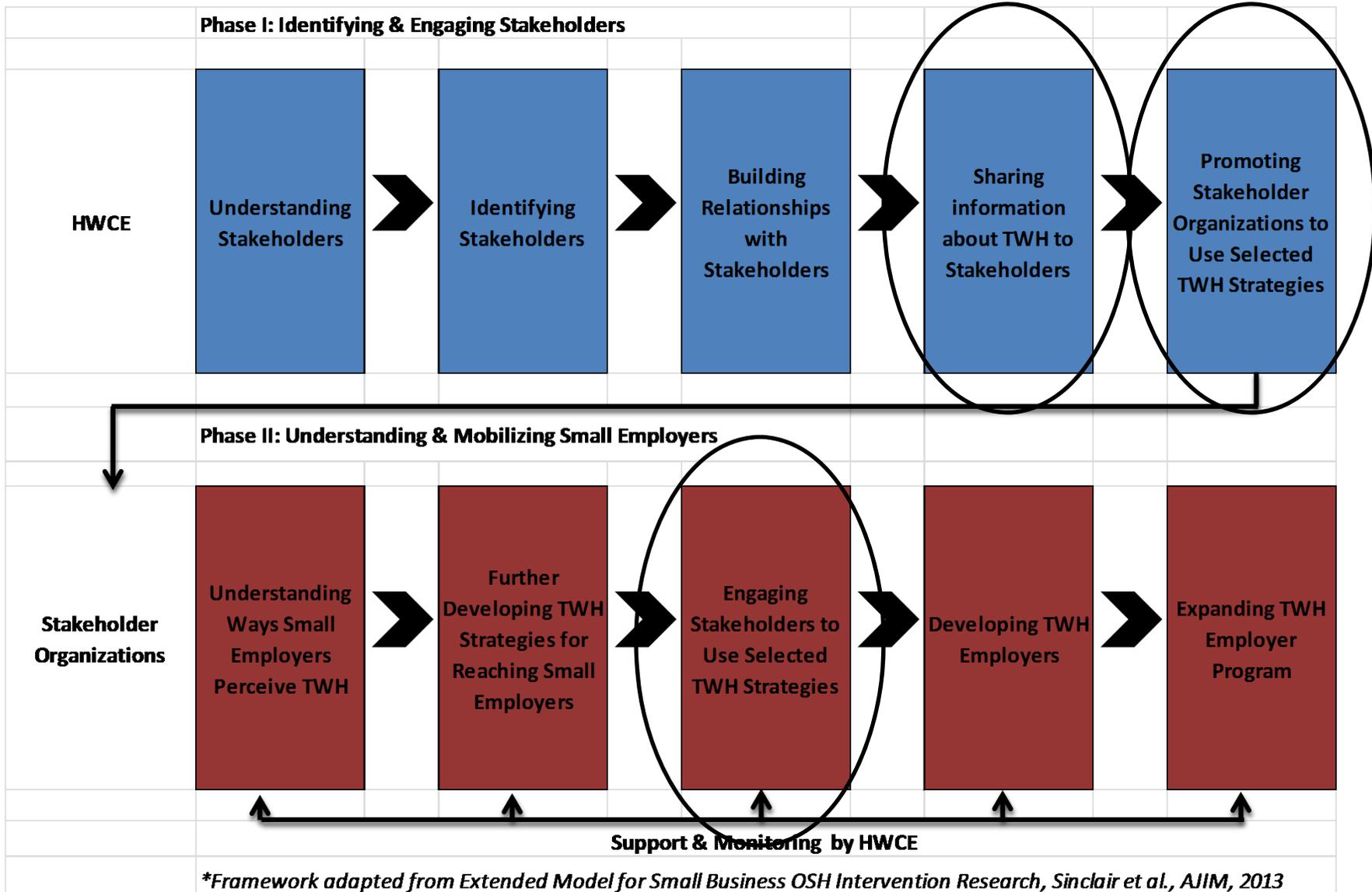
# Small Employers

- Significant to Iowa and U.S. economy
- Engage in fewer safety and wellness programs than larger companies
- Report insufficient information available for implementing wellness programs (NSBA/Humana, 2012)
- Limited resources
- Limited access
- May need more assistance from external organizations
- ACA “Wellness Incentive” and employers <50 no longer required to offer health insurance

# Why Online Channels

- Technology and social media are outpacing research
- *Low-cost* communication strategy for disseminating research and evidence-based resources
- *Low-cost* method for engaging employers and stakeholders in Total Worker Health
- Online methods preferred for receiving workplace wellness information (CBJ Healthcare Summit, 2013)
  - Periodic email (68%), newsletter (58%), monthly forum (28%), LinkedIn (20%)

# HWCE Total Worker Health Outreach Strategy



# Communication & Dissemination Plan for Sharing Online Resources

- **Phase I**
  - **Develop platforms and establish presence**
  - Gain understanding of audience interests and engagement levels
    - Process evaluation/formative research
- **Phase II**
  - Gain understanding of impact
  - Expand reach and engagement

# HWCE Platforms & Presence



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About the Center

For the Workplace

For the Researcher

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Protect employees  
and their families  
*and*  
Promote  
flu vaccinations  
in the workplace

Welcome to the Healthier Workforce Center for Excellence

We are a national resource center for integrated employee health, wellness and safety programs, and practices and policies.

Resources



Sign up for E-Bulletin

News & Events

1st International Symposium to Advance Total Worker Health

October 6-8, 2014

Call for Proposals for Work, Stress & Health 2015

Deadline October 6, 2014



Research Participants

*HWCE Website*



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# Monthly eBulletin



## HEALTHIER WORKFORCE BULLETIN

### Office Ergonomics

Maintaining a healthy, safe and productive office environment requires designing workspaces to allow each employee to work comfortably and without awkward postures (such as craning the neck forward or tilting the head to the side) or the use of computer input devices (keyboard and mouse) for long periods without breaks. Ergonomics – commonly referred to as “fitting the work to the worker” – is a science that seeks to optimize the relationship between people and their work environment. In an office setting, ergonomics principles can be used to improve the physical “fit” between each employee and his/her computer workstation. A qualified ergonomist can also work with employers and employees to explore organizational and psychosocial factors that may also contribute to musculoskeletal discomfort, such as the design of specific tasks and occupational stress.

### For the Employer

Musculoskeletal pain and disorders are common among office workers and can result in more frequent absenteeism and reductions in productivity. Effective and successful ergonomics programs involve employees throughout the entire process, from identification of the problem to the development and implementation of solutions. A participatory approach gives employees a voice in the discussion and planning of workplace changes and may promote greater acceptance of potential solutions. Click [here](#) for more information on office ergonomics and links to resources for designing a participatory ergonomics program.

### Encourage Frequent Breaks

Prolonged sedentary behavior is associated with many chronic conditions including type 2 diabetes, cardiovascular disease, hypertension, obesity, and musculoskeletal discomfort. Typing for long periods without breaks likely increases the risk of musculoskeletal pain and disorder. Taking short (one to two minutes) breaks away from the workstation as often as every 30 minutes may limit discomfort. Employers should encourage and support breaks to promote more movement throughout the work day for employees in an office environment. [Read more](#) on moving more in the workplace.

### Take Action with a NIOSH Essential Element for Effective Programs

Involve and engage employees by encouraging and supporting their participation. Ergonomics programs, as well as other health protection and health promotion programs, are most effective when employees participate in the process. NIOSH Essential Element to Develop a “Human Centered Culture” states effective programs thrive in organizations with policies and programs that promote respect throughout the organization and encourage active worker participation, input, and involvement. Download the elements [here](#).

## Newsletter Archives

### 2014

[Employment Status Linked to Iowans' Well-being](#)  
[Hydration Promotion & Heat Safety](#)  
[Pilot Project Grants Awarded](#)  
[Sleep & Fatigue](#)  
[Cardiovascular Health](#)  
[Request for Proposals](#)  
[Obesity and Healthier Eating](#)  
[Total Worker Health Activities and Best Wishes for 2014](#)  
[Team Based Challenges and Competitions](#)

### 2013

[Total Worker Health Supplement Released by JOEM](#)  
[Seasonal Influenza \(Flu\) Vaccination Programs](#)  
[Office Ergonomics](#)  
[Moving More in the Workplace](#)  
[Final Regulations on Incentives-Based Wellness Programs](#)  
[Off-the-Job Safety Programs](#)  
[Workplace Stress Management Programs Play Significant Role!](#)  
[May is National Bike Month and Global Employee Health and Fitness Month!](#)  
[Social Media Supports a Culture of Total Worker Health](#)  
[Incentives Activate Employee Engagement in Wellness](#)  
[Recognizing Excellence in Workplace Safety, Health and Wellness](#)

~1100 subscribers



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# HWCE on Facebook & Twitter



- ✱ UI HWCE @UIHWCE · Aug 11  
Tip of the Week: Install bike racks outside of the office and encourage employees to bike to work. #TWH #BikeSafety [ow.ly/i/3PPYZ](http://ow.ly/i/3PPYZ)  
[View photo](#)
- ✱ UI HWCE @UIHWCE · Aug 8  
Join @NIOSH\_TWH @NIOSH\_WSD on 8/19 for free #TWHwebinar on Intervening for Work Stress! Register via [bit.ly/1p8J9Zo](http://bit.ly/1p8J9Zo)
- ✱ UI HWCE @UIHWCE · Aug 4  
Tip of the Week: Aug. is #NationalSandwichMonth. People who bring their lunch eat healthier than those who eat out. [ow.ly/i/3PPVY](http://ow.ly/i/3PPVY)  
[View photo](#)
- ✱ UI HWCE @UIHWCE · Jul 29  
HWCE study finds quality of life measures & prevention behaviors associated with absenteeism & presenteeism - [eepurl.com/ZYOSv](http://eepurl.com/ZYOSv)

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Try out this simple assessment from the Alliance for Work-Life Progress to see how effective your organization's work-life programs are. The assessment will help you focus work-life communications, find your areas of strengths and weaknesses and set future goals.

**AWLP - Work-Life Effectiveness Self-Audit**  
[www.awlp.org](http://www.awlp.org)

To ensure your work-life programs are seen as effective business tools, it is important to undertake a Work-Life

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participatory office ergonomics programs can reduce MSDs and lead to higher job and workstation satisfaction among employees. Read more in the HWCE's latest bulletin - \*|URL|\*

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Registration is NOW OPEN for the 1st International Symposium to Advance TOTAL WORKER HEALTH™ to be held October 6-8, 2014 in Bethesda, MD. Join more than 500 scientists and practitioners from around the world and learn the state of the science and practice using a coordinated approach that integrates health protection and health promotion. To register and learn more, visit [www.eagleson.org/totalworkerhealth](http://www.eagleson.org/totalworkerhealth)

**1st International Symposium to Advance TOTAL WORKER HEALTH™**

Registration is NOW OPEN! | October 6-8, 2014 | #TWH2014

1st International Symposium to Advance TOTAL WORKER HEALTH™ | The Eagleson Institute  
[www.eagleson.org](http://www.eagleson.org)

The National Institute for Occupational Safety and Health (NIOSH), part of the US Centers for Disease Control and Prevention (CDC), together with over 14 prestigious...

# HWCE on Pinterest



**Iowa Total Worker Health**

The HWCE aims to improve the health of workers in Iowa and nationally through integrated health promotion and health protection research, collaboration, and dis

Iowa City, IA · www.hwce.org · ·

## Healthier Workforce Bulletin



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## TWH Infographics



Edit

## Upcoming Events



Edit

## Resources for Employers



Edit

## Resources for Employees



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## Promoting Physical Activity



Edit

## Promoting Cardiovascular Health



Edit

## Promoting Wellness



Edit

## Promoting Safety and Health



Edit

## Smoking Cessation



Edit

## Managing Stress

## Ergonomics

## Off-the-Job Safety

## Tools for Smaller Employers

## Evaluation Tools

57 followers on [Iowa Total Worker Health](#)



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# Communication & Dissemination Plan for Sharing Online Resources

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# Evaluation Framework

- Guided by Diffusion of Innovation Theory
- Based on broad purposes of social media in public health and health promotion
- Incorporates social analytics and business objectives
- Recognizes engagement as a key to success
- Emphasizes process evaluation
- Considers both quantitative and qualitative measures

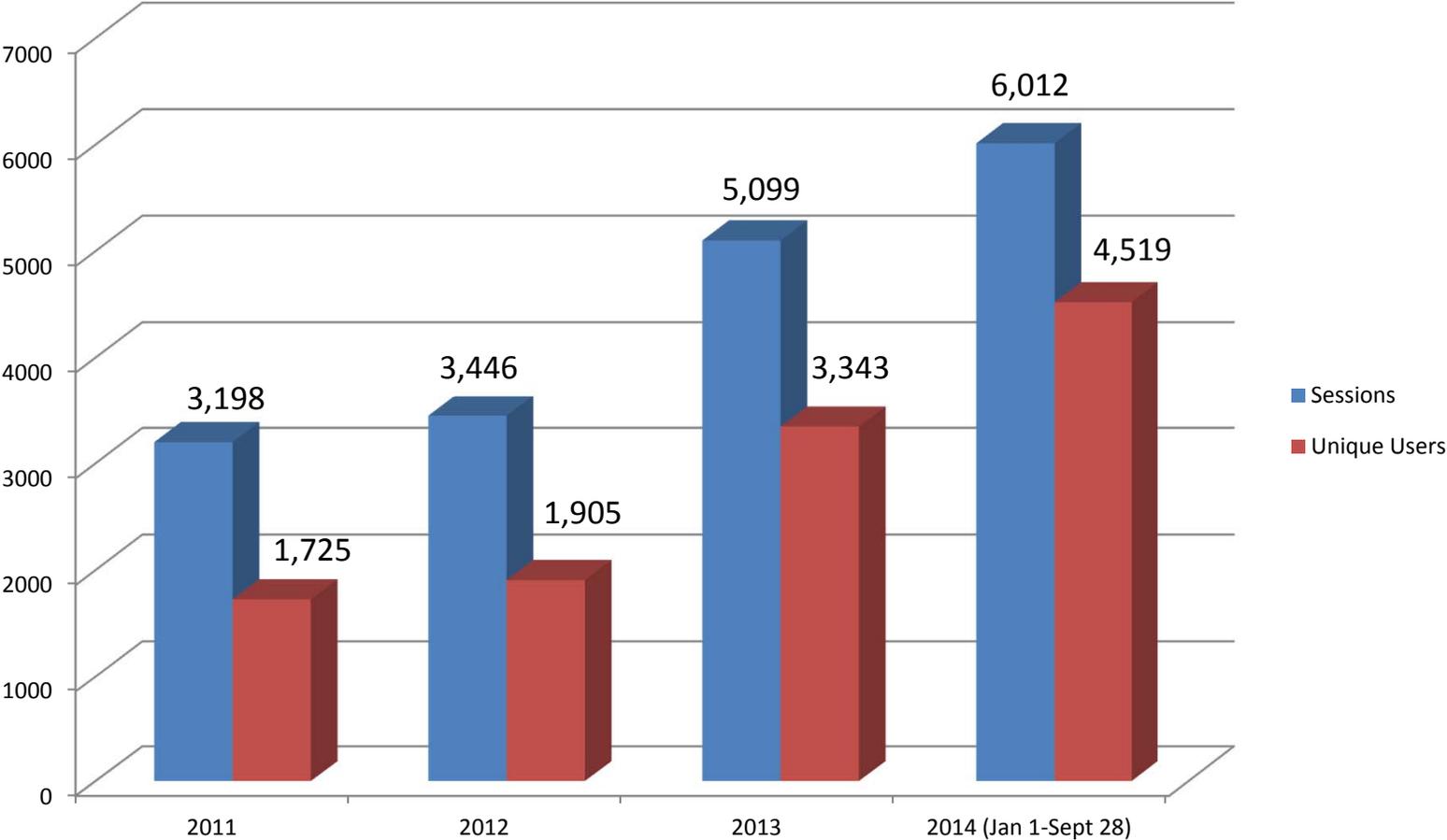
# Goals & Objectives

| Broad Purposes in Health Promotion<br>(Neiger, 2012)            | HWCE Outreach Program Communication Goals  | Business Objectives / Strategies<br>(Lovett, 2011) | Description   | KPIs/Outcome Measures Related to Health Promotion |
|---|--|--|---|---|
| <b>Communicate with consumers for market insights</b>           | Communicate via multiple channels with employers and stakeholders to gain insights   | Spur innovation                                    | Taking cues from audience comments, suggestions and conversations to identify audience interests and new ideas for programs                             | Insights, Engagement                              |
| <b>Establish and promote a brand with consumers</b>             | Establish HWCE presence as a resource center for employee health programs, services and policy and promote promising TWH practices | Gain exposure                                      | Increasing brand awareness and visibility; Getting idea(s) out there and enabling people to share   | Exposure, Engagement                              |
| <b>Disseminate critical information</b>                         | Translate and disseminate evidence-based information and resources   | Facilitate support                                 | Sharing and posting evidence-based information and resources that support employee health programs, services and policy                                 | Interaction, Engagement                           |
| <b>Expand reach to include broader, more diverse audiences</b>  | Expand reach to include employers and stakeholders from diverse sectors  | Build advocacy                                     | Increasing participation among employers and stakeholders including HR Directors, Wellness Managers, Wellness Champions/Employees, Safety Professionals | Reach, Engagement                                 |
| <b>Foster public engagement and partnerships with consumers</b> | Foster engagement and partnerships with employers and stakeholders   | Foster dialogue and generate interactions          | Initiating a conversation, letting it continue its own and genuinely responding; Persuading audience to respond to calls of action                      | Dialogue, Interaction, Engagement                 |

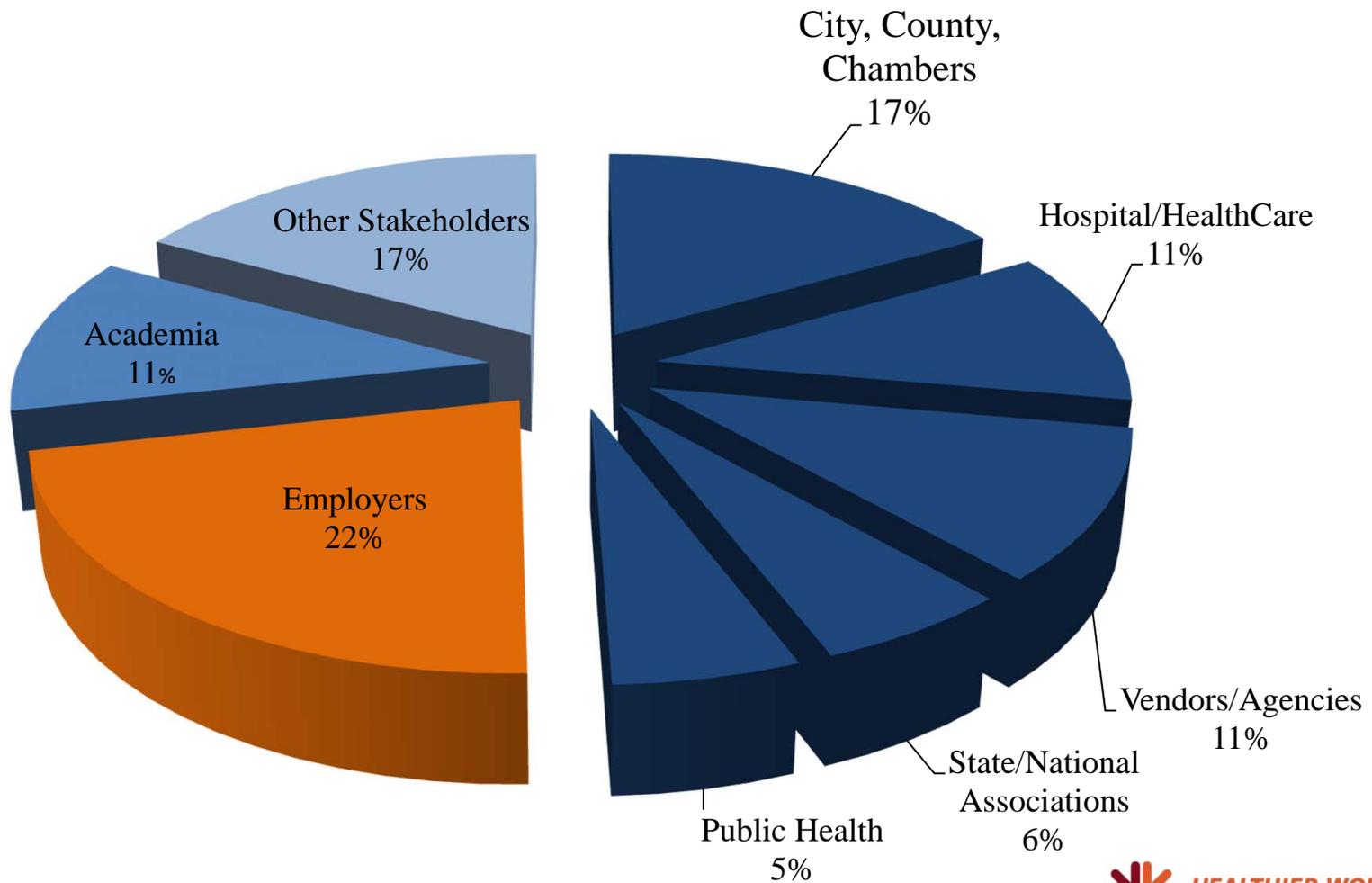
# Measures & Metrics

| KPI/Outcome Measure        | Description  | Metrics   |
|----------------------------|--|---|
| <b>Reach</b>               | Size of audience, number of people who have contact with application or related content                              | followers, subscribers, demographics of followers/subscribers, growth rate  |
| <b>Exposure</b>            | Times content is viewed  | visits, comments, ratings, views  |
| <b>Insights</b>            | Feedback, observation of audience comments, ideas and conversations  | number and types of suggestions or recommendations, trending key words  |
| <b>Dialogue</b>            | Facilitating conversation between people; Initiating a conversation, letting it continue on and genuinely responding | referral sources, relevant links, active users, trending key words  |
| <b>Interaction</b>         | How likely followers are to engage, spread your message and interact with others                                     | forwards, shared, views, comments, messages, time spent   |
| <b>Engagement (low)</b>    | Acknowledge agreement or preference for content  | ratings, likes, dislikes, views, clicks   |
| <b>Engagement (medium)</b> | Creating, sharing and using content and degree to which they influence others  | posts, comments, pins, repins, tweets, retweets, mentions, times shared, user-generated content, direct (private) messages                    |
| <b>Engagement (high)</b>   | Participate in online or offline activities or interventions as a result of exposure                                 | number register for event/service, make an appointment, attend off-line events, promoting programs, participating in organizational offerings |

# Website Reach



# Audience Members Most Engaged



| Bulletin Topic                             | Opened | Open Rate (%) | Total Opens |
|--|--------|---------------|-------------|
| Pilot Funding Announcement                 | 299    | 26.9          | 810         |
| Incentives Activate Employee Engagement    | 282    | 23.5          | 1137        |
| Sleep & Fatigue                            | 233    | 21.2          | 947         |
| TWH Activites & 2014 Best Wishes           | 233    | 21            | 515         |
| Obesity & Healthier Eating                 | 232    | 20.8          | 705         |
| Recognizing Excellence                     | 210    | 20.7          | 543         |
| Employment Status Matters                  | 213    | 20            | 437         |
| Final ACA Regulations on Wellness Programs | 235    | 20            | 744         |
| Cardiovascular Well-being                  | 217    | 19.7          | 467         |
| JOEM Supplement Announcement               | 225    | 19.7          | 474         |
| New Website & Updates                      | 209    | 19.6          | 530         |
| Office Ergonomics                          | 227    | 19.5          | 674         |
| HRAs Recommended                           | 199    | 19.4          | 604         |
| Hydration & Health Safety                  | 207    | 19.2          | 676         |
| Moving More in the Workplace               | 222    | 19.1          | 965         |
| Social Media                               | 225    | 18.8          | 596         |
| Seasonal Influenza Programs                | 215    | 18.6          | 370         |
| May Update                                 | 222    | 18.3          | 542         |
| Team-based Challenges & Competitions       | 203    | 18            | 474         |
| Creating a Culture of TWH                  | 193    | 17.9          | 573         |
| TWH Practice & Research                    | 190    | 17.8          | 420         |
| <b>Industry Average</b>                    |        | <b>17.7</b>   |             |
| Leadership Key to Employee Health & Safety | 187    | 17.6          | 529         |
| Off-the-Job Safety Programs                | 204    | 17.2          | 371         |
| Pilot Awards Announcement                  | 187    | 17.1          | 470         |
| Workplace Stress Mgmt                      | 193    | 16.3          | 443         |

# Top Bulletins

## Clicks and exposure

- ✓ Incentives Activate Employee Engagement
- ✓ Moving More in the Workplace
- ✓ Sleep & Fatigue
- ✓ Obesity & Healthier Eating
- ✓ Final ACA Regulations on Wellness Programs
- ✓ Pilot Funding Announcement



**Sleep & Fatigue**  
An increasing number of Americans are getting less sleep, many reporting 6 or fewer hours per day. According to a 2009 National Institutes of Health consensus statement and data from the National Health Interview Survey, nearly 30% of adults in the U.S. complain of disrupted sleep or short sleep duration (6 hours per night). Insufficient or poor sleep quality is associated with a number of chronic diseases and conditions, including diabetes, cardiovascular disease, obesity, depression and disability.

There is growing evidence of the negative impact poor sleep has on employee performance, productivity and injury risk. Rowland et al (2008) estimated costs of lost productivity due to sleepiness and fatigue at ~\$460 per employee with the greatest loss among workers with insomnia at \$1250 per employee (range \$625 to \$2900). Fatigue and decreased alertness also increase worker's risk to injury. In a 2004 meta-analysis, Volk et al. (2005) found that approximately 43% of work injuries could be attributed to sleep problems and employees with sleep problems had a 6x times higher risk of being injured on the job.

**For the Employer**  
Sleep health is an essential component of chronic disease prevention and employers looking to reduce costs and improve their employee's wellbeing should look to integrate it into their wellness and safety programs. Education programs can help increase awareness of common sleep disorders such as sleep apnea, insomnia, and restless leg syndrome. They can also promote healthy sleep hygiene habits and how to effectively and safely manage sleep loss/fatigue. Medical and lifestyle interventions also play an important role in diagnosing and treating these most at risk. Learn about what actions employers can take to manage fatigue in the workplace [here](#) or download a [PDF version](#).

**Featured Resources**  
The National Sleep Foundation offers a variety of evidence-based resources related to sleep health and sleep problems that employers and employees can use to learn more about sleep. The following are highlighted:  
**Healthy Sleep Tips**  
**Sleep Disorders and Problems**  
**Sleep Drinks and Tips** - Includes sleep quizzes and a variety of useful tips for getting a better night's rest.  
**10/10th Sleep Study** - Helps raise awareness of your sleep habits and trends that are helping you sleep or that can be improved.  
**Sleep Falls** - Press releases, summary of findings and related research for sleep in America®. Info from [source to text](#).



**Moving More in the Workplace**  
The American Medical Association is encouraging employers to provide alternatives to sitting to help create a healthier workforce. In June 2013, the AMA adopted a policy regarding the potential risks associated with prolonged sitting, sitting is one cause health problems, particularly in work settings where employees are sitting most of the day, every day. Sitting is poor posture for long periods of time with little movement impacts one's health and reduces productivity. Whether standing, walking, increasing stair use, taking frequent breaks, or taking time to exercise, workplace offering employee's options for movement bring greater concentration and engagement, reduce injury levels and focus boost productivity and ultimately improve overall health, wellness and safety.

**For the Employer**  
Employers should be looking at ways they can provide an environment and culture with options to stand and move more throughout the workday. Active employees reduce levels of absenteeism, injuries, disability compensation, health care costs and life insurance costs. In as little as one hour a day spent standing at work, employees can burn extra calories, be energized, are more focused, and more productive. Walking at work also has benefits and can make up a worker's cardiovascular and have a positive impact on their overall health. Program breaks may also help lower risk related to waist circumference, BMI and triglyceride levels and the Centers for Disease Control (CDC) state physical activity is one of the most effective disease prevention strategies. Click [here](#) to learn ideas for moving more during the workday and resources to help support alternatives to sitting.

**Model Employer Encourages Movement during the Workday**  
Molokini Meat Products, a small manufacturing company from Cedar Rapids, IA, of approximately 120 employees, has encouraged workplace physical activity as a long-term strategy and made movement part of their culture. Daily walks are taken around the parking lot at 1:10pm. In the winter, they have installed a walking path inside the building. The company walking track helps employees relieve stress and become more alert for the rest of their shift. They also have a policy encouraging people to sit or stand and encourage employees to move around to stretch their muscles and relieve tension. An ergonomic and stretching program has also been introduced as well. [Read More](#)

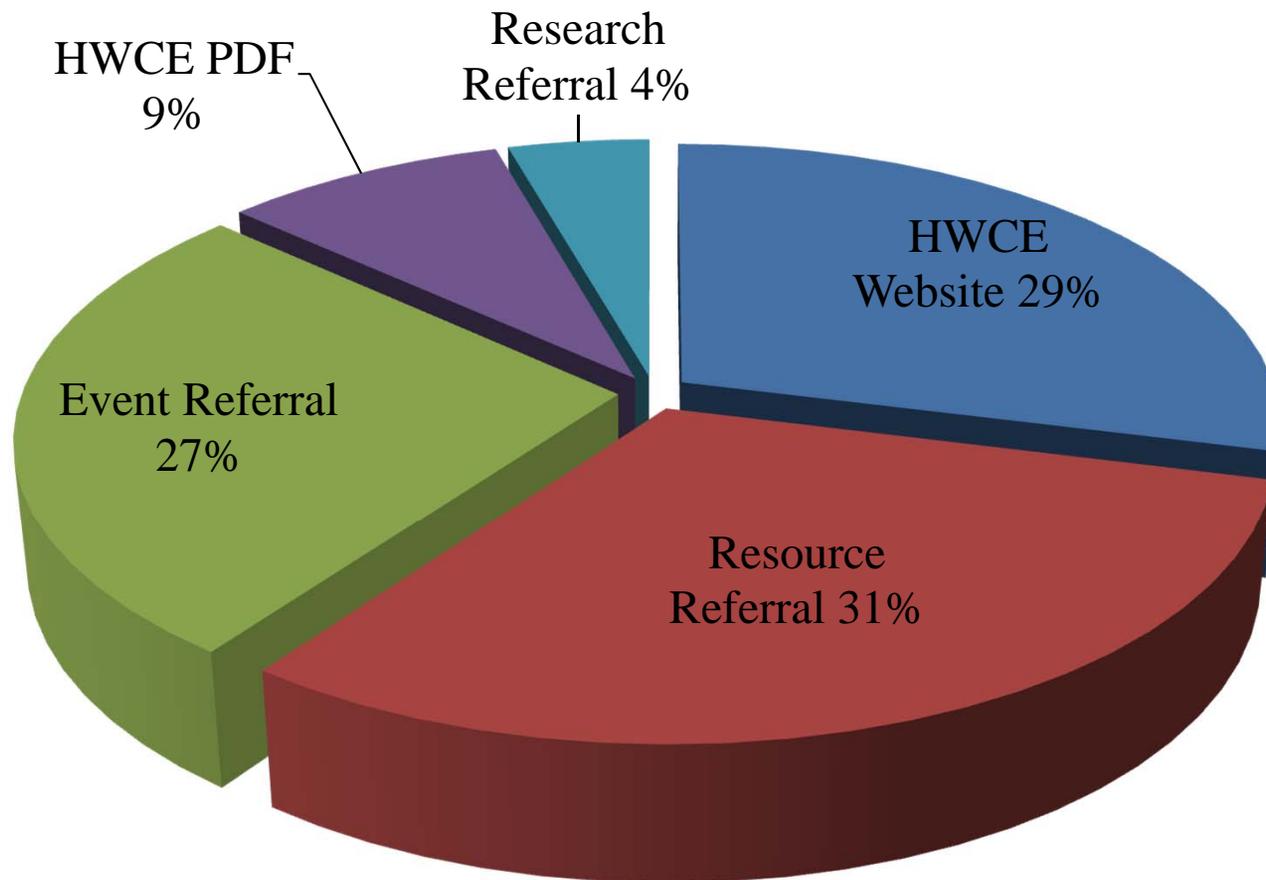
**Featured Resources Calculate Sitting Time & Difference Standing Makes**  
**Calorie Burn Calculator** - Calculate the difference in calorie burn standing makes during the workday with this fun tool by [jumping.org](#).  
**Sitting Time Calculator** - Calculate how much you sit each day with this fun tool by [jumping.org](#)

**For the Researcher & Practitioner**  
Findings from a meta-analysis review by Pyle et al. highlight the need for researchers and practitioners to

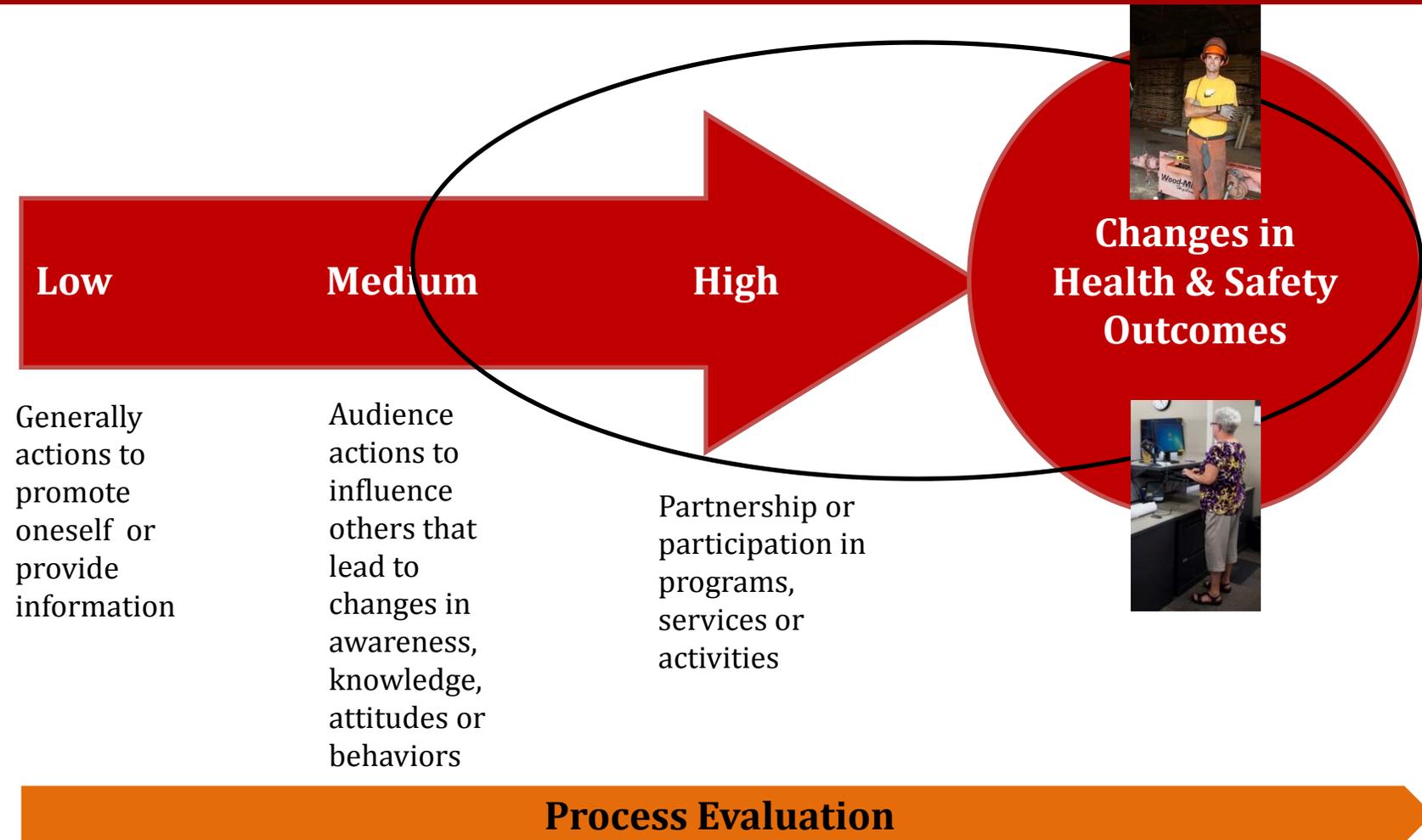


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# Bulletin Links by Type in 2014



# Engagement Model



Modified from Neiger, 2013

# Next Steps

## Phase II

### – Gain understanding of impact

- Outcome evaluation

- Survey engaged audience members and ask key stakeholders
- Look at trends and outcomes in other available datasets

### – Expand reach and engagement

- Develop strategic implementation plan (campaign or mini-campaigns)

- Opportunity to work with the NIOSH TWH™ Program, Centers of Excellence, Affiliates and other stakeholders

# In Closing...

- Online communication channels should be embraced as low-cost, integrated methods for disseminating Total Worker Health research and evidence-based resources
- Ongoing evaluation of online initiatives is recommended for continuous program improvement, particularly for enhancing audience engagement and understanding the *real* impact on worker health, safety and well-being

# Thank you!



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