

# Colorado's Experience in Bringing Wellness to Work: The Business x Academia Axis

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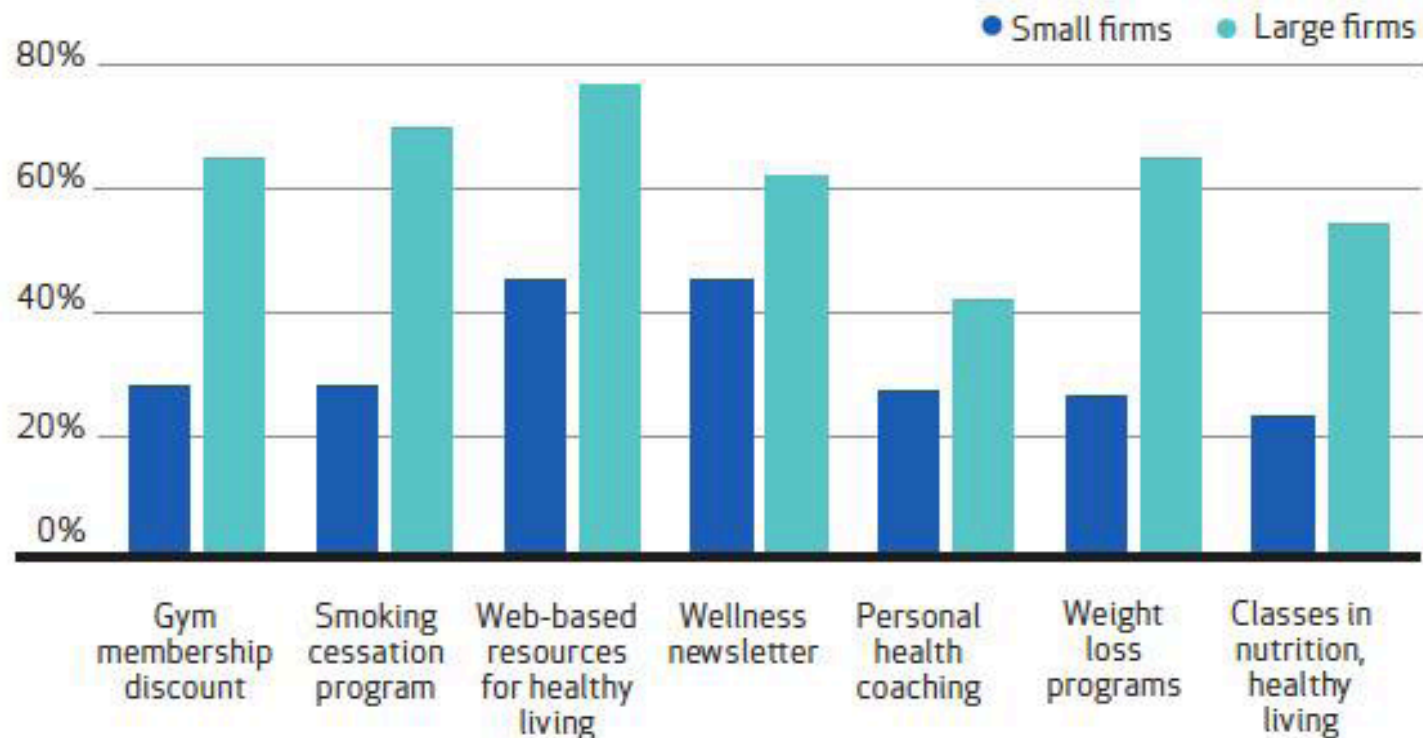
## ACKNOWLEDGEMENTS

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- Co-Director Liliana Tenney



# Small vs. Large

**Percentage of Companies Offering a Particular Wellness Program to Their Employees, by Firm Size, 2012**



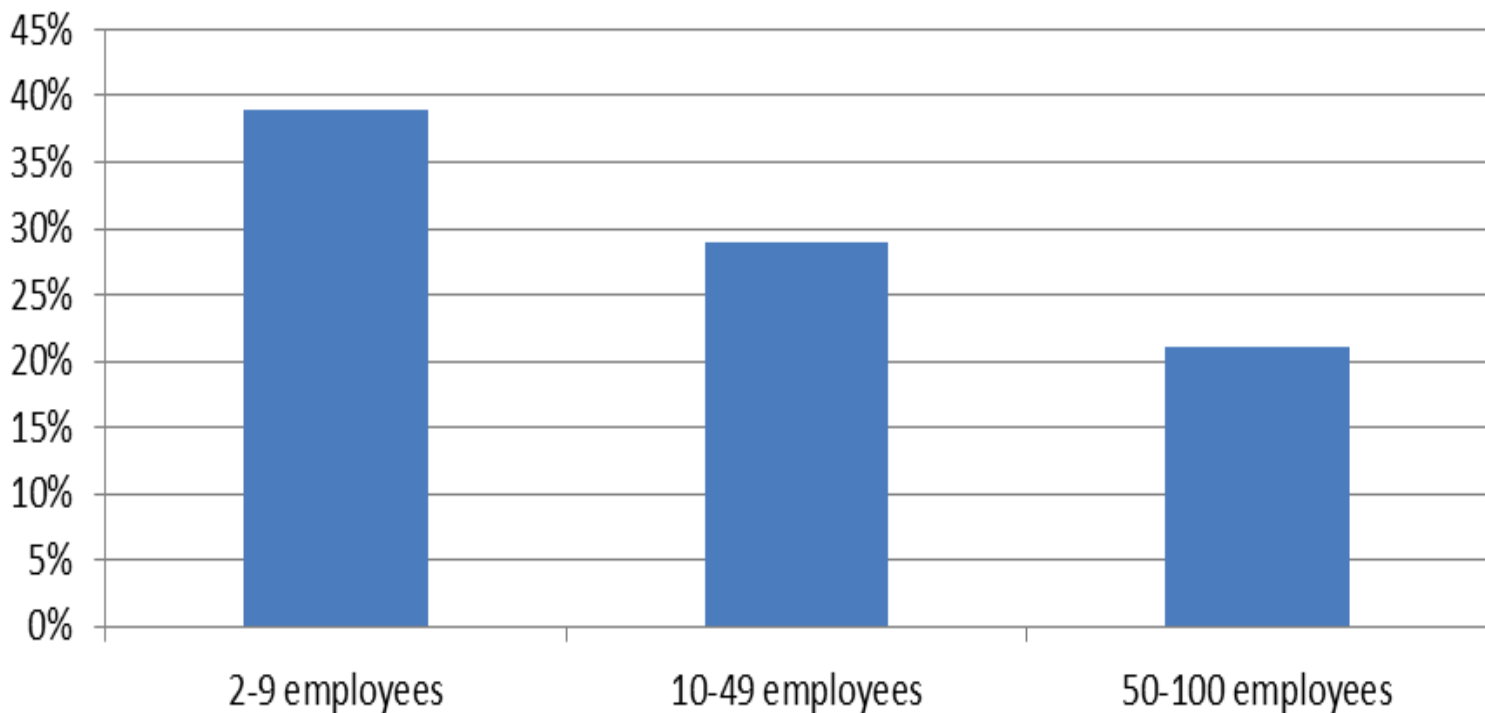
**SOURCE** Kaiser Family Foundation and Health Research and Educational Trust, "Employer Health Benefits: 2012 Annual Survey," September 11, 2012. **NOTE** "Small firms" are those with 3-199 workers; "large firms" are those with 200 or more workers.

# Real and Perceived Barriers Cited by Business Owners

- Lack of employee interest (64%)
- Lack of staff resources (50%)
- Funding (48%)
- Low participation by high risk employees (48%)
- Lack of management support (37%)

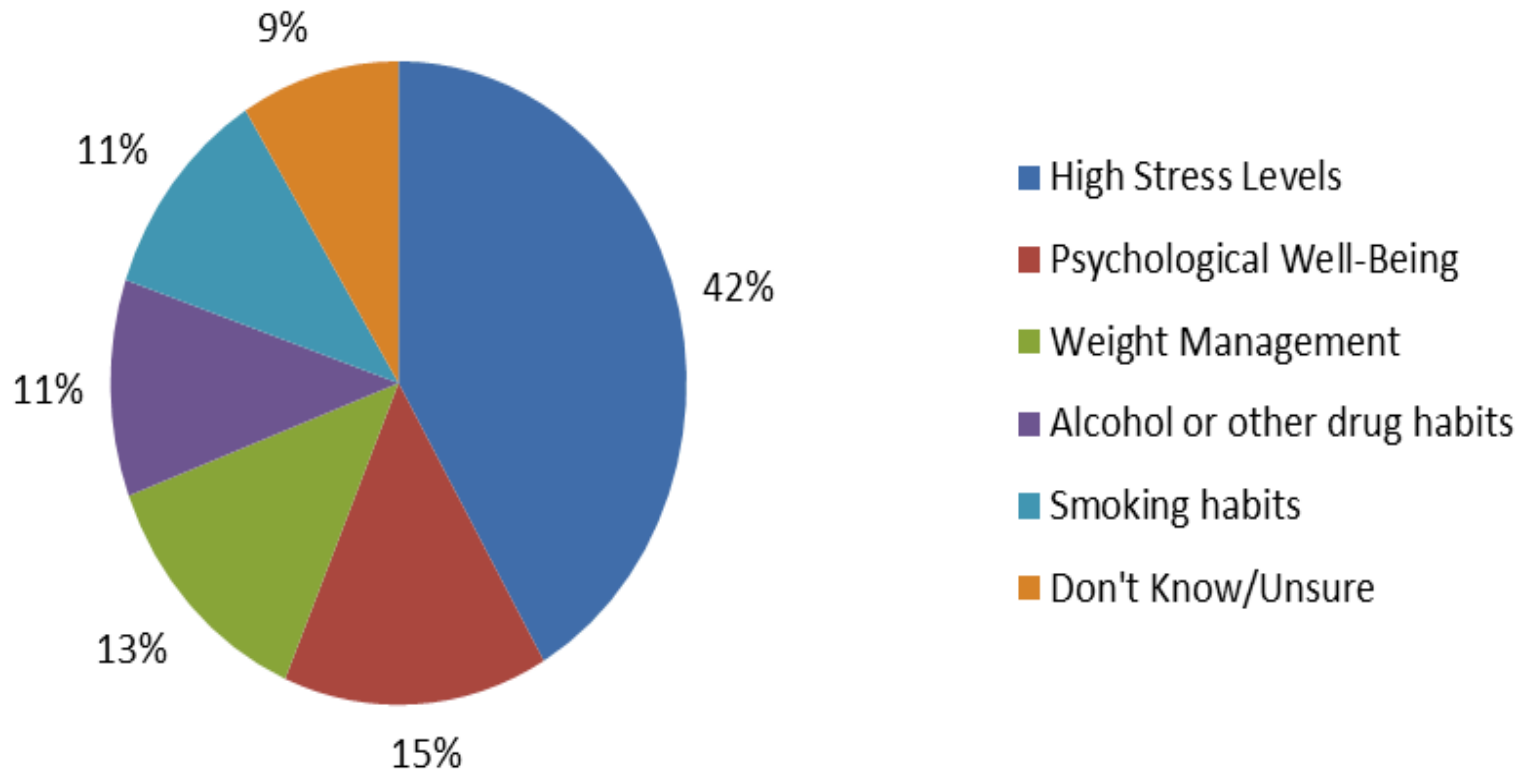
# Employer Confidence

## Confidence in Ability to Help Employees Manage Health and Wellness



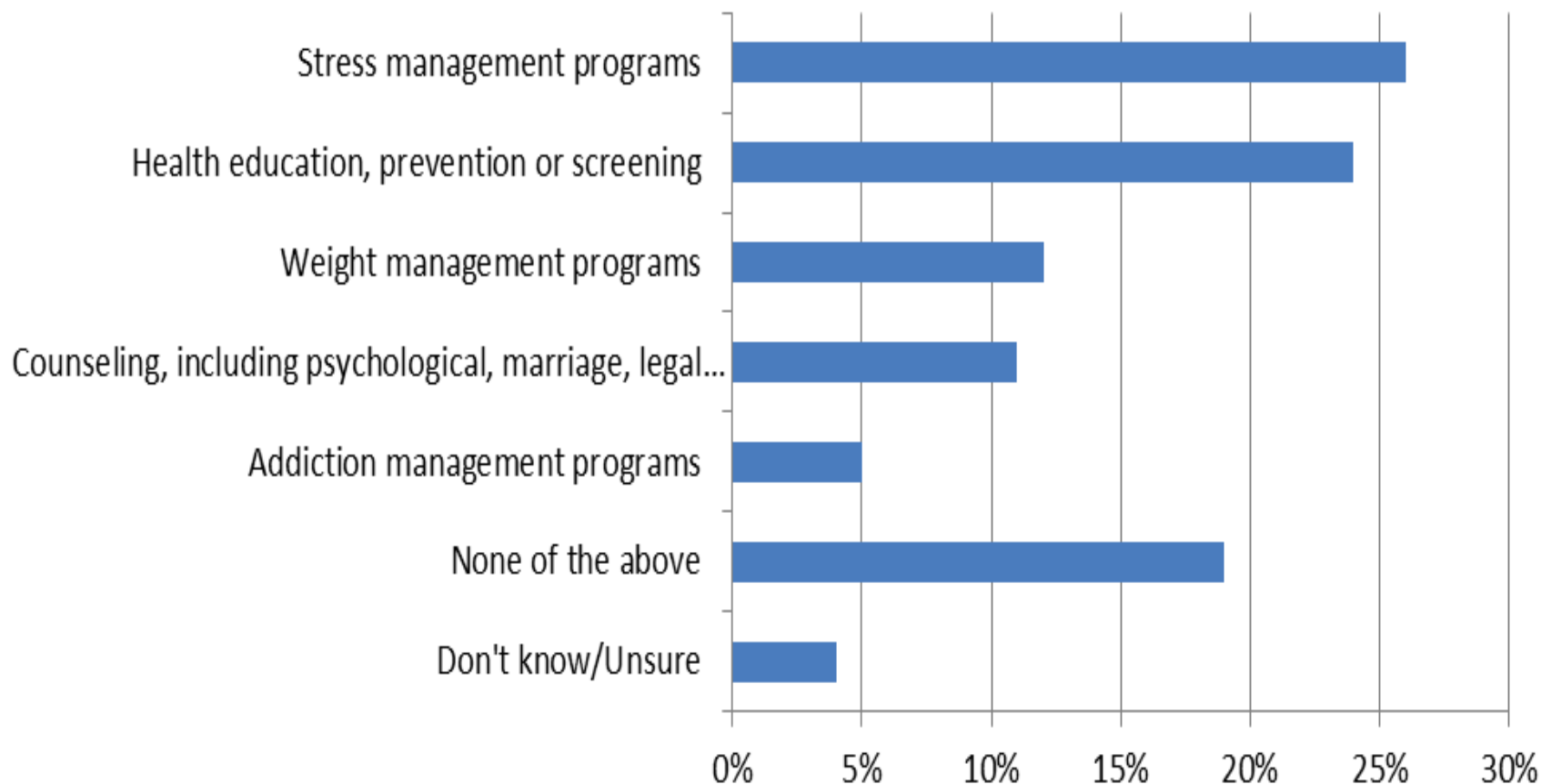
Source: Workplace Wellness Programs in Small Business: Impacting the Bottom Line. The National Small Business Administration, 2012.

## Top Concerns for Employee Well-Being



Source: Workplace Wellness Programs in Small Business: Impacting the Bottom Line. The National Small Business Administration, 2012.

# Health and Wellness Programs Most Likely to Invest In



Source: Workplace Wellness Programs in Small Business: Impacting the Bottom Line. The National Small Business Administration, 2012.



Improving the health and economic well being of Colorado businesses, workers and their families by enhancing wellness and safety at work and home.

### Program Goals:

- Focus on small businesses
- Spotlight successes through **Healthy Business Certification**
  - **Report card that links to relevant, trusted resources and vendors**
- Provide **resources**
- **On-site support** to jumpstart new worksite wellness and safety programs
- **Connect** businesses with **local resources**
- **Build network of local advisors who have the 'know-how'**
- Improve business, local and state economies
- Identify and promote best practices
- Connect like-minded business leaders



# Healthy Business Certification



# The Building Blocks for Becoming a Healthy Workplace

1. Establish supportive organizational culture and leadership
2. Dedicate some resources
3. Assess the needs of employees
4. Set clear goals and priorities – not cookie cutter!
5. Address safety as well as health to create comprehensive programs
6. Promote participation (including incentives)
7. Communicate strategically
8. Evaluate, learn and improve

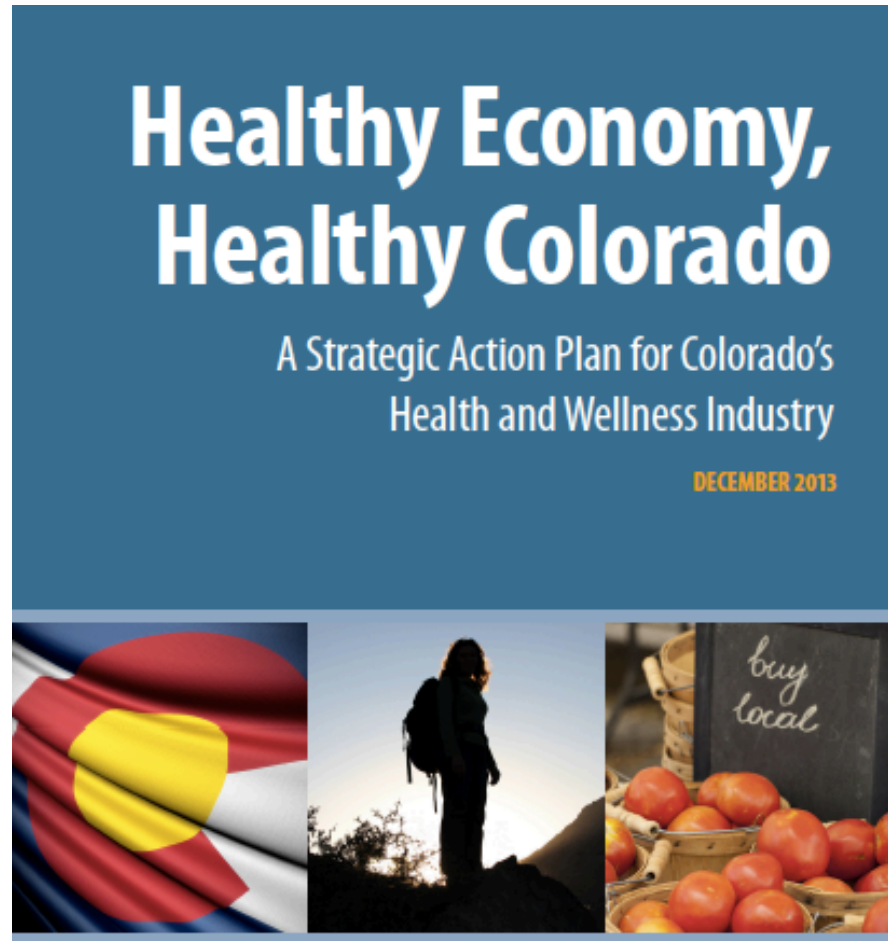
# Education & Advising

- Health Links Website
  - Application
  - Summary report
  - Access to community resources
  - Best practices resources
- Health Links Advisors in person
  - 1 hour direct advising session
    - Summary Report
    - 8 Benchmarks
    - Action plan & goal setting

# Information & Resources

- Healthy Business Network
  - Connect with other Health Links Certified businesses
- Preferred Vendor Network
  - Prescreened local resources
- Events in the community
  - partner with local government and business organizations

# Partnering Examples



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## Small Business Development Center Network

- 14 fulltime centers
- 70 satellite centers

# Examples of Local, County-based Business Organizations Partnering

- Vail Valley economic development group
- Montrose County
- Chaffee County
- Pueblo County Chamber of Commerce
- Corporate sponsors

# Community Public Health Partners

- State Health Department
- 55 Local Public Health Agencies
- Health Professionals
- Nonprofit programs



# Partnering with Non-profits that already focus on:

- Cancer Prevention
- Tobacco Cessation
- Injury Prevention
- Safety
- Breastfeeding accommodation
- Suicide Prevention
- Substance Abuse
- Alternative Transportation
- Health Equity and Economic Justice
- Mental Health and Stress

**Health Links™**

**[www.Healthlinkscolorado.org](http://www.Healthlinkscolorado.org)**

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