

## NACDD Convening State and National Partners TA Webinar

Public-Private Partnerships to Engage Employers in Improving the Public's Health  
 Wednesday, April 28, 2021 @ 1:30 p.m. ET

### Webinar Notes and Resources

- Materials available on the Action on Arthritis website:  
<https://actiononarthritis.chronicdisease.org/monthly-webinars/>
- Meeting Recording:  
<https://chronicdisease.zoom.us/rec/share/0eHbe2kUNv7hq94dMbG0D2UdDEaYK1zHzMfofgoNdf-p8-iAw6oXiG6PNAbPOYCX.vKcWVNAKFnRf9MsZ?startTime=1619630967000>

### Webinar Poll Questions

Two questions were asked during the webinar. Below are the results.

1. Rate your knowledge of using public-private partnerships to engage employers in public health work.

Not at all knowledgeable	28%
Somewhat knowledgeable	61%
Very/highly knowledgeable	11%

2. Select your experience using public-private partnerships to engage employers in public health work.

No experience	33%
Some/limited experience	56%
A lot of experience	11%

### Facilitated Discussion/Fireside Chat

What types of challenges did you encounter when working to couple evidence-based interventions, and how did you overcome those challenges?

- Few large employers to work with
  - Try to find the right person (champion) and find the right business influencer (e.g., chamber of commerce) to help you engage employers.
  - Consider the opportunity of partnering with small or medium sized employers who have the flexibility and ability to change workplace culture.
  - Consider the opportunity to pilot a project with a local employer and use that data to drive additional engagement.
- No statewide partner

- Is there an opportunity to work with the National Alliance for Healthcare Purchasers Coalition to form a local business group on health? Consider additional business influencers such as chambers of commerce, Society for Human Resource Management chapters, and industry groups.
- Time and competing priorities
  - Can we ask more questions about what those priorities are and try to make a better value case on how our programs might impact that priority? Instead of trying to "sell" our program, how do we position our work as a "solution" to their problem.
- Finding the right person to talk to
  - What do you want to see your program do?
  - Speak to engaging benefits side and financial side in your pitch to employers.
  - Consider the opportunity to talk with champions within the organization who have made positive changes to their overall health and wellbeing. These champions can be great resources. In addition, look for opportunities to link arthritis-appropriate interventions to other efforts (e.g., employer recognition programs for health and wellness).
  - Understand the employers benefit cycle and be sure that you are approaching employers at the right time.
- Funding
  - Can employers be partners in this work? Is there a way to work with public employers to be examples for this work in the private sector?
- Arthritis is not a priority for employers
  - Arthritis might not be a priority for employers, but musculoskeletal conditions are. Consider the opportunity to re-frame interventions to address musculoskeletal health, disease co-morbidities, and increased physical activity.
- Too many large complex national and international businesses that don't see value in local relations
  - Consider opportunities to incorporate arthritis-appropriate evidence-based interventions into employee wellness benefits. Look for opportunities to couple AAEBIs and to add AAEBIs into other efforts (e.g., 6|18 initiatives).
  - Many times it is all about relationships and relationships take time to establish and to evolve. Be patient in fostering these relationships.

Julie, Where do you sit within the State Health Department and how is your position funded?

- Julie works within the Center for Chronic Disease Prevention and Health Promotion. She works across multiple funding streams to incorporate employee wellness to prevent chronic diseases. She partners with their 1701 CDC grant, 1815 CDC grant, 1801 School Health grant as well as

Community development - all focusing on addressing outcomes across programs.

Neil, why should we partner with business influencers and employers?

- Extending the reach of public-health
- Building state capacity
- Impacting industry
- Speeding innovation for public good

Christa, can you share your recommendations on how to find employers and employer groups?

- Consider opportunities to partner with community health coalitions and health improvement coalitions.
- Don't let a good emergency go to waste. Find opportunities to provide a solution to equitable health within a community.

Julie, what outcomes should employers focus on?

- We've surveyed our employers and asked what their motivations are to implement an employee wellness program. Their responses include 1) creating a culture of health in the workplace, 2) improving employee health and productivity, and 3) reducing direct and indirect related costs due to poor health. Employers want to engage but they just don't know what to do or where to begin.

Christa, should value propositions be different for different size organizations or industry sectors?

- What is the employer trying to avoid (e.g., medication costs)?
- Tailor approach and messaging to meet the needs of the organization and the value that they are trying to address.

Neil, when and why should employers' partner with community-based organizations to offer evidence-based interventions?

- CBOs can provide resources to employers, assist with evaluation and data tracking, assist with employee engagement, and diffuse the perception that the "employer" is trying to insert themselves into the details of employee health.

Christa, what is the CDC 6|18 initiative and are there opportunities to embed arthritis-appropriate evidence-based interventions into state 6|18 efforts with employers?

- The CDC 6|18 initiative targets six common and costly health conditions with 18 proven interventions
  - Reduce tobacco
  - Control blood pressure
  - Improve antibiotic use
  - Control asthma
  - Prevent unintended pregnancy

- Prevent type 2 diabetes
- Walk With Ease and other AAEBIs can be coupled as the action planning tool to increase physical activity with 6|18 efforts and other efforts (e.g., cancer survivorship).

Julie, how are you embedding Work@Health and Walk With Ease into your statewide efforts with employers?

- Our employer recognition program is structured around the CDC Worksite Health ScoreCard. In completing the application for recognition, employers are being exposed to the scorecard and sent customized reports on gaps and areas for improvement. We recruit heavily for Work@Health when employer recognitions go out. Folks wanting to dive deeper into their wellness programming are recruited for Work@Health.
- Walk with Ease is promoted to Work@Health employers as a way to create a program line if they have a gap in physical activity or musculoskeletal health. We are also working on coupling Walk with Ease with our DPP programming as well as for WISEWOMAN. Both have a PA component that Walk With Ease fills easily.

## Resources

- [National Alliance for Healthcare Purchasers Coalition](#)
- [CDC’s Guiding Principles for Public-Private Partnerships](#)
- [CDC’s 6|18 Initiative](#)
- [CDC’s Worksite Health ScoreCard](#)
- [CDC Workplace Health Promotion](#)
- [Connect to Wellness](#)
- [GPBCH Walk With Ease Employer Case Study](#)
- [Community Health and Economic Prosperity: Engaging Businesses as Stewards and Stakeholders](#)

## Post Survey Results

1. What actions do you plan to take based on knowledge learned today? (select all that apply)

Talk with colleague and/or supervisor about how to initiate or enhance our state/organization’s efforts related to coupling evidence-based interventions.	27%
Develop a plan for coupling evidence-based interventions.	23%
Reach out to a peer for support, mentoring or advice as it related to expanding my knowledge about coupling evidence-based interventions.	19%
Review materials provided by NACDD or presenters in relation to this webinar.	31%

2. What do you believe was the most valuable piece of information that you learned today?

- Talking about the cost of musculoskeletal health and that employers care a lot about it!
- The expert knowledge of the speakers
- The interactive conversation
- Ideas for statewide partners
- The opportunity to include employers as a target audience for arthritis work
- The benefits cycle and the information provided about when to reach out to employers to discuss employee benefits