

Feasibility & Acceptability of Disseminating Integrated Worksite Health Promotion & Health Protection Programs Through a Vendor in Small- to Medium-sized Businesses

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Background

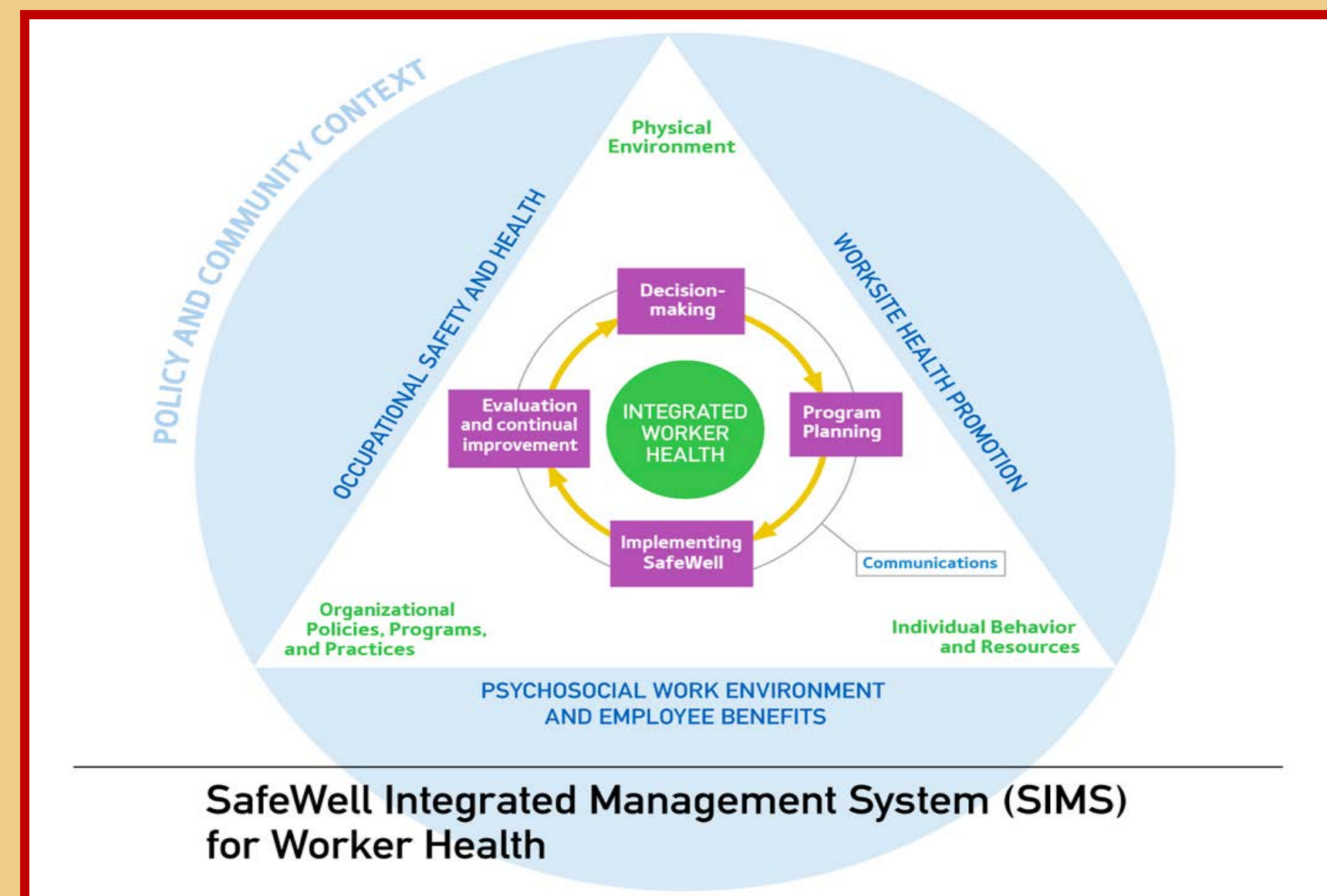
- Integrated worksite programs improve participation, health, safety
- Smaller enterprises often hire vendors to provide programs
- Vendors do not offer integrated programs
- Gap exists in vendor dissemination of integrated programs

Purpose

- Assess feasibility & acceptability of a vendor-delivered integrated program in three manufacturing companies (400-575 employees)
- Describe implementation challenges for worksites & vendor

Methods

- Interviews & process tracking data collected weekly for feasibility, monthly for acceptability
- From:
 - 3 pilot site contacts (n=5)/11 months
 - 3 vendor staff/9 months
- Qualitative analyses using Excel & N'Vivo 10



Results—Worksites

Shared results

- All Companies: 12 months too short for organizational changes
- Companies 1 & 2:
- Most activities went as scheduled & focused on management activities
 - Timing of activities important
 - Program & time reported as feasible & acceptable. Worksites:
 - incorporated & adapted program
 - added into existing programs & organization's culture
 - Communications need to be targeted & novel

Specific results by Company

- Company 1:
- Existing joint health & safety team facilitated implementation
- Company 2:
- Involve management & supervisors early
 - Newly formed team increased collaboration, streamlined work
- Company 3:
- Time spent reported as unreasonable for first half of program; reasonable for second half due to company merger & turnover
 - Implemented 80% of individual level activities, minimal management activities
 - Feasibility & acceptability impeded by:
 - Leadership & staff turnover
 - Inadequate CFO communication of program priorities & goals
 - Lack of internal collaboration
 - Role clarification needed between company & vendor
 - Wanted step-by-step assistance & guidance

Program Description

- Pre/post assessments & feedback:
 - Physical & organizational work environments
 - Employees
- Management consultation & materials using integrated programming
- Integrated worksite-wide events
- Integrated employee health coaching, materials



Results--Vendor

- Program initially too time-intensive; but became more reasonable over time. Supported by number of hours reported.
- Dedicated staff time may increase feasibility & acceptability in start-up period
- More guidance & training on approach & management-related activities needed
- Leadership & management support, and how to operationalize at sites important to feasibility & acceptability
- 12 month program too short to implement organizational changes
- Timing of activities important
- Turnkey, adaptable toolkit requested

Conclusions

- Feasibility & acceptability of a vendor-delivered integrated approach enhanced by:
- Sustained & visible leadership support
 - Dedicated budgets, staff, & committees for health & safety
 - Organizational cultures that value & embody worker safety & health
 - Realistic program timeline
 - Collaborative organizational cultures
 - Targeted communications, training, tactical management guidance, toolkits

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