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 | Company 1 & 2: 12 months too short for organizational changes
|               | 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
| Company 3: Time spent reported as unreasonable for first half of program; reasonable for second half due to company merger & turnover

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

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

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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