



Worksite Program

Jennifer Murphy, MS RD
Training Coordinator NCC TRC

Worksite Program

- **The Worksite Program has evidence based policy, system and environment change strategies.**
- **California Fit Business Kit**
 - helps employers develop and implement a workplace culture and environment that supports healthy eating and physical activity among workers.



Worksite Program Overview



Why the *Worksite Program*?

Proven method to reach low-income adults in California, where employees spend 8 or more hours per work day, and likely eat 1-2 of their daily meals.

- One of the few ways to engage local businesses
- Great public relations for local businesses and partnering organizations
- Interventions at worksites are enticing to employers
 - healthy employees report
 - fewer sick days
 - increased productivity
 - Increased morale and loyalty
 - weight reduction
 - increased well-being, self-image



Testimonial



“Our Worksite, Retail, and Faith Based programs have successfully empowered low-income Californians to eat more fruits and vegetables and be more physically active where they work, shop, and worship. Companies have adopted healthy meetings and employees have independently started physical activity clubs during their break and lunch. Shoppers are placing healthier options in their shopping cart and purchasing more fruits and vegetables. Faith-based groups are offering healthy options at church activities and implementing nutrition education gatherings and workshops.”

-Local Health Department Project Director

Employer Testimonial



***“International Seal” Manufacturing
Plant, Santa Ana, CA.”
200 Employees***

FIT BUSINESS KIT TOOLS USED:

- Check for Health
- Worksite Wellness Committee
- Go for H2O
- Physical Activity Integration
- Vending Machine Food and Beverage
- Standards
- **WELLNESS ACTIVITIES:**
- Health fairs
- Nutrition education & promotion

*“I think it is a great program, I would promote it to anybody, it’s free of cost and it helps our community”
Linette, Human Resources Manager*

Worksite Program Target Audience



- **Almost 4 million people in California receive CalFresh benefits**
- **More 1/3 (34.6%) of California's CalFresh households have earned income**
- **The *Worksite Program* is tailored to reach and promote the health of working CalFresh participants and other likely eligible nonparticipants**

Sources:

- California Department of Social Services (CDSS). DFA 256 - Food Stamp Program Participation and Benefit Issuance Report April 2012.
- U.S. Department of Agriculture, Food and Nutrition Service, Office of Research and Analysis, *Characteristics of Supplemental Nutrition Assistance Program Households: Fiscal Year 2010*, by Esa Eslami, Kai Fillion, and Mark Strayer. Project Officer, Jenny Genser. Alexandria, VA: 2011.

Worksite Program Overview



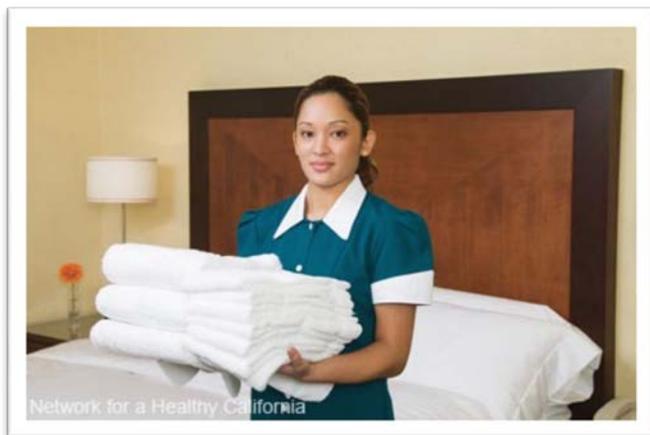
Target Industries

– Agricultural Industry

- [DelMonte Foods; Driscoll's, Christopher Ranch, Paramount]

– Service Industry

- [Northgate Markets, Cardenas Markets, Walgreen's, Burlington Coat Factory]



– Hotel Industry

- [Hilton, Pinnacle, Doubletree]

– Non Profit/For Profit Companies

- [Goodwill Industries, YMCAs]

Role of the LHD



- **Provide technical assistance and training to qualifying worksites on environmental and policy change strategies through the *California Fit Business Kit* tools**
 - **Employers and Wellness Committee at qualifying worksites implement the tools to create sustainability**
- **Connect community partners to worksites**
- **Leverage community and partners resources**
- **Celebrate accomplishments**

Identifying & Qualifying Worksites



- Worksite qualification criteria:
 - At least 50% make \$13.79 per hour or less, and
 - At least 25 full-time employees or 35 full and part-time employees
 - At least 50% of employees report household members participate in CalFresh or other assistance programs that have criteria similar to SNAP-Ed.
 - Low wage school employees in qualified school sites that are receiving other SNAP-Ed services

*(Alternate methods of qualification may be proposed but approval process can be lengthy-
use of above criteria is preferred)*

California Fit Business Kit



The *Worksite Program's California Fit Business Kit* offers self-guided worksite wellness tools to assist the employer in making environmental, social and policy changes for a healthier workplace.

Starting a Wellness Committee

There are two keys to any successful wellness program: the right people and the right tools. Before you can get working, you'll need to form a team. This small group of people will work together to share their talents and ideas. They will help build a culture that supports wellness. This tool is needed since staff involvement is vital for the success of the program.

STEPS TO SUCCESS

1. Decide who will be the Wellness Coordinator.
2. The Wellness Coordinator forms a committee.
3. Get buy-in from management.
4. Together, figure out the needs of your worksite. Set goals.
5. Evaluate your program. Make changes as they are needed.

TOOL TIPS

Find Your Coordinator
This person will lead meetings and guide the program. This may be you, or you may be looking for someone. Whichever it is, the person should be able to:

- be a good role model for living healthy,
- get people excited about the program,
- be a good leader,
- work well with all different kinds of people,
- assign duties to team members,
- work with the group to determine "next steps."

Form a Committee
The Wellness Committee should meet regularly. You may choose to hold regular meetings once a month. During busy times, you might meet once a week. Keep meetings simple and fun. Here are some steps to get your committee started:

Invite People to Join
A strong committee will include people from different units and departments. It should include managers, the workers, and janitorial staff. Each will be able to bring different viewpoints and ideas.

Create a Mission Statement
Your mission statement is just a sentence or two. It will state the purpose of the committee.

Make a Wellness Statement
The mission of our Wellness Committee is to establish and maintain a worksite that provides support for a healthy lifestyle.

Check for Health

Nutrition Education and Obesity Prevention Branch—Worksite Program

Worksite Environmental Assessment

Healthy Vending Machines

Do you find workers looking for snacks throughout the day? Do you wish there was an easy way for staff to pick up something healthy? This simple guide will help you get healthy snacks into the hands of hungry workers.

STEPS TO SUCCESS

1. Here is another great project for the Wellness Coordinator! They can come up with a plan to make healthy vending a success.
2. Decide what kinds of changes need to be made. Get staff input.
3. Talk to your vendor.
4. Educate workers on how they can benefit from the vending changes.
5. Every few months talk about how the program is going. Make changes as they are needed.

TOOL TIPS

What Changes Should You Make?
There is no law telling private companies what they need to have in their vending machines. But you can choose to create a healthier work environment for the good of your workers. And you get to decide what kinds of changes you want to make.

Some Ideas to Consider

- There are already lots of healthy vending items out there. One can be found here: www.fda.gov. You can find others on our website: www.dhs.gov/programs/ohp/worksites/ohp/worksitesfit.aspx.

Working with Your Vendor
Businesses can decide what foods are in their onsite vending machines. You can tell your vendor what foods you want. Some vendors may not want to make healthy changes. They may believe it will hurt their sales. Other vendors will be happy to make healthy changes. For the health of your workers, find out what your vendor is willing to do. If you are choosing a vendor, ask what healthy foods will be offered. Go to www.dhs.gov/programs/ohp/worksites/ohp/worksitesfit.aspx for an example of a letter a business might send to their vendor.

Emphasize that you are making the health of your workers a priority. This will help get buy-in from workers. Promote the viewpoint of "providing additional healthy snacks because we care" rather than "having any delicious snacks."

- 35% of vending items meet the new standards for the first month.
- 55% of vending items meet the new standards after 2-3 months.
- 75% of vending items meet the new standards after 3-4 months.
- 100% of vending items meet new standard after 6 months.

HEALTHY VENDING MACHINES | 31

STARTING A WELLNESS COMMITTEE | 13

California Fit Business Kit



The *Worksite Program's California Fit Business Kit* tools:

1. **Check for Health**
2. **Starting a Wellness Committee**
3. **Healthy Meetings**
4. **Healthy Dining Menu Guidelines**
5. **Go for H²O**
6. **Farm Fresh Produce Delivery**
7. **Healthy Vending Machines**
8. **Starting a Farmers' Market**
9. **Creating a Breastfeeding-Friendly Worksite**
10. **Physical Activity Integration**
11. **Physical Activity Clubs**
12. **Improving Worksite Stairwells**
13. **Take Action!**

Connecting Community Health Education and Health Fairs at the Worksite



Health Fairs and Health Education

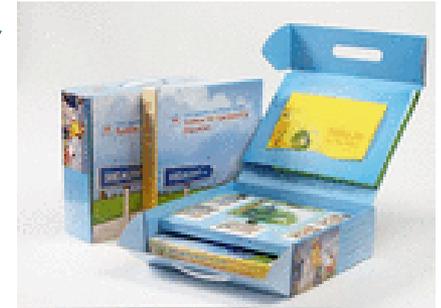
- Working with *Worksite Program* partners to provide preventative health care education, screenings, and additional outreach for employees

Farmers' Markets

- Develop relationships with engaged worksites and farmers to create or enhance farmers' market efforts in the community

Integrating Messages

- ***Latino & African American Campaigns***
 - *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*



- **Harvest of the Month**

- Monthly newsletter is a great addition to worksites in the break rooms to educate about fruits and vegetables

- **Rethink Your Drink**



Partner with State Implementing Agencies



Partnerships for multilevel worksite program interventions.

SIAs

- **Department of Aging**
- **Department of Social Services**
- **WIC**
- **CalFresh**

Worksites make an ideal location for multi-level evidence based PSE



 Arthritis Foundation
Walk With Ease Program™

rethink
YOUR DRINK

Harvest
of the
Month
Network for a Healthy California



 American
Diabetes
Association.

 American
Heart
Association®
Learn and Live



Contact Information



Jennifer Murphy MS, RD, CLC
Nutrition Education Specialist III
Training Coordinator
Center for Healthy Communities (CHC)
(530) 898-4318
jemurphy@csuchico.edu

Nutrition Education and Obesity Prevention Branch
Program and Resource Department
Gloria Dawson, BA, CHES
Program Manger
gdawson@cdph.ca.gov

[Resources](#)

www.networkforahealthycalifornia.net/worksite