


THE HEALTH COMMUNICATION UNIT
at the Dalla Lana School of Public Health
University of Toronto

Health Promotion 102

Workplace Health Promotion



Webinar Session 2 of 3

Diagnosing & Strategizing


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Quick Recap re: Session 1



- Structure of HP 102 (5 parts to each module)
- Audience and Use
- Modules:
 - Introduction
 - Element One – Obtain Management & Labour Support
 - Element Two – Establish a Healthy Workplace Committee

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**The Third Module
Element Three –
Conduct a Situational
Assessment**

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What...




...does the term

'Prescription without Diagnosis is Malpractice'

...mean to you?

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**Conducting a Situational
Assessment**



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**Element Three
Conduct a Situational Assessment**

Last Updated: January 5, 2011

Learning Outcomes

By the end of this module, you will be able to:

- Explain what a healthy workplace situational assessment could include and how to decide what to include;
- Explain the six typical types of healthy workplace situational assessment tools;
- Describe the key considerations for success when conducting a situational assessment; and
- Identify sources of information and tools that can be used when conducting a situational assessment.

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Pre-Learning Reflection

- Already Know
- Must Know/Must Find Out
- Would be Nice to Know

Internal Consultant
vs.
Intermediary?

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Element Three

Conduct a Situational Assessment

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Introduction
The Foundation and Background of Workplace Health Promotion

Element One
Obtain Management and Labour Support

Element Two
Establishing a Healthy Workplace Committee

Element Three
Conduct a Situational Assessment

Element Four
Develop Your Strategy

Element Five
Develop a Program and Evaluation Plan

Element Six
Obtain Management and Labour Support

The CIWHP Planning Framework

Situational Assessment Basics

Starting a Situational Assessment

Identify Information Gaps

Understanding the Types of Situational Assessment Tools

Choosing a Situational Assessment Tool

Tips for Successful Survey Implementation

Beyond Surveys

Summary

Learning Content

The CIWHP Planning Framework

Recall the eight elements of the Comprehensive Workplace Health Promotion (CIWHP) Elements Framework:

Element	Title
1	Obtain Management and Labour Support
2	Establish a Healthy Workplace Committee
3	Conduct a Situational Assessment
4	Develop Healthy Workplace Plan
5	Develop Program and Evaluation Plan
6	Obtain Management and Labour Support
7	Implement Plan
8	Generate Evaluation Report

Once management, organized labour and any other key organizational players are in support of the concept of a healthy workplace strategy and a healthy workplace committee has been established, the next element is to conduct a healthy workplace situational assessment.

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SA Basics

- What is a healthy workplace situational assessment (SA) ?
- Why conduct a SA?
- How does a SA influence planning?

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Tips for Survey Implementation

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Double check:

- Management supportive
- Policies re: sensitive issues
- Instructions, Ease, Time, Timing, Access
- Participation is voluntary
- Reading and/or literacy levels
- Meeting objectives
- Cost and time considered from various perspectives

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More Tips

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- Acknowledge all three categories of CWHP
- Decide on the report format B4
- Tell 2x B4
- Communicate full process B4
- Follow-up as committed
- Train the HW committee on their role

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The Intermediary's Quandary

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Advise on Tool? Advise on Vendor/Partner?

Coach Interpretation? Collect Data?


Advise on Process? Advise on Customization?

-Provide one Tool?
-Provide various tools to choose from?
- Provide a customizable tool?

Who owns the data? Interpret?

Facilitate focus groups?


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The Fifth Module Element Four Develop Your Strategy

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Element Four Develop Your Strategy

Learning Content

The CWHP Planning Framework

Recall the eight elements of the Comprehensive Workplace Health Promotion (CWHP) Planning Framework.

Element	Title
1	Obtain Management and Labour Support
2	Establish a Healthy Workplace Committee
3	Conduct a Situational Assessment
4	Develop Healthy Workplace Plan
5	Develop Program and Evaluation Plan
6	Obtain Management and Labour Support
7	Implement Plan
8	Generate Evaluation Report

Once you've obtained support, established a committee and have completed the situational assessment, the next element is to develop an overall healthy workplace strategy. This element represents this strategic level of planning.

What is planning? Planning is a series of decisions - from strategic decisions, such as identifying priorities, to specific operational details, such as program implementation. Planning is based on the collection and analysis of a wide range of information.

In the CWHP model, there are two key planning elements. The information you have gained in the situational assessment will inform your decisions in both Element 4 and Element 5. However, it is important to distinguish the strategic level of planning that occurs within Element 4 from the program, operational and evaluation planning that occurs within Element 5.

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The CWHP Planning Framework
Levels of Planning
Vision and Mission
Clarify any Frameworks, Values or Guiding Principles
Key Audiences

Last Update: January 5, 2011
Learning Content
Vision and Guiding Principles

Introduction
The Foundation and Background of Workplace Health Promotion.

Element One
Obtain Management and Labour Support

Element Two
Establish a Healthy Workplace Committee

Element Three
Conduct a Situational Assessment

Element Four
Develop Your Strategy

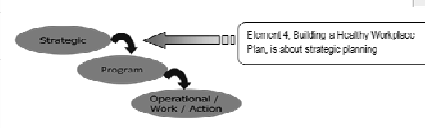
Element Five
Develop Program and Evaluation Plan

Element Six
Obtain Management and Labour Support

Element Seven
Implement Plan

Element Eight
Generate Evaluation Report

Levels of Planning



Recall the eight elements of the Comprehensive Workplace Health Promotion (CWHP) Planning Framework.

	Strategic	Program	Operational
Reason	Vision, mission, values, strategic direction, goals, key audiences, sustainability	Objectives, programs and activities, indicators, evaluation methods	Roles, responsibilities, resources, timelines for specific activities
Scope	Three to five year strategic plan	One-year program plan	Day-to-day work plans
Key Stakeholders in Planning	Senior management, board, key decision-makers, labour, key internal and external partners	Management, employees	Delivery partners, healthy workplace committee, volunteers, employees
Data	Broad search	Audience analysis, best practices, evaluations	

Vision

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- Describes a preferred future state;
- Is memorable and inspiring;
- Provides a realistic goal for the organization to try to achieve;
- Projects group values into the future;
- Serves to enrol and motivate others through its focus and appeal.

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Vision Samples

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Sample one:

- An organization that people want to work for because we are a supportive, energetic, healthy and successful organization.

Sample two:

- Employees are physically, mentally and emotionally well; they are engaged and productive and they feel they are working for a supportive organization that encourages them and their families to live healthy, balances lives.


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But...

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- Integrated vs. Separate?

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Healthy Workplace Goal 

- Same or different from vision?

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Sample Goals 


Sample one:

- To improve employee physical and mental well-being.

Sample two:

- To increase employee health, engagement and productivity.

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Vision vs. Mission 

- Desired future state

vs

- Statement of purpose
- Why something exists & how it is working to achieve the vision
- Often the same as the HW committee purpose statement

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Sample Mission 


Sample one:

- The organization is committed to being a healthy workplace. To that end, we have established a healthy workplace strategy and committee to help employees maintain physical and emotional well-being through relevant activities, information sharing and resources

Sample two:

- The healthy workplace strategy seeks to improve levels of employee engagement and reduce employee absenteeism by developing and implementing plans in response to our annual employee engagement survey


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And... 

Clarify any Frameworks, Values or Guiding Principles

- What frameworks might apply?
- What values?
- What guiding principles?

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Sample Guiding Principles 

- Decisions will be made with the understanding that an individual's health is influenced by many interconnected factors
- Our approach will be comprehensive, taking into account health and safety, lifestyle practices and organizational culture
- We will seek to be responsive to the needs of both the organization and employees
- We recognize that participation by employees at all levels is key to successfully creating a sustainable, healthy workplace

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Key Audience

- When might it be narrower than 'all employees'?
- When might it be broader than 'all employees'?

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Next Sessions

Session Three:
 - Friday March 4th – 9:30-11:30


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Wrap-up



- Thank you for your participation!
- Please contact us with questions or consultation requests hc.unit@utoronto.ca
- We will send you a link to evaluate this webinar; please complete the evaluation!

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Know what's weird?

**Day by day, nothing
seems to change. But
pretty soon, everything's
different.**

– Calvin (Calvin & Hobbes)

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