



IAWHP'S **Austin Announcement** ON WORKSITE HEALTH PROMOTION

APRIL 6, 2010

“Worksite health promotion represents a corporate set of strategic and tactical actions that seek to optimize worker health and business performance. In the worksite environment, health promotion programs have the potential to reach a large and relatively stable population with extended frequency and exposure to messaging along with the reinforcement for adoption and continued participation in programs through supportive networks and peer influences. The selection of programs that are informed by evidence-based recommendations is an important component in the overall design of solutions that generate strong health and economic outcomes.

“The consideration of what works in worksite health promotion based on a review of all scientific evidence on a particular topic is an important step in the application of worksite programs. IAWHP strongly endorses the widespread dissemination and subsequent use in program design of the recommendations for worksite-based interventions to improve workers’ health by the Task Force on Community Preventive Services.¹ These recommendations specifically state:

1. Assessment of health risks with feedback (through health risk assessments or biometric screenings) plus the provision of health education with or without other interventions, is recommended based on strong evidence of effectiveness in improving one or more health behaviors or conditions in populations of workers.
2. Incentives and competitions to increase smoking cessation when combined with additional interventions and smoke-free policies to reduce tobacco use among workers are both recommended based on sufficient evidence of effectiveness.

“The application of worksite health promotion programs that optimize the use of evidence-based recommendations and incorporate multi-level comprehensive approaches, tend to produce positive health outcomes that are associated with savings.² Based on a comprehensive meta-analysis of the available literature, worksite health promotion programs can generate medical cost savings of about \$3.27 and absenteeism-related savings of about \$2.73 for every dollar invested.”

References

1. Task Force on Community Preventive Services. Recommendations for worksite-based interventions to improve workers’ health. *Am J Prev Med* 2010;38(2S):S232-S236.
2. Baicker K, Cutler D, Song Z. Workplace wellness programs can generate savings. *Health Aff* 2010;29(2):304-311.

This Announcement was adopted at the IAWHP Board of Directors Meeting on March 16, 2010 and subsequently presented to attendees at the Annual IAWHP Conference on April 6, 2010.