



SAMPLE Worksite Health Improvement Plan

VISION: To create a worksite environment supportive of and help employees engage in healthy behaviors that contribute to the prevention and management chronic conditions (such as diabetes, obesity, and cardiovascular disease)

Your vision is ideally aligned with the strategic plan of the organization and represents the highest level of *impact* you aim to achieve. You may evaluate your efforts by assessing changes in health outcomes (such as decreases in chronic conditions or improved management of chronic conditions) as well as business goals (such as increased productivity, morale, and employee retention). Achieving such impact generally requires implementing a comprehensive wellness program with multiple long-term strategies of 5 to 7 years.

GOAL 1: Support employees in achieving the recommended amount of physical activity (according to the 2008 Physical Activity Guidelines for Americans)

GOAL 2: Support employees in eating a healthy diet consistent with the 2010 dietary guidelines (developed by the U.S. Department of Agriculture and Department of Health and Human Services)

Your goals support the overall vision and progress can be measured through *long-term and intermediate outcomes*, which often can be achieved within 3 to 5 years.

OBJECTIVES support the overall goal, and progress can be measured through short-term and intermediate outcomes, as well as measuring achievements in the implementation *process*. Your worksite can take *quantitative* measures (employee data, surveys, observation) as well as *qualitative* measures (focus groups, surveys with open-ended questions, comment boxes). All objectives should be “SMART” (specific, measurable, achievable, relevant, and time-bound).

Objective 1:	By [date], [percent] of employees will engage in at least 30 minutes of physical activity [number] days a week Evaluation measure: Percentage of employees engaging in at least 30 minutes of physical activity [number] days a week					
Strategies	Implementation steps			Communication activities	Evaluation measures/measures of success (process, short-term and intermediate outcomes)	Budget (materials, staff time, incentives, other costs)
	How	Who	When			
Environmental support: Support walking/biking to work	Form team or identify champion			In staff meetings and emails, solicit team members, including representatives of facilities		
	Survey employees for interest in biking to work			Notify employees of upcoming survey and value of participation; distribute survey	# of employees who participate in survey	
	Identify bike parking area, determine needs to build out, identify potential partners (e.g. neighboring offices)					
	Identify resources necessary and any subsidized resources (e.g. bike racks)					
	Build out bike parking area and changing facility (if applicable)			Communicate upcoming work and facilities to be available to employees	# of employees using bike rack	
	Identify safe walking and biking routes				# of safe walking/biking routes identified	
	Determine what incentives to offer employees					
	Promote all resources supporting active commuting to employees			Using multiple channels, promote use of worksite resources (featuring incentives/incentive program), distribute safe routes maps	# of incentive items and maps distributed	

	Publicly recognize active commuters			Communicate success with program and share employee success stories		
	Evaluate success				Successful implementation of strategy	
					# of employees participating in active commuting	
Policy: Flexible schedules fostering physical activity	Identify team to develop policy			Solicit team members based on team needs (e.g. participants from HR and management)		
	Identify examples of flextime policies and activities; develop a policy appropriate for your worksite, accounting for workflow, shifts, team needs, and customer or client needs					
	Communicate the policy to managers to gain support			Share the policy and its purpose with managers in meetings, allowing for dialog to address concerns		
	Communicate the policy to employees and encourage use			Using multiple channels, promote the new policy and how it works to employees		
	Evaluate success				Successful implementation of strategy	
					# of employees utilizing flex time for physical activity	
					# of employees engaging in at least 30 minutes of physical activity/day for x	

					days/week	
Program: Walking program/groups	Identify a planning group			Solicit planning group members, including members who will actively participate in walking group		
	Assess walking route options in area and employee preferences			Encourage employee input regarding preferences through survey, during staff meetings, etc.		
	Identify routes and create walking maps					
	Create a steps challenge				Milestones reached in challenge (e.g. miles walked by participants)	
	Promote the group(s)			Communicate when and where the group meets and co-promote the steps challenge (if offering one)		
	Hold a kick-off event			Promote event and recommend that participants bring a friend; distribute walking maps		
	Evaluate success				Successful implementation of strategy # of participants at each group walk # of miles walked	
Awareness & educational effort: Encourage use of stairs	Identify wellness champion or team			Solicit team members		
	Assess the state of worksite stairwells; make stairwells safe to use; open stairwells					
	Make stairwells more			Communicate upcoming		

	appealing with paint, art, etc.			improvements to employees and provide opportunities for input		
	Incorporate a challenge to incentivize use of stairs			Promote the challenge and communicate what incentives are being offered	Milestones reached, incentives given away, or other measures related to challenge	
	Develop and post signs at decision points (stairwells and elevators)			Inform employees of improvements made to stairwells and offer motivating messages about the value of using stairs		
	Evaluate success				Successful implementation of strategy # of employees who use stairs	
Objective 2:	By [date], identify and implement at least three strategies that will increase access to healthy food choices among at least [percent] of employees Evaluation measure: Number of evidence-based strategies successfully implemented and percentage of employees impacted					
Policy: Healthy meetings (Note: physical activity can also be incorporated into a healthy meetings policy)	Identify a champion or create team					
	Create set of healthy meeting guidelines and internal list of preferred vendors			Communicate to employees the effort to create healthy meetings, as well as the value of healthier meetings	# of vendors satisfying your worksite's healthy meeting food policy	
	Develop menu suggestions and list of healthy food options; determine how to label healthier options at meetings			Provide opportunities for employees to offer input and request their preferred healthier foods; communicate new guidelines to employees		
	Evaluate success				Successful implementation	

					of strategy	
					# of meetings and events satisfying healthy meeting guidelines	
					# of servings of fruits, vegetables, and other healthier options consumed at meetings and events	
Environmental support: Provide nutritional information	Identify a champion or team			Solicit team members, including representatives from food services		
	Assess needs related to nutritional labeling and develop guidelines for information to provide at all concessions					
	Create plan for identifying healthier options			Share initiative with employees to create buy-in and encourage informed choices about foods and beverages at work		
	Plan and implement nutritional labeling, including kick-off activities (such as healthy food tastings)			Create point of purchase signage at all concessions to draw employees' attention to nutritional labels and healthier food options; communicate how employees can make healthier choices (including information on how to read nutritional labeling)		
	Write nutritional labeling requirements into vendor RFPs and contracts				# of vendors meeting requirements	

	Evaluate success				Successful implementation of strategy	
					# of healthier selections made by employees	
					Interest in and use of nutrition labeling	
Environmental support: Establish a farmer's market (or bring healthy food vendors to worksite)	Identify a champion or team					
	Assess employee interest in a farmer's market or similar effort (such as a CSA drop-off at worksite)			Communicate the intention to create farmer's market or similar effort; promote participation in a survey or solicit input in meetings		
	Identify potential vendors; ensure that all permitting and other requirements will be met					
	Identify optimal time and location for holding the market and plan for kick-off			Create an overall communication plan to promote the market and engage in ongoing marketing efforts		
	Evaluate success				Successful implementation of strategy	
					# of customers at the farmer's market and dollar amount spent	
					# of servings of fruits and vegetables consumed	

Awareness & educational effort: Seminars, workshops, and classes	Identify a champion or create a team					
	Select the areas/topics to address and identify related resources (to speak, hold cooking demonstrations, etc.)					
	Plan events to best meet employee schedules and needs and identify takeaway resources					
	Promote events			Communicate to employees details of the event and what they will gain through participation (knowledge, skills, etc.)	Effectiveness of presentation/event	
	Evaluate success				Successful implementation of strategy Changes in knowledge or intention to eat healthier	
Total healthy worksite budget						\$