• What is the Cancer Task Force?
  – **Coalition** implementing **community change strategies** to help prevent cancer in Catawba County
  – Members represent organizations involved in entire cancer spectrum

• **Led by Catawba County Health Partners**
  • 501(c)(3) nonprofit managed by Catawba County Public Health and governed by a multi-sector board of directors
  • Exists solely to **address Catawba County’s health priorities** through broad, sustainable policy, systems, & environmental changes
  • Priorities determined every 4 years by **Community Health Assessment**
Cancer Burden: Catawba County

• Cancer has been a **Catawba County health priority** since 2007

  • **Leading cause of death** in Catawba County
    - Men and women ages 40-85
    - Lung cancer highest, followed by breast cancer for women, prostate cancer for men, and colon cancer for both genders

• State-of-the-art screening & treatment available locally; **prevention = challenge**

• **Making cancer a health priority = greater focus on prevention**
Cancer Burden: Employers

- Economic toll from cancer is nearly 20% higher than heart disease, the second leading cause of economic loss ($895 billion and $753 billion respectively)
- Health related **productivity losses** cost U.S. employers $225.8 billion annually
  - Studies estimate **36% of employees do not return** to work following treatment for cancer
- Cancer related disease accounts for 1% of a typical employer’s healthcare claims, but equates to **10% of healthcare costs**
- Cancer is the disease employees fear most – and it will affect **1 in 4 Americans in their lifetime**

*(Sources: American Cancer Society, C-Change)*
Worksites + Cancer Prevention

• Studies show worksite wellness programs with cancer prevention and early detection strategies:
  ◦ Improve employee health
  ◦ Avert direct medical costs
  ◦ Reduce lost productivity
  ◦ Reduce disability
  ◦ Reduce employee turnover

• Bottom line: healthy workforce = healthy business = healthy economy = healthy community
• Provides recognition to employers meeting evidence-based worksite wellness standards that help prevent cancer

1. **Policy & Organizational Support**
   • Critical to success of wellness programs

2. **Tobacco Control**

3. **Nutrition**

4. **Physical Activity**
   • Top three preventable causes of death in NC; all connected to cancer in some way

5. **Cancer Prevention, Screening & Early Detection**
Validity of Program Standards

- Funded by $40,000 NACCHO grant requiring use of evidence-based practices (proven to work)
- Standards align with evidence-based recommendations from nationally-validated sources
  - CDC
  - U.S. Preventive Services Task Force
  - Community Preventive Services Task Force
- And also with the North Carolina Comprehensive Cancer Control Plan
  - Statewide blueprint for cancer prevention and control in NC
WellBusiness Goals

• Reward employers for what they’re already doing: creating healthier work environments to support a healthier, cancer-free workforce

• Incentivize employers to grow wellness plans to attain/increase recognition

• **Increase effectiveness** of wellness programs by promoting inclusion of evidence-based practices

• Foster a **culture of health** in our community

• Ultimately, **improve the cancer outlook** for Catawba County
WellBusiness Process

• Complete & submit program application @ no cost
  • Indicate which standards are being met
    • Standards carry points based on impact and weight of evidence
  • List examples of the policies and practices in place to support those standards
• Submit completed application to Cancer Task Force for review, follow-up and scoring

• Companies meeting minimum requirements may be eligible for WellBusiness recognition at Gold, Silver, or Bronze level, depending on score and company size
  – Small business = less than 250 employees
  – Large business = 250 employees or more

• Because sustainability is important, must re-apply annually to be recognized/upgrade
WellBusiness Eligibility

• To be eligible for WellBusiness designation, companies must:
  – Be located entirely or partially in Catawba County
  – Meet a minimum of one standard in all 5 sections
  – Complete application based on activities impacting Catawba County employees
    • Example: HQ in NY provides on-site gym access to employees at HQ, but not for employees in Catawba County = answer “no” to that standard
WellBusiness Recognition Components

- **Public Recognition:** publicity, advertising
- **Awards:** certificate, banner, window clings
- **Branding:** use of WellBusiness logo on wellness materials, website, letterhead, promotional/recruitment materials
- **Event:** annual awards luncheon
- **Networking:** network-building, TA resources
WellBusiness Application
## Policy & Organizational Support

15 Standards / 27 Maximum Points

### Policy and Organizational Support

**During the past 12 months, did your worksite:**

1. Conduct an employee needs and interests assessment for planning health promotion activities?
   - Answer “yes” if, for example, your organization administers focus groups, questionnaires, or employee satisfaction surveys to assess your employee health promotion program(s), including the solicitation of interest levels for new or existing health promotion programs. Answer “no” if your organization administers general surveys that do not assess your employee health promotion program(s).
   - **Score:** 0

   **Example and Implementation Timeframe:**

2. Conduct employee health risk assessments/appraisals through vendors, on-site staff, or health plans and provide individual feedback and health education?
   - Answer “yes” if, for example, your organization provides individual feedback through written communication or phone call.
   - **Score:** 3

### Your Worksite's Policy and Organizational Supports Section Score:

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
<th>N/A</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Conduct an employee needs and interests assessment for planning health promotion activities?</td>
<td>☐</td>
<td>☑</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>2. Conduct employee health risk assessments/appraisals through vendors, on-site staff, or health plans and provide individual feedback and health education?</td>
<td>☑</td>
<td>☐</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Score:** 20

**Maximum Policy and Organizational Supports Section Score:** 27
# Tobacco Control

8 Standards / 18 Maximum Points

## TOBACCO CONTROL

During the past 12 months, did your worksite:

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
<th>N/A</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑</td>
<td></td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

### 1. Have a written policy banning the use of tobacco in any form anywhere on your worksite property?

Answer “yes” if your worksite is completely tobacco-free (not just smoke-free) both indoors and outdoors. This policy applies to all facilities and grounds whether owned, leased, or shared. This policy applies to all employees, including temporary workers, contractors, and visitors.

Example and Implementation Timeframe:

### 2. Actively enforce a written policy banning tobacco use?

Answer “yes” if, for example, your worksite posts signs, does not have ashtrays, or communicates this written policy banning tobacco use through various channels at your worksite.

Example and Implementation Timeframe:

### 3. Refer tobacco users to a state or other tobacco cessation telephone quitline?

Answer “yes” if, for example, your worksite refers to a state or other tobacco cessation telephone quitline.

Example and Implementation Timeframe:

Your Worksite's Tobacco Control Section Score: 9

Maximum Tobacco Control Section Score: 18
# Nutrition Supports

13 Standards / 23 Maximum Points

<table>
<thead>
<tr>
<th>NUTRITION SUPPORT</th>
<th>YES</th>
<th>NO</th>
<th>N/A</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>During the past 12 months, did your worksite:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Have a written policy or formal communication that makes healthier food and beverage choices available in cafeterias or snack bars?</td>
<td>☑️</td>
<td>☐️</td>
<td>☐️</td>
<td>1 pt.</td>
</tr>
<tr>
<td>Answer “yes” if, for example, the policy or formal communication makes vegetables, fruits, 100% fruit juices, whole grain items and trans fat-free or low-sodium snacks available in cafeterias or snack bars. Answer “N/A” if your worksite does not have cafeterias or snack bars.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Example and Implementation Timeframe:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Have a written policy or formal communication that makes healthier food and beverage choices available in vending machines?</td>
<td>☐️</td>
<td>☐️</td>
<td>☑️</td>
<td>(1 pt.)</td>
</tr>
<tr>
<td>Answer “yes” if, for example, the policy or formal communication makes vegetables, fruits, 100% fruit juices, whole grain items and trans fat-free or low-sodium snacks available in vending machines. Answer “N/A” if your worksite does not have vending machines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Example and Implementation Timeframe:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Make 25% or more of the food and 50% of the beverage choices available in vending machines, cafeterias, vending machines, and snack bars?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Answer “yes” if the healthy foods are items such as water, diet drinks, 100% fruit juice, low-fat milk, and 100% fruit juices, whole grain items and trans fat-free or low-sodium snacks available in vending machines or snack bars. Answer “N/A” if your worksite does not have vending machines.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Your Worksite’s Nutrition Support Section Score: | 12 |

Maximum Nutrition Support Section Score: | 23 |

Maximum Nutrition Support Section Score Applicable to You: | 19 |
Physical Activity Supports
12 Standards / 30 Maximum Points

<table>
<thead>
<tr>
<th>PHYSICAL ACTIVITY SUPPORTS</th>
<th>YES</th>
<th>NO</th>
<th>N/A</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>During the past 12 months, did your worksite:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Provide a fitness room or exercise facility on-site?</td>
<td>☑️</td>
<td>☐️</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Answer “yes” if your organization provides an onsite room or facility for exercise. On-site fitness facilities may range from a conference room with TV, DVD, mats and exercise balls available for employees to participate in lunchtime fitness classes, to a fully equipped and staffed exercise facility.</td>
<td>(3 pts.)</td>
<td>(0 pts.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Example and Implementation Timeframe:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Subsidize or discount the cost of on-site or offsite exercise facilities?</td>
<td>☑️</td>
<td>☐️</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Example and Implementation Timeframe:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Provide other environmental supports for recreation or physical activity?</td>
<td>☑️</td>
<td>☐️</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Answer “yes” if, for example, your worksite provides trails or a track for walking/jogging, maps of suitable walking routes, bicycle racks, a basketball court, open space designated for recreation or exercise, a shower and changing facility.</td>
<td>(3 pts.)</td>
<td>(0 pts.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Example and Implementation Timeframe:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Your Worksite's Physical Activity Support Section Score: 14
Maximum Physical Activity Support Section Score: 30
Maximum Physical Activity Support Section Score Applicable to You: 27
# Cancer Prevention, Screening & Early Detection Supports

## 17 Standards / 42 Maximum Points

<table>
<thead>
<tr>
<th>CANCER PREVENTION, SCREENING &amp; EARLY DETECTION SUPPORTS</th>
<th>YES</th>
<th>NO</th>
<th>N/A</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>During the past 12 months, did your worksite:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sun Protection</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Educate employees about the importance of workers’ sun protective behaviors, e.g. use of sunscreen, hats, and sun protective clothing?</td>
<td>☐</td>
<td>✓</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Answer “yes” if you provide programming that includes providing informational messages about sun protection to workers through instruction, small media such as posters or brochures, or both.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2 pts.)</td>
<td>(0 pts.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Example and Implementation Timeframe:**

2. Provide sun safety supports to encourage sun protection behaviors for outdoor workers (if applicable)?
   Answer “yes” if you provide shade structures, sun protective clothing/hats, and sunscreen and/or shade for outdoor workers when work conditions permit. Answer “N/A” if none of your workers are outdoors.

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
<th>N/A</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Your Worksite's Cancer Prevention, Screening, and Early Detection Supports Section Score: 23

Maximum Cancer Prevention, Screening, and Early Detection Supports Section Score: 42

Maximum Cancer Prevention, Screening, and Early Detection Supports Section Score Applicable to You: 42
## Total Score & Scoring

**Total Application Score**

<table>
<thead>
<tr>
<th>Your Worksite's Total Score:</th>
<th>78</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Total Score Applicable to You:</td>
<td>133</td>
</tr>
<tr>
<td>Overall Scoring Percentage</td>
<td>59%</td>
</tr>
</tbody>
</table>

Thank you for completing your application and submitting it to the Cancer Task Force. We will review your application and notify you of your results at a later date.

<table>
<thead>
<tr>
<th>Recognition Level</th>
<th>Small Businesses &lt;250 Employees</th>
<th>Large Businesses ≥250 Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>55% - 64% (77-90 points)</td>
<td>60% - 69% (84-97 points)</td>
</tr>
<tr>
<td>Silver</td>
<td>65% - 74% (91-104 points)</td>
<td>70% - 79% (98-111 points)</td>
</tr>
<tr>
<td>Gold</td>
<td>75% - 100% (105+ points)</td>
<td>80% - 100% (112+ points)</td>
</tr>
</tbody>
</table>
WellBusiness Pilot Testing

- Application piloted in June 2014 with 16 local businesses
- Program was positively received
- Incorporated feedback into application & program components
- Smaller pilot group reviewed changes
- Finalized application and program materials in October 2014

Pilot Companies:

- US Conec
- CVMC
- Transportation Insight
- HSM Solutions
- FRMC
- Catawba County
- Advance Pierre Foods
- Catawba Regional Hospice
- Broome Insurance
- Martin Starnes & Associates
- Peoples Bank
- YMCA of Catawba Valley
- City of Conover
- Best of Beers
- McCreary Modern
- Catawba Women’s Center
2015 WellBusiness Recipients

**Gold**
AdvancePierre Foods
Broome Associated Insurance
Catawba County Government
Catawba Valley Medical Center
CommScope, Inc.
Cornerstone Health Care
Corning Optical Communications
Frye Regional Medical Center
HSM Solutions
US Conec, Ltd.
von Drehle
YMCA of Catawba Valley

**Silver**
Catawba Regional Hospice
CertainTeed
Lee Industries, Inc.
Martin Starnes & Associates, CPAs
McCreary Modern, Inc.
Merchants Distributors, LLC

**Bronze**
Trinity Village
WellBusiness 2016

- **January 1, 2016:** Applications officially available; may be requested online

- [www.catawbacountyhealthpartners.org](http://www.catawbacountyhealthpartners.org)
  - Request form for application
  - Program overview, resource guide

- **Informational event & application workshop in January**

- **Deadline to apply:** February 26, 2016
Questions?

Be Rewarded For Your Commitment To Worksite Wellness.

The Cancer Task Force WellBusiness program recognizes companies using proven worksite wellness practices that not only help employees stay healthy, but also help prevent cancer. If your company has an active worksite wellness program impacting employees in Catawba County, you may be eligible to receive WellBusiness designation and a host of other WellBusiness benefits, including:

- WellBusiness Certificate and Banner
- Publicity and Advertising
- WellBusiness Branding
- Awards Luncheon Recognition
- WellBusiness Networking Opportunities

Why Cancer? Cancer is the leading cause of death in Catawba County. Studies show worksite wellness programs with cancer prevention and early detection strategies improve employee health, aver direct medical costs, reduce lost productivity, reduce disability, and reduce employee turnover.

Apply Today!
Visit www.catawbacountyhealthpartners.org to request an application. There is no fee to participate.

Deadline to Apply February 26, 2016

Contact:
Amy McCauley
Community Outreach Manager
Catawba County Public Health
Catawba County Health Partners
(828) 695-5818
amcccauley@catawbacountync.gov