



## Survey Report

Maine CDC Division of Population Health

Cardiovascular Health Program



Paul R. LePage, Governor

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**A special thank you to the Leadership Maine Phi Class Yellow Team who developed, administered, and analyzed the data.**

## Introduction

Over the past 10 years, the number of working-age adults with chronic conditions such as cardiovascular disease and diabetes has grown by 25<sup>1</sup> percent, further burdening our health care systems in the United States. Improvements in social and physical environments make healthy behaviors easier and more achievable for people living in Maine. A healthier community delivers healthier workers to our businesses, as well as a healthier population to our health care system.

According to the National Small Business Association, 93 percent of small businesses say the health of their employees is important to their businesses' bottom line, but just 22 percent are currently offering a wellness program<sup>2</sup>. Worksite wellness programs can help to support and reinforce healthy choices and behaviors, making it easier for Mainers to take charge of their health.

## Purpose of Survey

Healthy Maine Works (HMW), a Maine Center for Disease Control and Prevention (MeCDC) initiative, supports and provides employers of all sizes with free tools and resources to develop a worksite wellness program based on what has been proven effective. HMW was contacted by members of Leadership Maine, a leadership development program of the Maine Development Foundation, to learn more about the initiative and find out if it could assist those efforts.

It was decided that conducting a survey of Leadership Maine's more than 800 alumni would be a good way to learn:

- The number of alumni that currently do/do not have worksite wellness programs
- Their attitudes towards worksite wellness programs
- Barriers related to implementing worksite wellness programs
- Familiarity with Healthy Maine Works

## How the Survey was Performed

The Leadership Maine group developed a 22 question survey with input from Maine CDC staff. The survey was developed in Survey Monkey and sent out via email to Leadership Maine Alumni. Recipients had two weeks to respond. Leadership Maine Alumni include leaders in the community that represent employers, business owners and employees.

## Response Rate

A total of 250 participants responded to the survey.

## Questions Asked & Summary of Responses

Listed below are the questions that were asked in the survey:

- 1) Are you aware of a program in Maine called Healthy Maine Works that helps businesses build wellness programming in the workplace?
- 2) Which of the following health and worksite wellness programs is your organization offering to employees in 2014? (please check all that apply)
- 3) What are the top three reasons your organization offers employee wellness initiatives?
- 4) Does your organization have a funded position(s) dedicated solely to directing employee wellness initiatives?
- 5) What are the top three challenges your organization faces in relation to implementing employee wellness programs?
- 6) On average, what percent of your employees participate annually in your employee wellness programming?
- 7) Do you measure any of the following outcomes of your employee wellness programs?
- 8) To what degree do you think your wellness programming has been effective in improving the following outcomes?
- 9) Please indicate the degree of interest you think your employees would have in the following wellness topics:
- 10) Please indicate the degree to which you agree or disagree with the following statements.  
Worksite wellness initiatives:
- 11) Are you aware, or using, of these other worksite wellness resources/tools?
- 12) If your organization currently does not have an employee worksite wellness program how interested are you in developing a program in the-
- 13) Which types of behavioral motivators tend to work best to drive health and wellness among your employees?
- 14) How many employee FTEs (full time equivalent) do you have in your organization?
- 15) Is your organization For-Profit or Not-for-Profit?
- 16) Is your organization a Single-site or Multi-site Organization?
- 17) Which of the following categories best describes your organization?
- 18) In which county (counties) is your organization located?
- 19) Are you interested in learning more about Healthy Maine Works? Healthy Maine Works (HMW) is the Maine Center for Disease Control and Prevention's (MeCDC) initiative to support employers of all sizes with implementing worksite wellness programs.
- 20) Please provide us with your contact information below:
- 21) Thank you for your participation! If you have any final comments please feel free to add them below:
- 22) Thank you for your time! Please feel free to comment below if you have any feedback for us about your experience with Healthy Maine Works:

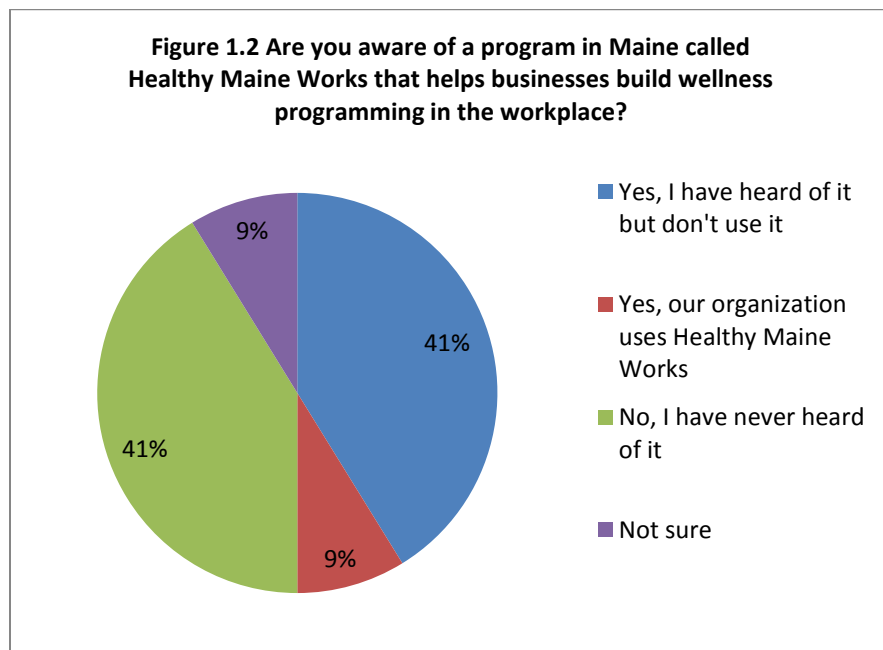
The following are the questions asked and a summary of the responses:

**1) Are you aware of a program in Maine called Healthy Maine Works that helps businesses build wellness programming in the workplace?**

This question was asked to learn how many Maine businesses knew of HMW and whether they were utilizing it.

**Figure 1.1**

Answer Options	Response Percent	Response Count
Yes, I have heard of it but don't use it	41.2%	103
Yes, our organization uses Healthy Maine Works	8.8%	22
No, I have never heard of it	41.2%	103
Not sure	8.8%	22
<b>Answered Question</b>		<b>250</b>
<b>Skipped Question</b>		<b>0</b>



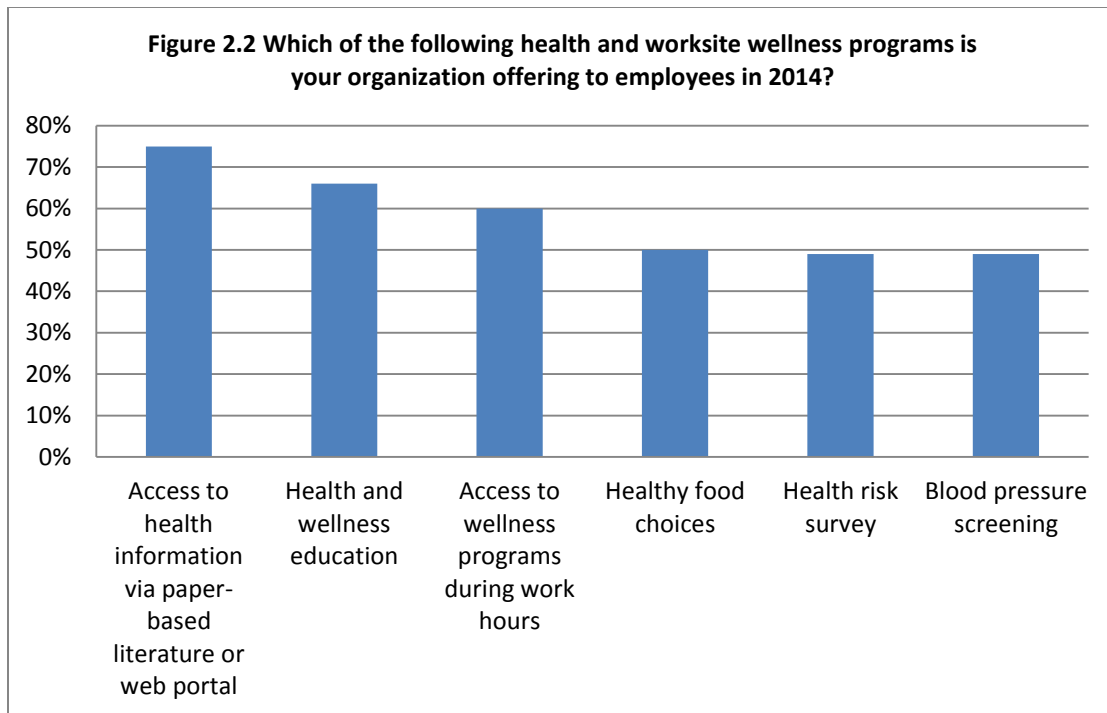
Of the combined 50 percent of respondents who had heard of HMW, only nine percent were actually using it.

**2) Which of the following health and worksite wellness programs is your organization offering to employees in 2014? (please check all that apply)**

This question was asked to find out information about businesses that currently had worksite wellness activities. Maine CDC was interested in finding out what was being offered and which activities were most popular.

**Figure 2.1**

Answer Options	Response Percent	Response Count
Access to health information via paper-based literature or web portal	75.3%	110
Health and wellness education	65.8%	96
Access to wellness programs during work hours	60.3%	88
Healthy food choices	50.7%	74
Health risk survey	49.3%	72
Blood pressure screening	48.6%	71
Coaching	48.6%	71
Smoking cessation program	45.9%	67
Mental Health counseling	42.5%	62
Off-site wellness discounts	39.7%	58
Biometric screening	38.4%	56
Vaccinations	38.4%	56
Access by employee dependents to wellness programs/initiatives	37.0%	54
Weight management	36.3%	53
On-site fitness center	35.6%	52
Nutrition counseling/education	33.6%	49
24/7 health line	30.8%	45
Chronic disease management programs	30.1%	44
Telephonic health coaching	26.7%	39
Substance abuse/misuse prevention	22.6%	33
Physical challenges	20.5%	30
On-site employee health center	14.4%	21
Massage Therapy	12.3%	18
Peer support group	9.6%	14
Unknown	6.2%	9
Other (please specify)		38
	<b>answered question</b>	<b>146</b>
	<b>skipped question</b>	<b>104</b>



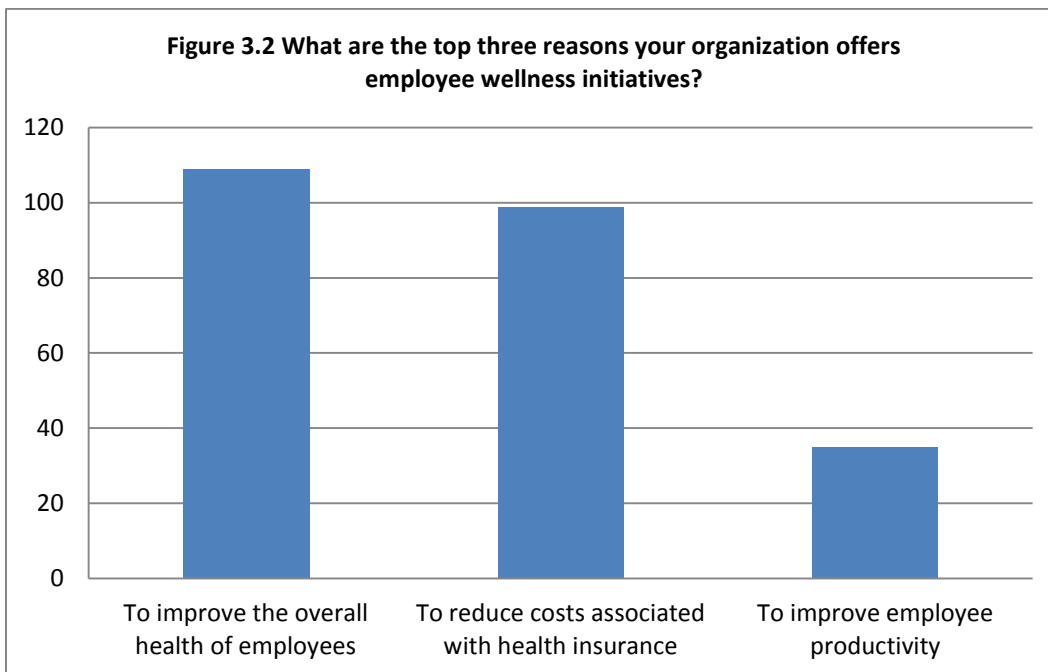
The most commonly offered activities provided are primarily literature based, information available approaches. Activities requiring more interaction like health coaching, health risk assessments (HRAs) and health screenings were being provided by less than half of survey participants. Activities with health behavior changes like physical challenges were less commonly used.



### 3) What are the top three reasons your organization offers employee wellness initiatives?

**Figure 3.1**

Answer Options	Most Important	Second Most Important	Third Most Important	Response Count
To improve the overall health of employees	74	20	15	109
To reduce costs associated with health insurance	37	46	16	99
Employee request	6	3	6	15
To reduce costs associated with workers' compensation and disability claims	6	12	13	31
To improve employee productivity	4	11	20	35
To attract, recruit, and retain talented employees	3	11	20	34
To reduce absenteeism	1	12	16	29
To improve employee morale	0	12	14	26
To reduce employee turnover rates	1	1	6	8
			<b>answered question</b>	134
			<b>skipped question</b>	116



Participant answers indicate that their organizations invest in worksite wellness to:

1. Improve the overall health of their employees
2. Reduce health care costs associated with health insurance
3. Improve employee productivity

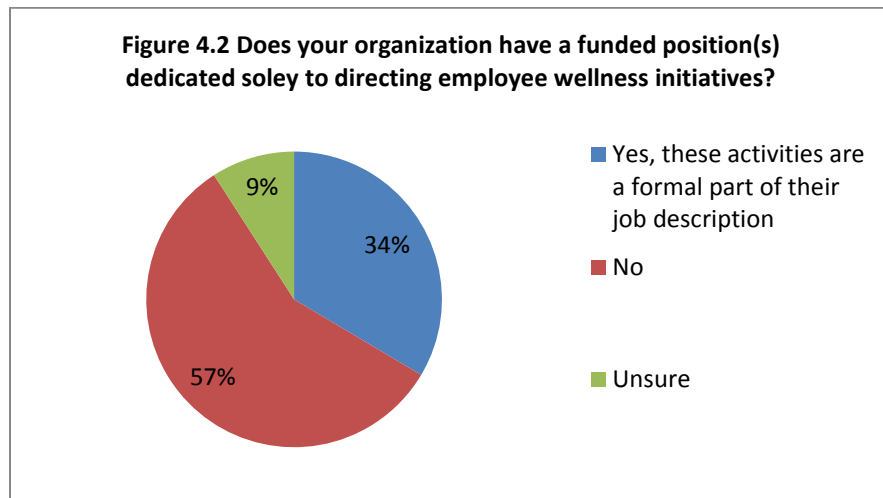
This reflects that businesses believe that having healthy employees will help benefit their business because employees will be healthy and more productive.

**4) Does your organization have a funded position(s) dedicated solely to directing employee wellness initiatives?**

This question was asked to find out how many businesses are able and/or willing to fund an employee position to promote worksite wellness and take charge of planning/promoting activities with other employees. This can improve coordination, implementation and outcomes.

**Figure 4.1**

Answer Options	Response Percent	Response Count
Yes, these activities are a formal part of their job description	33.5%	55
No	57.3%	94
Unsure	9.1%	15
	<b>answered question</b>	<b>164</b>
	<b>skipped question</b>	<b>86</b>



Thirty-four percent of respondents have an employee where workplace wellness activities are part of the job description. The majority of respondents (57 percent) do not have a dedicated position for this work. This shows that much of the work is done by employee(s) as an add-on to their other job duties, which may impact program success.

**5) What are the top three challenges your organization faces in relation to implementing employee wellness programs?**

This question helped identify what the barriers are for employers in implementing wellness programs. This information will assist in planning to help businesses overcome barriers to providing quality worksite wellness programs.

**Figure 5.1**

Answer Options	Greatest Challenge	Second Greatest Challenge	Third Greatest Challenge	Response Count
Lack of budget to support and sustain a program	30	15	7	52
Government compliance and regulation	2	3	0	5
Implementing and sustaining individual behavior change	26	24	10	60
Addressing the health needs of an aging workforce	12	8	7	27
Implementing and sustaining a "culture of wellness"	24	17	17	58
Impact is difficult to track and manage	10	8	13	31
Lack of management support for employee wellness programs	5	6	7	18
Unsure of how to implement employee wellness programs	4	11	8	23
Lack of employee participation or engagement	11	16	21	48
Employee lack of confidence in effectiveness of wellness programs	4	3	8	15
Lack of employee knowledge about the importance of wellness	0	10	5	15
Understanding employee attitudes towards wellness	4	3	10	17
Other (please specify)				24
		<b>Answered Question</b>		<b>135</b>
		<b>Skipped Question</b>		<b>115</b>



The top three barriers identified by participants were:

1. Lack of budget to support and sustain a program
2. Implementing and sustaining individual behavior change
3. Implementing and sustaining a "culture of wellness"

Information related to barriers is useful in order to tailor assistance and resources for employers through the HMW online planning tool and inform the technical assistance available through the local Healthy Maine Partnerships (HMPs).

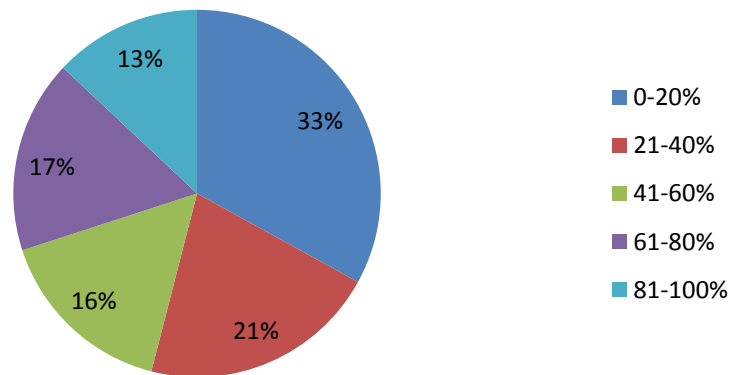
6) On average, what percent of your employees participate annually in your employee wellness programming?

This question was asked to find out the participation rates of the businesses' worksite wellness programs, which may indicate factors such as quality and comprehensiveness of the program.

Figure 6.1

Answer Options	Response Percent	Response Count
0-10%	23.7%	32
11-20%	8.9%	12
21-30%	16.3%	22
31-40%	5.2%	7
41-50%	8.9%	12
51-60%	6.7%	9
61-70%	8.1%	11
71-80%	8.9%	12
81-90%	7.4%	10
91-100%	5.9%	8
<b>Answered Question</b>		<b>135</b>
<b>Skipped Question</b>		<b>115</b>

Figure 6.2 On average, what percent of your employees participate annually in your employee wellness programming?



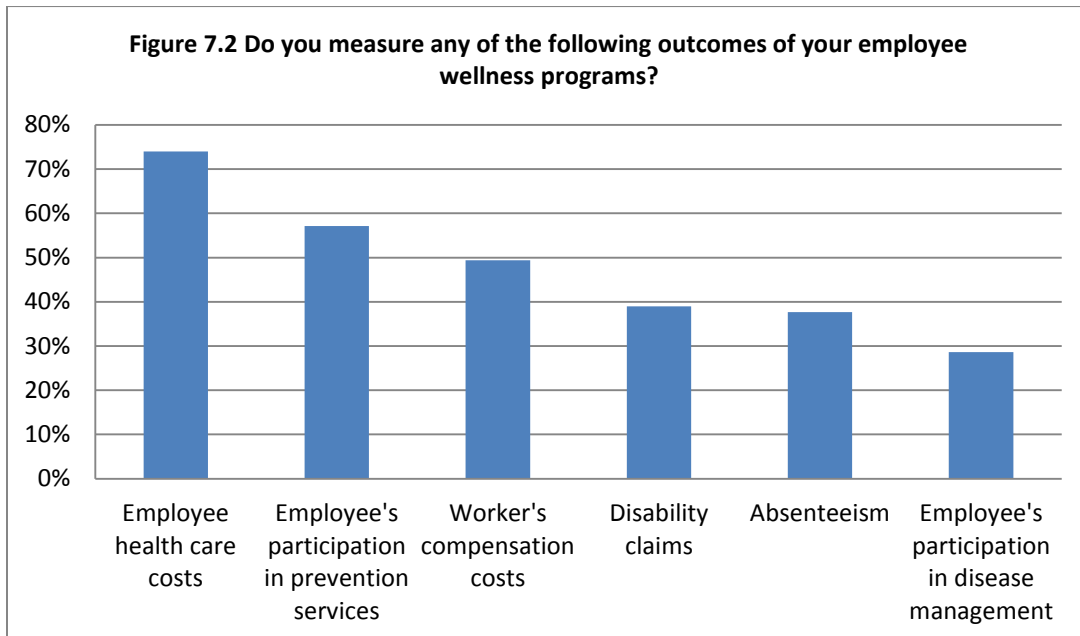
The overall graph indicates the participation rates for most respondents. This indicates that work can be done to help businesses successfully promote and implement quality worksite wellness programs that will attract more employee interest.

**7) Do you measure any of the following outcomes of your employee wellness programs?**

This question was asked to find out how many businesses actively track these indicators. The Workplace Wellness Programs Study Final Report states that “In spite of their popularity at workplace, the impact of wellness programs is rarely formally evaluated by employers.”<sup>3</sup>

**Figure 7.1**

Answer Options	Response Percent	Response Count
Employee health care costs	74.0%	57
Absenteeism	37.7%	29
Disability claims	39.0%	30
Worker's compensation costs	49.4%	38
Employee productivity	18.2%	14
Employee morale	23.4%	18
Employee's participation in prevention services	57.1%	44
Employee's participation in disease management	28.6%	22
Employees personal accountability	27.3%	21
Employee retention	23.4%	18
Other (please specify)		20
<b>Answered Question</b>		<b>77</b>
<b>Skipped Question</b>		<b>173</b>



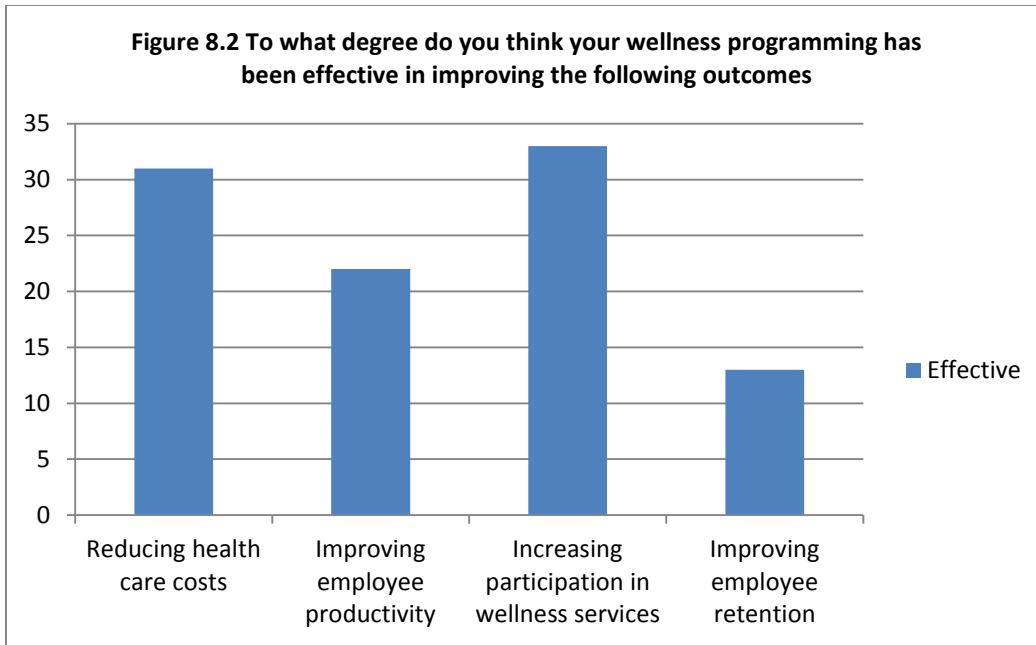
From the answers provided, it is clear that the majority of participants track the costs of employee health care and their participation in prevention services, but many other indicators are not tracked as closely, such as absenteeism and presenteeism.

**8) To what degree do you think your wellness programming has been effective in improving the following outcomes?**

This question was asked to see what elements of worksite wellness programs businesses believe are effective and what parts are not effective.

**Figure 8.1**

Answer Options	Very Effective	Effective	Somewhat Effective	Not Very Effective	Not at All Effective	Response Count
Reducing health care costs	10	31	31	15	7	94
Reducing worker absenteeism	3	16	40	21	8	88
Reducing workers' compensation claims	4	18	29	21	10	82
Improving employee productivity	1	22	43	16	7	89
Improving employee morale	7	26	35	18	6	92
Increasing participation in wellness services	9	33	30	16	6	94
Increasing participation in disease management	4	26	28	25	7	90
Increasing employee's personal accountability	6	17	35	26	7	91
Improving employee retention	1	13	32	30	11	87
<b>Answered Question</b>						<b>96</b>
<b>Skipped Question</b>						<b>154</b>



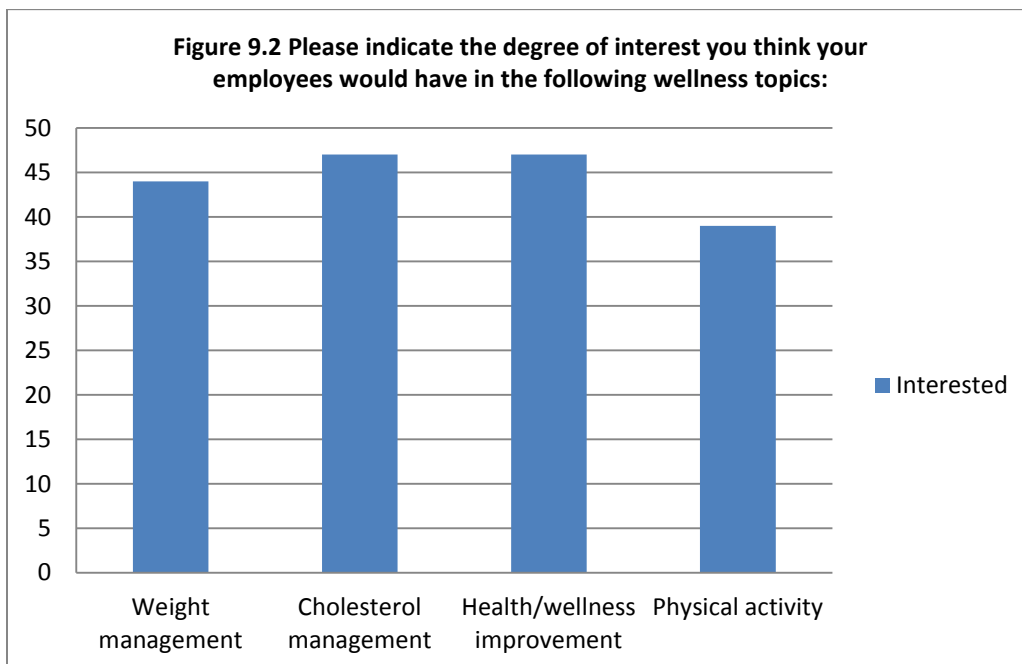
The overall belief is that worksite wellness programs are effective in reducing health care costs, increasing participation in wellness services and somewhat effective in boosting employee productivity. Many respondents indicate that wellness programs are not effective in improving employee retention.



9) Please indicate the degree of interest you think your employees would have in the following wellness topics:

Figure 9.1

Answer Options	Very Interested	Interested	Moderately Interested	Slightly Interested	Uninterested	Response Count
Asthma management	3	18	32	33	12	98
Blood pressure management	13	43	30	14	2	102
Cholesterol management	13	47	27	14	1	102
Diabetes management	13	36	29	17	5	100
Emotional health	17	32	34	13	5	101
Ergonomics	18	30	34	18	4	104
Fatigue reduction	18	30	37	14	5	104
Health/wellness improvement	19	47	29	8	2	105
Healthy cooking/meal planning	16	37	33	11	5	102
Oral health	5	18	39	29	6	97
Physical activity	16	39	34	9	2	100
Pregnancy/prenatal care	6	26	31	24	11	98
Smoking cessation	2	28	31	24	11	96
Substance abuse prevention	2	19	33	26	15	95
Weight management	31	44	20	9	1	105
					<b>Answered Question</b>	<b>112</b>
					<b>Skipped Question</b>	<b>138</b>



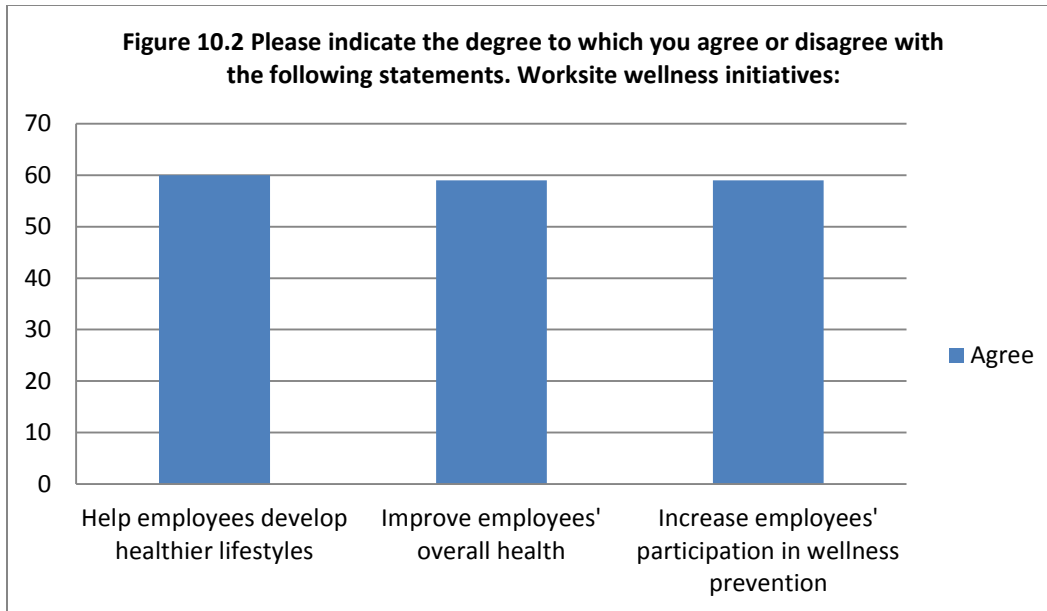
Many employers believe weight management, cholesterol management, health and wellness improvement and physical activity are topics of interest for their employees. This helps with planning what information should be provided to employers through HMW and what resources may be most desirable.

**10) Please indicate the degree to which you agree or disagree with the following statements.**

**Worksite wellness initiatives:**

**Figure 10.1**

Answer Options	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree	Response Count
Help employees develop healthier lifestyles	38	60	20	0	0	118
Impact a limited number of employees	9	50	23	31	3	116
Improve employees' overall health	31	59	25	3	0	118
Improve employee morale	25	55	31	5	0	116
Improve employee productivity	22	53	38	5	0	118
Improve services provided in your organization	21	45	40	11	1	118
Increase employees' participation in wellness prevention	34	59	22	3	0	118
Increase employees' participation in chronic disease	19	54	40	4	1	118
Increase employees' personal accountability	17	46	45	9	1	118
Lower health care costs	37	48	27	6	0	118
Reduce absenteeism	19	42	49	7	1	118
Reduce employee workers' compensation claims	20	34	59	4	1	118
Reduce employee disability claims	17	36	57	7	0	117
					<b>Answered Question</b>	<b>118</b>
					<b>Skipped Question</b>	<b>132</b>



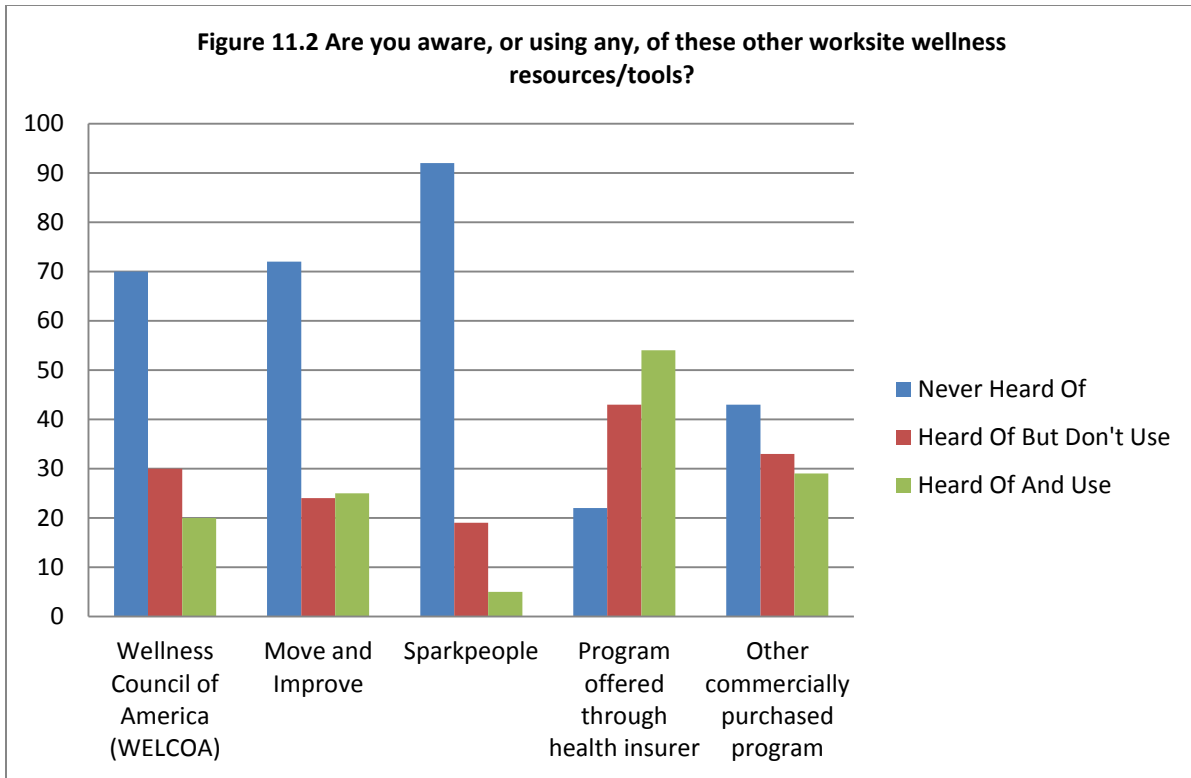
More than half of the respondents believe that worksite wellness initiatives help employees develop healthier lifestyles (51 percent), improve employees' overall health (50 percent) and increase employees' participation in wellness prevention (50 percent). An emphasis seems to be on making the employee healthy rather than economic impact.

### 11) Are you aware of, or using, these other worksite wellness resources/tools?

This question was asked to see which resources, if any, participants utilize for their worksite wellness efforts.

**Figure 11.1**

Answer Options	Never Heard Of	Heard Of But Don't Use	Heard Of And Use	Response Count
Wellness Council of America (WELCOA)	70	30	20	120
Move and Improve	72	24	25	121
Sparkpeople	92	19	5	116
Program offered through health insurer	22	43	54	119
Other commercially purchased program	43	33	29	105
Other, not listed above (please list in the comment section below)	27	2	9	38
Other (please specify)				17
		<b>Answered Question</b>		<b>122</b>
		<b>Skipped Question</b>		<b>128</b>



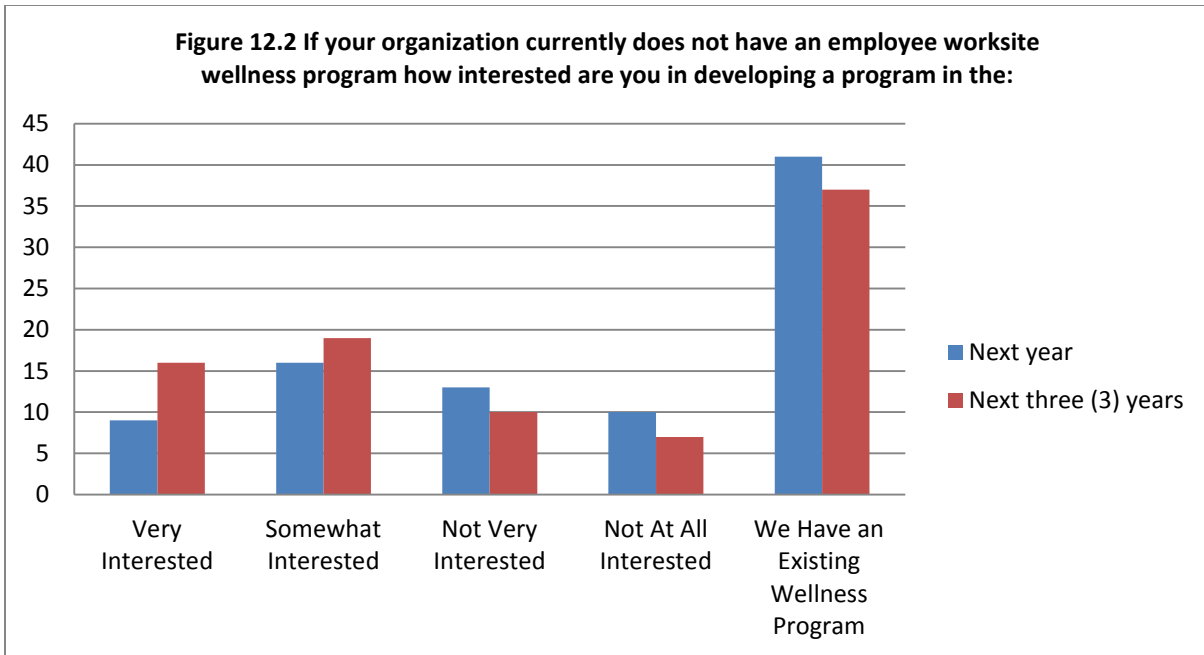
The top three identified programs were:

1. Program offered through health insurer
2. Other resources not listed
3. Move and Improve

**12) If your organization currently does not have an employee worksite wellness program how interested are you in developing a program in the:**

**Figure 12.1**

Answer Options	Very Interested	Somewhat Interested	Not Very Interested	Not At All Interested	We Have an Existing Wellness Program	Response Count
Next year	9	16	13	10	41	89
Next three (3) years	16	19	10	7	37	89
<b>Answered Question</b>						<b>98</b>
<b>Skipped Question</b>						<b>152</b>



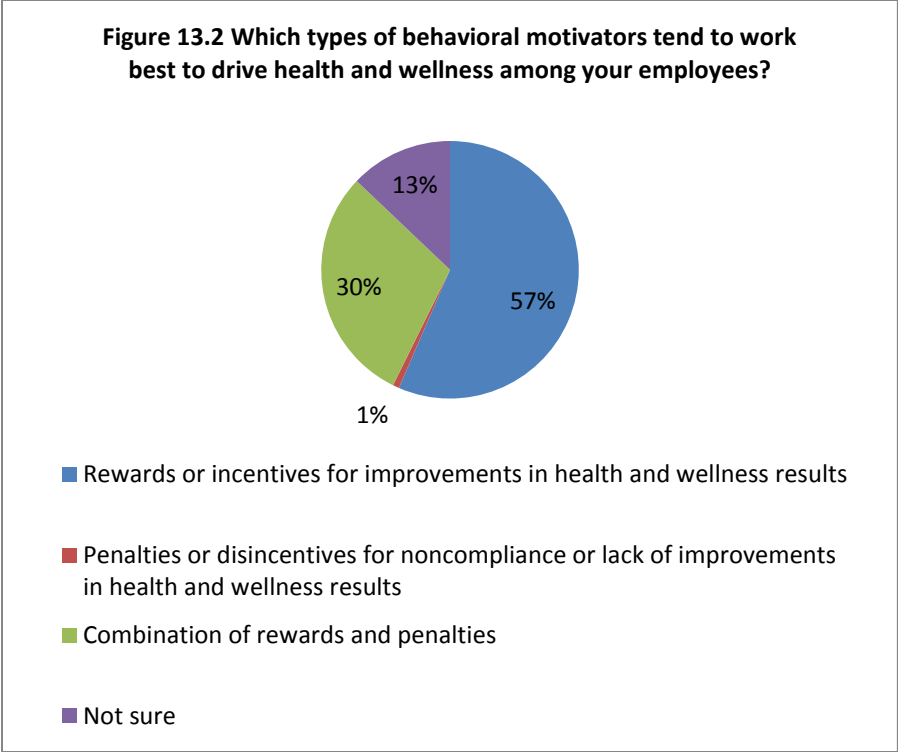
For those who answered this question and do not currently have an existing wellness program, the majority of them would be interested in starting a worksite wellness program within the next three years.

### 13) Which types of behavioral motivators tend to work best to drive health and wellness among your employees?

This question was asked to find out what respondents thought would best motivate employees to be healthy.

**Figure 13.1**

Answer Options	Response Percent	Response Count
Rewards or incentives for improvements in health and wellness results	56.5%	70
Penalties or disincentives for noncompliance or lack of improvements in health and wellness results	0.8%	1
Combination of rewards and penalties	29.8%	37
Not sure	12.9%	16
<b>Answered Question</b>		<b>124</b>
<b>Skipped Question</b>		<b>126</b>



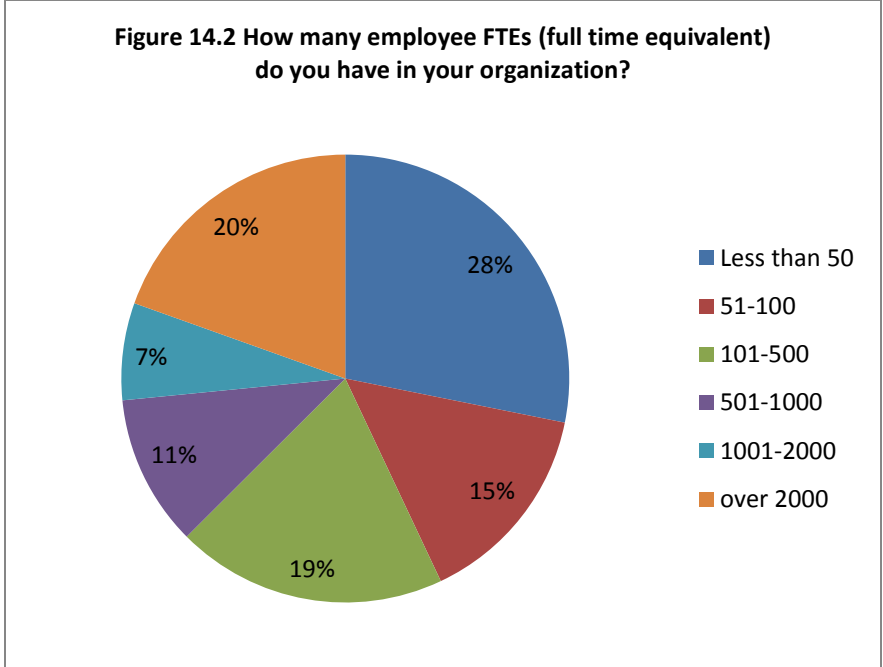
Fifty-seven percent feel that rewards or incentives for improvements in health is the best way to motivate employees and did not favor penalties or disincentives for noncompliance (one percent).

**14) How many employee FTEs (full time equivalent) do you have in your organization?**

This question was asked to find out business size.

**Figure 14.1**

Answer Options	Response Percent	Response Count
Less than 50	28.1%	36
51-100	14.8%	19
101-500	19.5%	25
501-1000	10.9%	14
1001-2000	7.0%	9
Over 2000	19.5%	25
<b>Answered Question</b>		<b>128</b>
<b>Skipped Question</b>		<b>122</b>



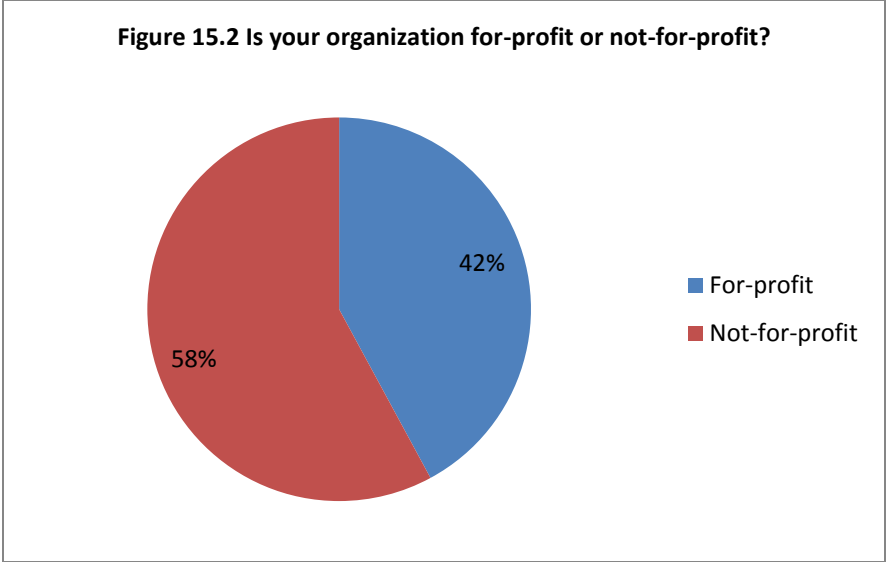
Twenty-eight percent of respondents have less than 50 employees. This will be help to plan how to engage smaller businesses in creating successful programs.

**15) Is your organization For-Profit or Not-for-Profit?**

This question was asked for demographics of the organizations participating in the survey.

**Figure 15.1**

Answer Options	Response Percent	Response Count
For-profit	42.1%	53
Not-for-profit	57.9%	73
<b>Answered Question</b>		<b>126</b>
<b>Skipped Question</b>		<b>124</b>



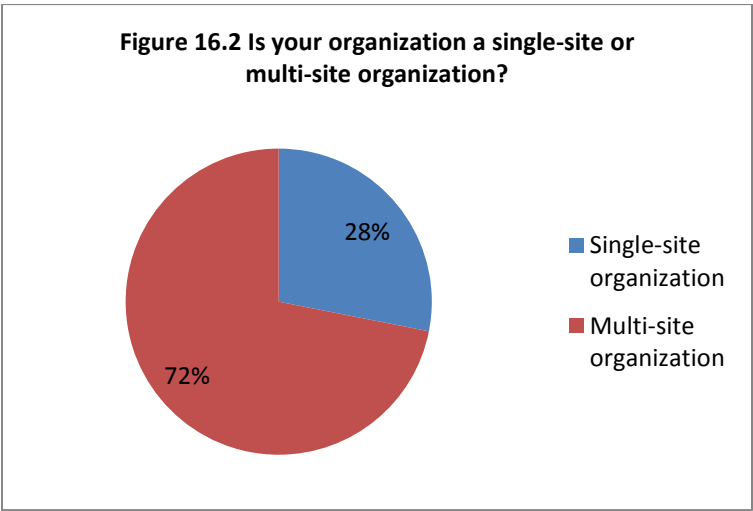
Fifty-eight percent are not-for-profit while 42 percent are for-profit.

**16) Is your organization a single-site or multi-site organization?**

This question was asked for demographics of the organizations participating in the survey.

**Figure 16.1**

Answer Options	Response Percent	Response Count
Single-site organization	28.1%	36
Multi-site organization	71.9%	92
<b>Answered Question</b>		<b>128</b>
<b>Skipped Question</b>		<b>122</b>





Seventy-two percent of participants are multi-site organization and 28 percent are single-site organization.

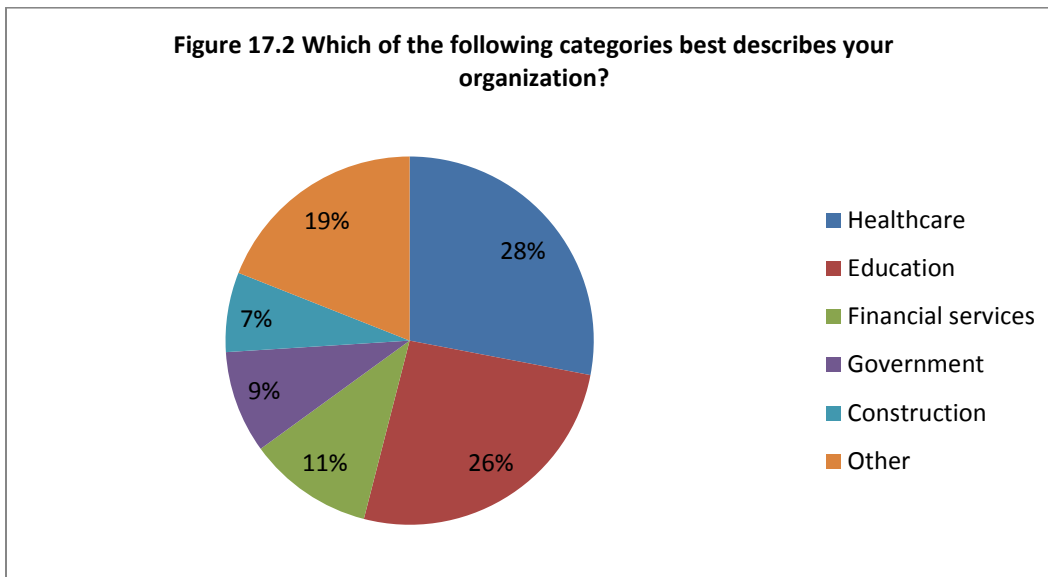
**17) Which of the following categories best describes your organization?**

This question was asked to identify the demographic of the participating businesses.

**Figure 17.1**

Answer Options	Response Percent	Response Count
Construction	7.1%	7
Education	25.5%	25
Financial services	11.2%	11
Food service industry	1.0%	1
Government	9.2%	9
Healthcare	27.6%	27
Hospitality	1.0%	1
Information technology	0.0%	0
Legal services	6.1%	6
Manufacturing	6.1%	6
Retail	2.0%	2
Sales and marketing	1.0%	1
Science and biotech	2.0%	2
Transportation	0.0%	0
Other (please specify)		28
<b>Answered Question</b>		<b>98</b>
<b>Skipped Question</b>		<b>152</b>

**Figure 17.2 Which of the following categories best describes your organization?**



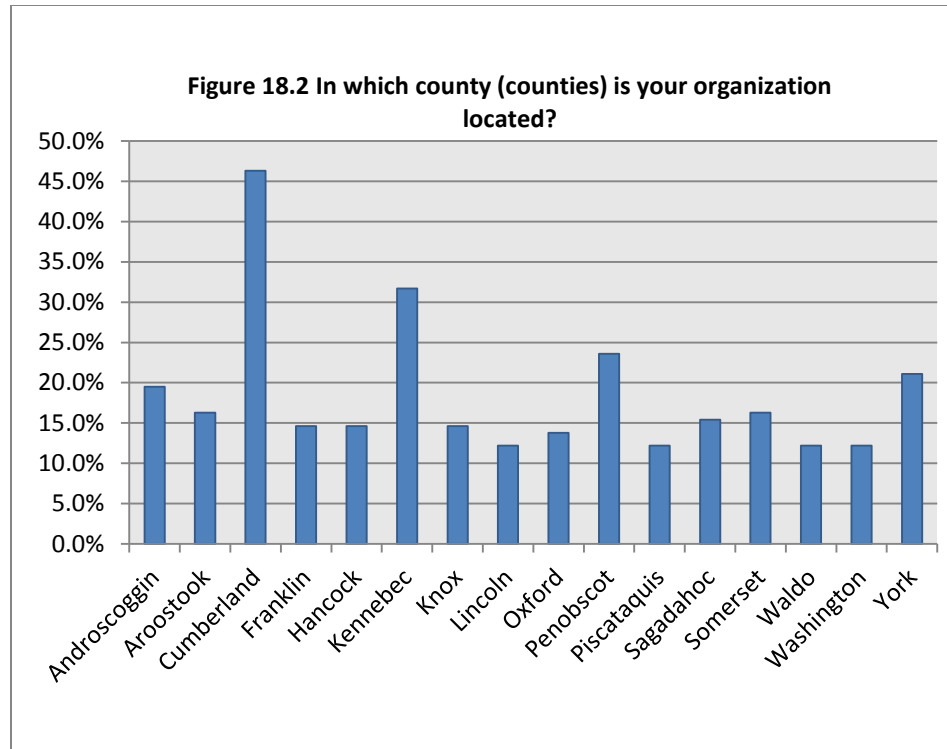
The majority of the businesses are from the healthcare (28 percent) or education (26 percent) sectors, and the remaining businesses are somewhat evenly distributed among the remaining sector choices (though there was no representation for information technology and transportation).

**18) In which county (counties) is your organization located?**

This question was asked for demographics of the organizations participating in the survey.

**Figure 18.1**

Answer Options	Response Percent	Response Count
Androscoggin	19.5%	24
Aroostook	16.3%	20
Cumberland	46.3%	57
Franklin	14.6%	18
Hancock	14.6%	18
Kennebec	31.7%	39
Knox	14.6%	18
Lincoln	12.2%	15
Oxford	13.8%	17
Penobscot	23.6%	29
Piscataquis	12.2%	15
Sagadahoc	15.4%	19
Somerset	16.3%	20
Waldo	12.2%	15
Washington	12.2%	15
York	21.1%	26
	<b>Answered Question</b>	<b>123</b>
	<b>Skipped Question</b>	<b>127</b>



There was a good range of representation from all 16 Maine counties, with Cumberland being home to 46 percent of participant organizations while Lincoln, Piscataquis, Waldo, and Washington counties had the least representation with 12 percent each.

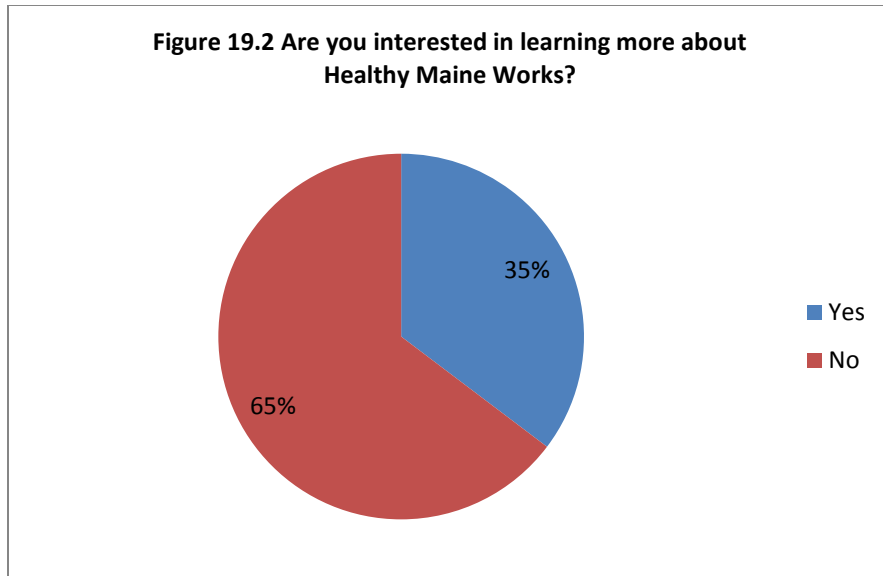
**19) Are you interested in learning more about Healthy Maine Works? Healthy Maine Works (HMW) is the Maine Center for Disease Control and Prevention’s (CDC) initiative to support employers of all sizes with implementing worksite wellness programs.**

This question was asked to find out the level of interest participants had in learning more about HMW.

**Figure 19.1**

Answer Options	Response Percent	Response Count
Yes	35.3%	42
No	64.7%	77
Other (please specify)		12
<b>Answered Question</b>		<b>119</b>
<b>Skipped Question</b>		<b>131</b>

**Figure 19.2 Are you interested in learning more about Healthy Maine Works?**



While 35 percent would like to learn more about HMW, the majority of respondents said no (65 percent). This information provides an opportunity to find out why the majority of respondents are not interested in learning more about HMW.

**20) Please provide us with your contact information below:**

33 respondents provided contact information.

**21) Thank you for your participation! If you have any final comments please feel free to add them below:**

15 respondents provided comments under this question and these comments are provided below:

1. Our lack of interest stems only from a dispersed workforce and a small company (under 20) with no one that has the time to assume responsibility for implementing a program. I am hoping within a year or two that will change.
2. We have found that the most effective way to provide a healthier workforce is face to face health coaches. On-line health assessments offer small adjustments with little accountability.
3. None of this is very practical for employers (less than ten employees) of our small size. About the only thing that I can add that relates is that we have been in business since 1975 and have never had a workers comp claim and have always provided health insurance to our employees and their families. Perhaps you could attach your program to either health or workers comp.
4. Good survey.
5. Because my company does not have a wellness program, it was hard to answer many of the questions relating wellness program effectiveness.
6. Section nine and ten of your survey are going to deliver information that will mislead. People running health improvement programs are doing it because they believe the programs will have an impact. You should assess the degree to which the program has had an impact in the core areas and have people identify the key barriers and success factors.
7. Answers given as board member of Androscoggin Home Care and Hospice, Lewiston ME
8. It would be helpful to learn about some no/low cost programs that small organizations (one to five employees) can implement to increase the health of their employees.
9. This survey doesn't reflect self-employment.
10. I like that the wellness programs take overall health in consideration. When programs only look at obesity as an indicator, it doesn't really paint the whole picture. While obesity is ONE indicator, I would say that it is just one symptom of a person's health.
11. It appeared this survey was leading/marketing the CDC Healthy Maine Works program, vs inquiring truly about effective Health and Wellness programs currently used by employers.
12. We only have two employees and do not even provide health insurance due to cost.
13. We are a relatively small social services organization with a limited budget but have tried to offer some wellness and prevention services as budget allows.
14. None or n/a should have been options on the questions hard to answer otherwise
15. My company is currently using a third party provider to meet wellness needs via Employee Health Solutions.

**22) Thank you for your time! Please feel free to comment below if you have any feedback for us about your experience with Healthy Maine Works:**

Seven respondents provided comments under this question and are provided below:

1. I utilize the newsletter to adapt if for Intranet "tidbits" to encourage wellness among our employees.
2. We also use the HERO Scorecard tool and are participating in the Maine Health Management Coalition's CEO Champions program.
3. I am aware of the work on the Healthy Maine Partnership, was a HMP director and active member of our organizations wellness team.
4. Healthy Maine has been a good catalyst in our organization to encourage a more healthy lifestyle.
5. I participate with the Healthy Main Street program with the Heart of Biddeford. If Healthy Maine Works is part of that effort, then I appreciate the efforts. If not, then I made a mistake in saying I'm aware of it.
6. The Maine Downtown Center in partnership with MCD Public Health uses this tool through the Healthy Maine Streets program.
7. Healthy Maine Works is an awful website! We've used it but only because we had to as part of participating the in the Healthy Maine Streets program. Asking small businesses to use this online tool as a prerequisite to participating in our wellness program was a MAJOR roadblock. Sorry to say so, but it is true.

## Conclusion

Of those who completed the survey, it is clear that Maine employers believe that worksite wellness programs can be effective in helping to improve the health and wellness of their employees and improve the company bottom line.

Many large businesses have already invested in worksite wellness programs for their employees. As this survey shows small employers also have a great interest in worksite wellness but face barriers which include:

- Lack of budget
- Employee participation
- Sustaining individual behavior changes in their employees

This information will assist the HMW initiative to focus on what small employers need to help them implement and sustain a worksite wellness program.

Now that there is a better understanding of how Maine employers feel about worksite wellness, the next steps for Maine CDC are to expand and grow the Healthy Maine Works initiative based on needs and comments made by respondents.

HMW has been evolving before the results of the survey were shared with Maine CDC. A change that has occurred is that the monthly HMW newsletter offers two new sections:

1) Employer Success Story

- This section provides an opportunity for an employer to share any success they have had adopting a new policy or program that benefits the health of their employees. This is a great way for employers to share what they are doing and help create ideas for other HMW users.

2) Ask Us

- This section allows an employer to submit a question about a health topic and receive an answer by one of the Maine CDC staff.

The biggest change that has occurred is the adoption of the [Healthy Us Scorecard](#) in February 2015. This is an online tool designed to guide and support employers in developing worksite wellness programs through recommendations and resources. Unlike the previous tool, the Healthy Us Scorecard was developed to be easy to use and helpful to any sized employer across the state. It offers an assessment tool to establish health-related priorities and provides detailed recommendations for employers.

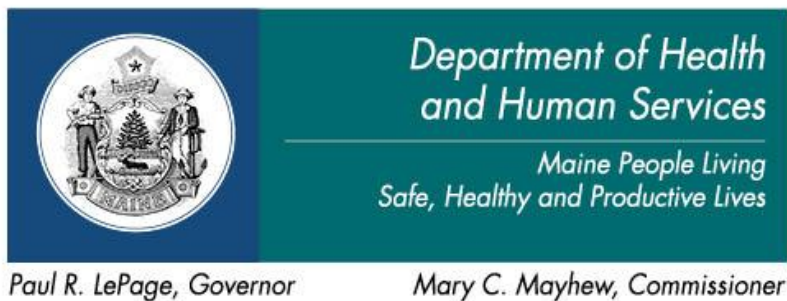
In closing, a question to consider is how we can provide programs and resources relevant for smaller employers (less than 50 employees) to create an impact on the health of their employees. After reviewing the survey results, the next step is to help Maine employers find the right balance that allows them to offer a quality and comprehensive worksite wellness program without putting any undue stress on the employer and their employees.

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## References

1. RAND Corporation. Workplace Wellness Programs Study: Final Report. July 2013. [http://www.rand.org/pubs/research\\_reports/RR254.html](http://www.rand.org/pubs/research_reports/RR254.html) Accessed March 19, 2015.
2. National Small Business Association. September 2012. <http://www.nsba.biz/?p=4224> Accessed March 19, 2015.
3. RAND Corporation. Workplace Wellness Programs Study: Final Report. July 2013. [http://www.rand.org/pubs/research\\_reports/RR254.html](http://www.rand.org/pubs/research_reports/RR254.html) Accessed March 19, 2015.





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