Network for a Healthy California—Worksite Program

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Network Worksite Goals

• Improve access to healthy foods and physical activity at low wage worksites

• Foster supportive work environments that encourage healthy lifestyle choices

• Establish policies that bolster health promotion efforts at worksites
The Basics: Worksite Program

- Program began in 2006 through California’s SNAP-Ed program: The Network for a Healthy California
  - Currently featured in the SNAP-Ed Interventions: A Toolkit for States

- Currently serve 196 low-wage worksites throughout 7 California regions
  - Each Region was serviced by a Regional Specialist

- Many adults spend more waking hours at work than at home
- Two underserved groups the program works with:
  - Men
  - Working poor

- Primary industries we serve:
  - Manufacturing
  - Retail
  - Agricultural
  - Hospitality
Tools: The California Fit Business Kit

The Worksite Program’s California Fit Business Kit tools:

1. Check for Health *(required)*
2. Establishing a Wellness Committee *(required)*
3. Vending Machine Tool
4. Healthy Dining Tool
5. Healthy Meeting Tool
6. Healthy Stairwell Tool
7. Physical Activity Tool
8. Establishing a Farmers’ Market
9. Produce Delivery Tool
10. Take Action! (10-week challenge)
11. **Creating a Breastfeeding-friendly Worksite**
12. **Go for H₂O**
13. **Physical Activity Integration**
“Even if people still bring a soda for lunch, it’s limited to just one because you can’t keep going back for more”

Manufactures air filtration systems
48 employees on site
With the Network since 2010
“The level of health awareness of employees is very high since we started our wellness programs.”

“This guy…takes what he’s learned here and goes running with his family every weekend”.

“Linda personally delivers food to each worker twice a week – fruit on Tuesdays and granola bars on Thursdays.”
“The gym was not a hard sell to corporate at all, they support efforts to improve the health of employees.”
Filling gaps in a small community

“Linda helps them in so many ways, she really cares about employees.”
“I have noticed that there is more employee engagement across the board since wellness programming started. Employees are more engaged about their own health, and they speak up more in meetings. Increased productivity is important, but so is employee well-being.”
“We are becoming a wellness portal and it is our mission through our stores to be able to educate and guide employees and customers to make healthier choices for themselves and their whole families.”

36 Latino oriented grocery stores
4,900 employees
With the Worksite Program since 2009
Highlights

- Viva la Salud branding with website
- Weekly wellness team meetings
- Regular health education
- Healthy bulletin board in break room
- Daily store-wide stretching
- Exercise/walking clubs
- Employee soccer league
- Organizes 5K teams
- “Biggest Loser” contests
- 3 on 3 basketball tournaments

“We needed to start with our employees first, so that they could be the champions and ambassadors for our stores and they could educate the customers.”
“Since the wellness committee began, the word about being healthy has been spreading all over the store.”

“I have seen [employees] go more toward the healthier options like the salads. They are taking a personal initiative.”

“I think it’s a great program, it’s helping us all very much. All of the employees as well as in their homes.”
“That the employer is doing these changes, it is good for the entire community… unfortunately the Latino community sometimes lacks information and this program has helped spread the word, and little by little we live healthier lives.”
“We needed to start with our employees first, so that they could be the champions and ambassadors for our stores and they could educate the customers.”
“My favorite part of being part of the wellness team is taking care of people... health is all about prevention.”
Less absenteeism

Lowered health insurance costs

“If employees are exercising and eating healthy it is also keeping them away from the doctor’s office and from missing work and they are more active at work.”

Increased sales

“The employees are motivated. They mention that they want to be healthier…I think the program is interesting. I think it’s great that the program is concerned for people’s health and wellness.”

Employee morale
Conclusions

Multi-level, strategic implementation is key to success

- Target corporate level
- On-site champion
- Field staff support
- Be flexible
Contact info

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