



Get Healthy at Work – Health Partners Update

Friday 12th February 2016

Stakeholder and business engagement activity

The *Get Healthy at Work* team have been actively encouraging workplaces to make health a priority. Since our last update, the *Get Healthy at Work* team with a range of partners presented at 39 events between July and December 2015, including a variety of SafeWork NSW events, Human Resource summits and forums, major sporting events, cycling events, business networking events and Health and Fitness expos. Nine events took place in November, including the Diabetes Walk to Work day on 13th November, organised by the Central Coast Local Health District.

The team have presented at a number of conferences including the Aged and Community Services NSW & ACT conference and the Australasian Injury Prevention & Safety Promotion Conference at the University of Sydney. The *Get Healthy at Work* team have also presented at a multitude of events including the Safety in Construction events in Oatlands, Newcastle and Wollongong. The *Get Healthy at Work* team were also at the NRL Safety Day in Cronulla, with the opportunity for exposure to over 10,000 attendees.

Our Get Healthy at Work ambassadors Susie Burrell and Matt Dunning presented at a number of



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events, spending quality time with businesses discussing the importance of wellbeing in the workplace.

Overall, the awareness of the *Get Healthy at Work* program is gaining momentum across NSW. There are already 17 major awareness opportunities and events scheduled for 2016 so far, with many more yet to be confirmed.

Marketing & Communications

You may have heard by now that *Get Healthy at Work* unveiled a series of major enhancements to the website in November. The new registration process makes it quicker and easier to register, while a redesigned business portal (login zone) simplifies workplace health program management, health check coordination and access to resources. A review of the resources and materials on the web-site is also underway.

The first *Get Healthy at Work* e-news was distributed to 1500 registered businesses in January and will continue on a monthly basis. Please email ghawcomms@safework.nsw.gov.au if you would like to be added to the distribution list.

Progress on the development of a major advertising campaign for *Get Healthy at Work* is accelerating, with the first campaign scheduled to commence in May 2016, pending appropriate government approvals. The creative will highlight the business benefits of healthy workers, specifically targeting decision-makers in small and medium sized businesses. In the second half of the year, another campaign empowering employees to start a healthy conversation with their manager is planned.

Get Healthy at Work is also hosting a series of 12 business breakfasts across the State, with the first one scheduled for Sydney on 24 February 2016. Other locations include Lismore, Coffs Harbour, Albury, Wagga Wagga, Newcastle, Port Macquarie, Wingecarribee, Blue Mountains, Orange, Central Coast. Venues to be confirmed. For more info visit the [events page on the Get Healthy at Work website](#) or email ghawevents@safework.nsw.gov.au

A webinar series focussing on the six health focus areas is also scheduled for 2016. The first one will focus on how employers can address healthy eating, looking at people, place and policy strategies. It will also reference examples of what participating businesses have done so far in

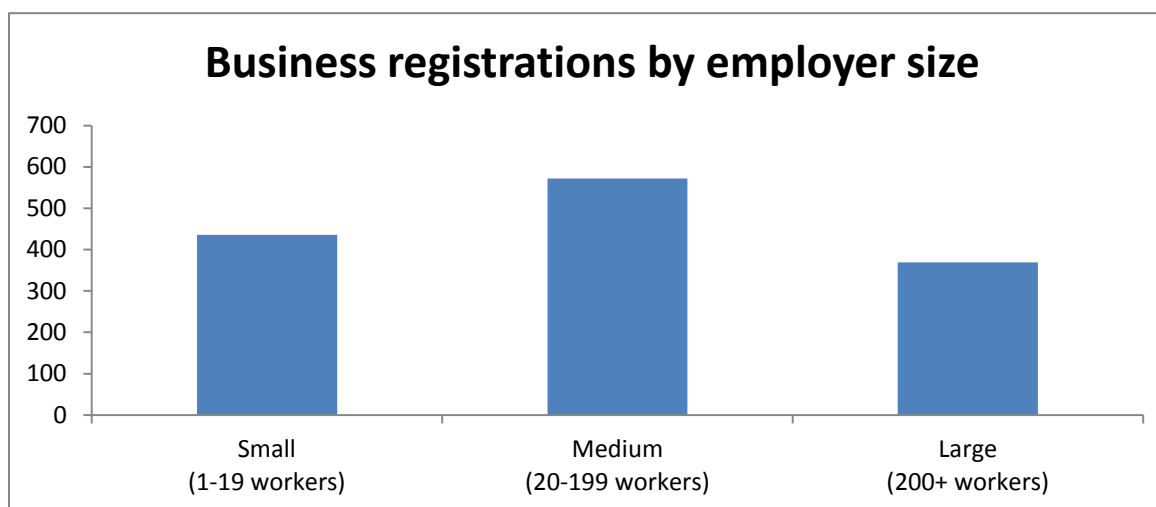


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this space. Webinar details will soon be confirmed so keep an eye out on our [events page on the Get Healthy at Work website](#).

Business participation

Since July 2014, 1394 businesses have registered to participate in Get Healthy at Work with a potential reach of over 350,000 NSW workers. The majority of businesses (41.2%) joining the program are medium sized organisations, followed by small (31.8%) and large businesses (26.6%). Participating worksites are located across NSW and represent both metropolitan and regional areas and a diverse range of industries.



Public sector agencies can access the online Do-It-Yourself (D-I-Y) components of the program including the Brief Health Checks and D-I-Y Workplace Health Program support. There has been a promising level of interest from both state and local government (including councils and Local Health Districts) and to date, 118 public sector organisations have registered, which equates to 8.4% of business registrations.

Workplace Health Programs

Since Get Healthy at Work was launched in July 2014, over 440 Workplace Health Programs have been established. Nearly two thirds of businesses have chosen to receive support from a *Get Healthy at Work* service provider. The remaining businesses (35.7%) have chosen to develop a Workplace Health Program using the online DIY approach. The most common priority health issues selected by businesses are healthy eating, physical activity, healthy weight and smoking.

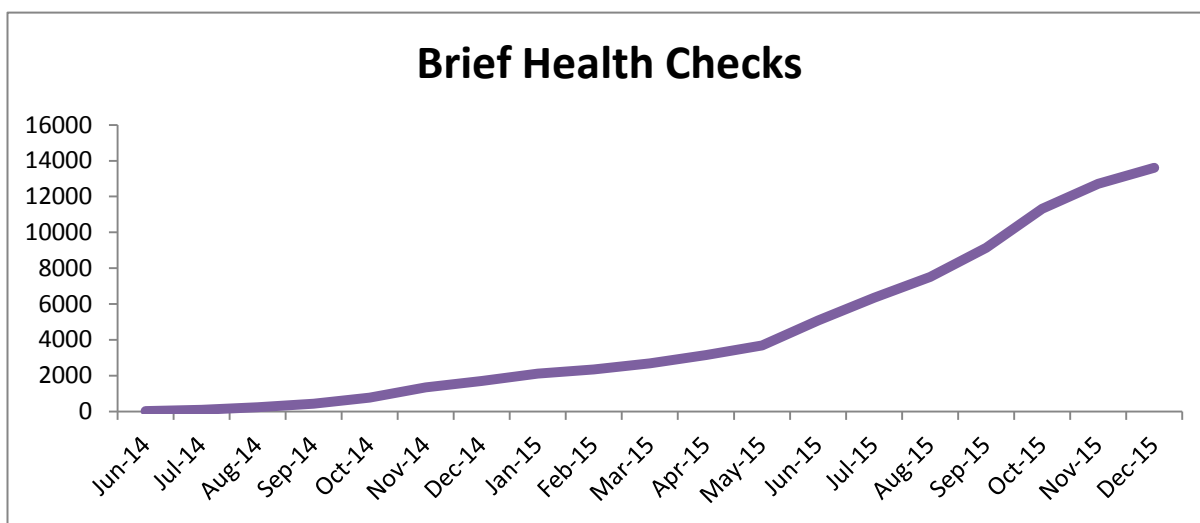


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Brief Health Checks

Brief Health Checks are offered to all workers as part of *Get Healthy at Work* and are available either online or can be provided on-site by service providers. Over 14,800 workers have received a Brief Health Check to identify their individual risk of developing type 2 diabetes and heart disease and more than half have been offered referrals to GPs, lifestyle coaching services and local programs.

Around one third of Brief Health Checks (35%) have been delivered on-site by trained health professionals and 65% Brief Health Checks were accessed online.



The profile of participating workers:

- 56% of participants are female and 44% are male
- 50.9% aged between 35 – 55 years
- 36.9% in sedentary jobs (mainly sitting)
- 18.5% Asian, Maori, Pacific Island or Aboriginal descent
- 32% (aged 35+) at medium risk of developing type 2 diabetes
- 50% (aged 35+) at high risk of developing type 2 diabetes

Over half of workers completing the Brief Health Check (55.3%) were eligible for referral to the *Get Healthy Information and Coaching Service* and 23.4% were eligible for referral to the *Quitline*.

Evaluation

The summative evaluation of *Get Healthy at Work* continues, with NSW Health working in partnership with The Australian Prevention Partnership Centre (TAPPC) and the Prevention Research Collaboration, University of Sydney.

The evaluation aims to determine the short and medium term impacts of the program on workplaces and workers. A total of 247 businesses have completed the baseline survey. The project is currently in the six month follow-up stage. We look forward to updating you on the evaluation soon.



Working together on our health



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