



Get Healthy at Work - Health Partners Update

Monday 19th January 2015

Since the launch of *Get Healthy at Work* in July 2014, our team has had a busy six months promoting the free workplace health services, engaging with stakeholders, supporting service providers and progressing with evaluation. As the word spreads, more and more businesses are visiting the *Get Healthy at Work* [website](#) to find out what's available.

To date, a total of 650 businesses have registered to participate with a potential reach of more than 100,000 NSW workers.

Here is a summary of recent activities and progress to date.

Stakeholder and business engagement activity

More than 70 business engagement events were delivered across NSW between August and December 2014. These activities had a strong focus on the manufacturing, construction, transport and primary production industries and were instrumental in raising awareness of *Get Healthy at Work* in both metropolitan and regional areas.

In particular, a trio of major events were hosted by WorkCover NSW and NSW Health throughout October 2014. The month started with an engaging forum for government departments and agencies followed by a briefing for business leaders and industry bodies which was hosted by businessman and Wallaby great Nick

Farr-Jones. Both events were well attended.

Following this, a briefing for health stakeholders was held on 14th October 2014 and was attended by partners from Local Health Districts, NGO's, Medicare Locals and government agencies.

To request a copy of the slides that were presented email:

lily.neumegen@doh.health.nsw.gov.au.

As the events have had a positive impact on business registration numbers; the team will continue to host and be present at selected events in 2015.

Visit the events page of the *Get Healthy at Work* website [here](#) for details on upcoming events.

Marketing and communications

Since November 2014, *Get Healthy at Work* has been communicating to businesses and stakeholders via LinkedIn. You are invited to join the conversation by following *Get Healthy at Work* on [LinkedIn](#). *Get Healthy at Work* is also present on [Twitter](#) (@GetHealthyNSW) and [YouTube](#).

Direct marketing to businesses commenced in November, with a series of email campaigns reaching around 50,000 businesses across NSW. A special thanks goes to our partners at WorkCover NSW and the NSW Business Chamber for their support. Subsequent campaigns are scheduled from late January.

Webinars are now available to support businesses with the registration process and have been a successful method to engage with new businesses. From February 2015, more frequent webinars covering a variety of topics will be offered to existing and new businesses. Visit the events page of the *Get Healthy at Work* website [here](#) for details on upcoming webinars.

Also on the agenda for early 2015 is a series of media campaigns targeting small business owners, high risk industries such as transport, manufacturing, construction and primary production, as well as Human Resources (HR) and Work, Health & Safety (WHS) professionals. We'll also continue to partner with industry associations to communicate the benefits of healthy workers to their audiences.

Get Healthy at Work pilots

Pilot 2 continues to progress with five businesses from the manufacturing and transport industries (a total of eight worksites employing approximately 1,900 workers). The evaluation of pilot 2 includes the analysis of Brief Health Check data and interviews with key informants at various stages of the *Get Healthy at Work* program cycle.

A total of 448 face-to-face Brief Health Checks were delivered in pilot 2 businesses (uptake ~30%).

The profile of participating workers included:

- 61% male
- 64% aged between 35-55 years
- 58% (aged 40+ years) at high risk of diabetes
- 34% (aged 40+ years) at medium risk of diabetes
- 40% (all ages) at high risk of heart disease

Around three quarters of workers (76%) were eligible for referral to the Get Healthy Information and Coaching Service and one quarter (22%) were eligible for referral to Quitline.

Findings from the evaluation of pilot 2 will continue to be used to improve the program and its capacity for broad reach. Alongside pilot 2, additional evaluation activities focusing on priority groups will help to refine and adapt for different people and industries.

Evaluation

NSW Health is working in partnership with The Australian Prevention Partnership Centre, Sax Institute and the Prevention Research Collaboration, University of Sydney to design and implement the summative evaluation of *Get Healthy at Work*.

The aim of the evaluation is to determine the short and medium term impacts of the program on businesses and workers. The evaluation will focus on comparing the experience of the program by service delivery mode (i.e. service provider assisted or DIY) and a control group of comparable businesses.

Businesses will be recruited during February and March 2015. In addition to the cohort study workplaces will be identified as case studies to provide greater detail

on the impact of the program.

Become a health partner

Finally, the support of health partners is critical to the success of *Get Healthy at Work* and we appreciate **your help** in promoting the initiative. Already we've had partners promote *Get Healthy at Work* to potential businesses by including information in e-news, sending brochures and promoting at local business events.

A stakeholder toolkit containing both print and electronic resources is available to enable promotion through your communication channels such as newsletters, magazines, websites, social media and events.

To request a toolkit to be sent to you please contact Lily Neumegen, Senior Project Officer, *Get Healthy at Work* on (02) 9391 9617 or email

lily.neumegen@doh.health.nsw.gov.au

The *Get Healthy at Work* team welcomes the opportunity to discuss any other ways we can work together to spread the message.

Working together on our health