

Benchmark Worksite Wellness Study: Final Report

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METHODOLOGY

Purpose

The purpose of this research study was to establish a benchmark for health promotion activities offered by North Dakota employers to their employees. This information will be used to:

- Direct future activities of the North Dakota Healthy Heart Council, such as the development of worksite pilot intervention programs.

- Provide information for tracking the attainment of Healthy People 2010 Objectives to increase the proportion of worksites that offer comprehensive employee health promotion programs to their employees (7-5) and increase the proportion of employees who participate in employer-sponsored health promotion activities (7-6).

- Help target information disseminated from the North Dakota Department of Health to help employers design, implement, and maintain comprehensive employee health promotion programs.

- Provide a baseline of employer practices to be able to track progress over time.

To do this, the study focused on the following tasks:

- Assess attitudes toward worksite wellness concepts

- Measure access to wellness programs and facilities

- Monitor health insurance issues

- Identify worksite nutrition practices

- Determine policies related to smoking

- Determine policies related to employees with infants or young children

- Ascertain habits and intentions related to worksite wellness

Sampling Frame & Sample Size

The population for this study consisted of North Dakota employers with five or more employees. Addresses and telephone numbers were obtained from a list company that specializes in generating lists for survey research.

An “ideal” stratified, random-systematic sampling technique was employed in this study to select employers. In other words, employers were divided into three strata or segments – small (5-19 employees), medium (20-49 employees), and large (50+ employees). In order to obtain a reasonable margin of error within each segment, an equal sample size (834) was then drawn from each segment.

From the sample, 1,110 questionnaires were completed. The overall response rates for various sample segments are provided on the next page.

Collection Technique & Timing

Data was collected through the use of Internet surveys, mail surveys, and telephone interviews. On September 11, 2001, a cover letter and survey were mailed to respondents. If the list contained the name of the Human Resources Director, the letter was addressed to that person. If not, it was addressed to the owner or CEO. The cover letter gave respondents the option to participate by completing the survey via the Internet, returning the mail survey, or having us call them to conduct the survey via telephone (see *Section 4*). On September 18th, a reminder card was mailed to those who had not yet responded via Internet or mail. No Internet or mail surveys were accepted after October 19, 2001. Given that lower numbers of small and medium employers responded via Internet or mail, some employers in these segments were surveyed via telephone. The telephone interviews were conducted from October 12-22, 2001.

Surveys were mailed to 2,502 businesses. Of these, 55 surveys were returned, suggesting that the business was not longer operating. From the remaining 2,447 businesses, 1,110 (45.4%) completed surveys or interviews. More detail is available on the next page.

	Small	Medium	Large	Total
Internet	64	94	109	267
Mail	259	229	265	753
Telephone	38	52	-	90
Total	361	375	374	1,110

The data collection was completed in compliance with specifications established by Winkelman Consulting. Internet and mail surveys were administered by DISC Information Services. Interviewing was supervised and performed by trained personnel from Performance Centers, Inc. - Fargo.

Human Service Regions & Counties		Small (5-19 emp.)	Medium (20-49 emp.)	Large (50+ emp.)	All (5+ emp.)
Region 1 - North West (Williston): Divide, McKenzie & Williams counties	Original sample	40	32	23	95
	Undeliverable	2	1	-	3
	Usable sample	38	31	23	92
	Completed surveys	17	16	11	44
	Response rate	44.7%	51.6%	47.8%	47.8%
Region 2 - North Central (Minot): Bottineau, Burke, McHenry, Mountrail, Pierce, Renville & Ward counties	Original sample	101	107	94	302
	Undeliverable	3	1	1	5
	Usable sample	98	106	93	297
	Completed surveys	42	50	41	133
	Response rate	42.9%	47.2%	44.1%	44.8%
Region 3 - Lakes (Devils Lake): Benson, Cavalier, Eddy, Ramsey, Rolette & Towner counties	Original sample	47	44	54	145
	Undeliverable	1	4	4	9
	Usable sample	46	40	50	136
	Completed surveys	21	19	19	59
	Response rate	45.7%	47.5%	38.0%	43.4%
Region 4 - North East (Grand Forks): Grand Forks, Nelson, Pembina & Walsh counties	Original sample	128	135	118	381
	Undeliverable	6	5	1	12
	Usable sample	122	130	117	369
	Completed surveys	53	57	44	154
	Response rate	43.4%	43.8%	37.6%	41.7%
Region 5 - South East (Fargo): Cass, Ransom, Richland, Sargent, Steele & Traill counties	Original sample	220	236	275	731
	Undeliverable	7	3	4	14
	Usable sample	213	233	271	717
	Completed surveys	94	102	137	333
	Response rate	44.1%	43.8%	50.6%	46.4%
Region 6 - South Central (Jamestown): Barnes, Dickey, Foster, Griggs, LaMoure, Logan, McIntosh, Stutsman & Wells counties	Original sample	87	74	55	216
	Undeliverable	1	-	-	1
	Usable sample	86	74	55	215
	Completed surveys	40	31	21	92
	Response rate	46.5%	41.9%	38.2%	42.8%
Region 7 - West Central (Bismarck): Burleigh, Emmons, Grant, Kidder, McLean, Mercer, Morton, Oliver, Sheridan & Sioux counties	Original sample	156	160	177	493
	Undeliverable	2	2	5	9
	Usable sample	154	158	172	484
	Completed surveys	68	76	78	222
	Response rate	44.2%	48.1%	45.3%	45.9%
Region 8 - Badlands (Dickinson): Adams, Billings, Bowman, Dunn, Golden Valley, Slope & Stark counties	Original sample	55	46	38	139
	Undeliverable	-	1	1	2
	Usable sample	55	45	37	137
	Completed surveys	26	24	23	73
	Response rate	47.3%	53.3%	62.2%	53.3%
North Dakota Total	Original sample	834	834	834	2,502
	Undeliverable	22	17	16	55
	Usable sample	812	817	818	2,447
	Completed surveys	361	375	374	1,110
	Response rate	44.5%	45.9%	45.7%	45.4%

Margin of Error

The 1,110 completed questionnaires provide a 95% confidence level with an overall minimum and maximum margin of error of $\pm 1.7\%$ and $\pm 2.8\%$, respectively, in estimating the proportion of the population who possess a certain characteristic or opinion. In other words, if 100 samples (all of 1,110 in size) were drawn from this population, approximately 95 of the samples would have proportions within $\pm 1.7\%$ and $\pm 2.8\%$ of the proportions of the entire population for the characteristic or opinion being measured.

The margin of error explained previously applies only to responses of the *entire* sample. As shown in the next chart, the margin of error will be larger when looking at the responses of smaller segments.

Populations	Completions	Businesses	Margin of Error for results at or about...				
			10%/90%	20%/80%	30%/70%	40%/60%	50%/50%
Total Sample	1,110	10,953	1.7%	2.2%	2.6%	2.7%	2.8%
Small (5-19)	361	7,934	3.0%	4.0%	4.6%	4.9%	5.0%
Medium (20-49)	375	1,979	2.7%	3.6%	4.2%	4.5%	4.6%
Large (50+)	374	1,040	2.4%	3.2%	3.7%	4.0%	4.1%
General	1,000	9,868	1.8%	2.4%	2.7%	2.9%	2.9%
Sub-segments	900	8,881	1.9%	2.5%	2.8%	3.0%	3.1%
	800	7,894	2.0%	2.6%	3.0%	3.2%	3.3%
	700	6,907	2.1%	2.8%	3.2%	3.4%	3.5%
	600	5,921	2.3%	3.0%	3.5%	3.7%	3.8%
	500	4,934	2.5%	3.3%	3.8%	4.1%	4.2%
	400	3,947	2.8%	3.7%	4.3%	4.6%	4.6%
	350	3,454	3.0%	4.0%	4.6%	4.9%	5.0%
	300	2,960	3.2%	4.3%	4.9%	5.3%	5.4%
	250	2,467	3.5%	4.7%	5.4%	5.8%	5.9%
	200	1,974	3.9%	5.3%	6.0%	6.4%	6.6%
	150	1,480	4.6%	6.1%	7.0%	7.4%	7.6%
	125	1,233	5.0%	6.6%	7.6%	8.1%	8.3%
	100	987	5.6%	7.4%	8.5%	9.1%	9.3%
	75	740	6.4%	8.6%	9.8%	10.5%	10.7%
	50	493	7.9%	10.5%	12.0%	12.9%	13.1%
	25	247	11.1%	14.9%	17.0%	18.2%	18.6%

* The maximum margin of error is shown in the "50%/50%" column and the minimum margin of error is shown in the "10%/90%" column.

Please remember that slightly more than one of every two employers who received a survey did not participate in this study. Therefore, it is safe to assume that those who did participate in the survey have a greater interest in worksite wellness than do those who did not participate.

Weighting of the Data

As was noted earlier, an “ideal” stratified, random-systematic sampling technique was employed to provide a relatively large sample and obtain a reasonable margin of error within each segment in this study. However, by doing this, the raw data over-represents medium and large businesses in the state and under-represents small businesses in the state. Therefore, the data was weighted, by both human service region and organization size (based on employees), to make sure the final results are representative of all North Dakota organizations with five or more employees (see the next chart).

Total Organizations with 5+ Employees

	Small (5-19 employees)		Medium (20-49 employees)		Large (50+ employees)		All with 5+ employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Region 1: North West	382	4.8%	77	3.9%	29	2.8%	488	4.5%
Region 2: North Central	964	12.2%	253	12.8%	117	11.3%	1,334	12.2%
Region 3: Lakes	447	5.6%	105	5.3%	67	6.4%	619	5.7%
Region 4: North East	1,215	15.3%	320	16.2%	147	14.1%	1,682	15.4%
Region 5: South East	2,093	26.4%	559	28.2%	343	33.0%	2,995	27.3%
Region 6: South Central	824	10.4%	175	8.8%	68	6.5%	1,067	9.7%
Region 7: West Central	1,488	18.8%	380	19.2%	221	21.3%	2,089	19.1%
Region 8: Badlands	521	6.6%	110	5.6%	48	4.6%	679	6.2%
North Dakota Total	7,934	100.0%	1,979	100.0%	1,040	100.0%	10,953	100.0%

Raw Sample

	Small (5-19 employees)		Medium (20-49 employees)		Large (50+ employees)		All with 5+ employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Region 1: North West	17	4.7%	16	4.3%	11	2.9%	44	4.0%
Region 2: North Central	42	11.6%	50	13.3%	41	11.0%	133	12.0%
Region 3: Lakes	21	5.8%	19	5.1%	19	5.1%	59	5.3%
Region 4: North East	53	14.7%	57	15.2%	44	11.8%	154	13.9%
Region 5: South East	94	26.0%	102	27.2%	137	36.6%	333	30.0%
Region 6: South Central	40	11.1%	31	8.3%	21	5.6%	92	8.3%
Region 7: West Central	68	18.8%	76	20.3%	78	20.9%	222	20.0%
Region 8: Badlands	26	7.2%	24	6.4%	23	6.1%	73	6.6%
North Dakota Total	361	100.0%	375	100.0%	374	100.0%	1,110	100.0%

Weighted Sample

	Small (5-19 employees)		Medium (20-49 employees)		Large (50+ employees)		All with 5+ employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Region 1: North West	39	4.8%	8	3.9%	3	2.8%	49	4.5%
Region 2: North Central	98	12.2%	26	12.8%	12	11.3%	135	12.2%
Region 3: Lakes	45	5.6%	11	5.3%	7	6.4%	63	5.7%
Region 4: North East	123	15.3%	32	16.2%	15	14.1%	170	15.4%
Region 5: South East	212	26.4%	57	28.2%	35	33.0%	304	27.3%
Region 6: South Central	84	10.4%	18	8.8%	7	6.5%	108	9.7%
Region 7: West Central	151	18.8%	39	19.2%	22	21.3%	212	19.1%
Region 8: Badlands	53	6.6%	11	5.6%	5	4.6%	69	6.2%
North Dakota Total	804	100.0%	201	100.0%	105	100.0%	1,110	100.0%

EXECUTIVE SUMMARY

When reviewing the executive summary, the findings and conclusions will be more thoroughly understood if several other sections of the report are also reviewed. First, the questionnaires in Section 4 provide the actual phrasing for each question. A solid understanding of the context in which each question was asked will enable you to more accurately interpret the findings. Second, the contingency tables in Section 5 provide detailed results for many different sample segments. Since the condensed nature of an executive summary does not allow us to address all of these findings, we strongly recommend that you review the contingency tables and use them to facilitate any major decisions you make.

Task #1: Assess attitudes toward worksite wellness concepts.

- **Conclusion: While many respondents appear to believe in the benefits of worksite wellness, a minority indicated that their worksite has the budget needed to develop and implement programs.**
 - Each respondent read or heard four statements related to worksite health and wellness promotion (which was defined as the education and activities that a worksite may do to promote healthy lifestyles to employees and their families). For each item, respondents were asked to indicate whether they strongly agree, agree, slightly agree, neither agree nor disagree, slightly disagree, disagree, or strongly disagree with the statement.
 - As can be seen if *Figure 1*, a large majority of respondents agree that establishing policies or programs that promote healthy habits would improve their employees' health, worksites with healthier employees have lower health insurance costs, and healthier employees have better morale and fewer sick days and are more productive. However, less than one of every four said they strongly agree or agree that their budget could provide the resources needed to develop and

implement programs that would improve our employees' health.

- The contingency tables, commonly referred to as "cross-tabs," can be found in Section Five. These tables present the findings in an easy-to-understand format and provide the categorical data that is used most frequently in marketing. They allow us to break down the results by a variety of characteristics, such as employee size, region, collection method, respondent's title, the year in which the organization was established, respondent's age, and respondent's gender. As can be seen in the contingency table, the proportion of those who at least agree that their budget could provide the resources needed to develop and implement programs that would improve their employees' health seems to increase as employer size increases.

Task #2: Measure access to wellness programs and facilities.

■ Conclusion #1: The majority of respondents indicated that there is a wellness or fitness facility in their community.

- All respondents were asked if, in the community where their worksite is located, there are any health clubs or community centers where their employees can exercise or participate in fitness programs. Nearly three of every four respondents said there is an exercise facility in their community (*see Figure 2*).
- The detail in the contingency table shows that a higher proportion of those in the Williston and Fargo regions indicated there is an exercise facility in their community. Again, the proportion of those who said there is an exercise facility in their community seems to increase as employer size increases.

■ Conclusion #2: The only health or wellness-related service reported by a majority of respondents was posting the smoking policy.

- All respondents were asked if their worksite offers various health and wellness-related services to any of their employees. *Figure 3* shows that the largest proportion of respondents said their worksite...
 - Has signs that inform employees and visitors of your worksite's smoking policy (62.0%),

- Provides a worksite environment that promotes physical fitness by promoting stair use, allowing flexible work schedules, or encouraging other physical activities for employees (29.4%), and
- Offers discounted memberships to off-site exercise facilities (15.1%).
- The detail in the contingency table shows that a higher proportion of Internet respondents indicated they offer discounted health club memberships. In most cases, the proportion of those who said they offer the listed health and wellness-related services again seems to increase as employer size increases.

Task #3: Monitor health insurance issues.

■ Conclusion #1: The majority of respondents reported that their worksite provides health insurance to at least some of their employees.

- All respondents were asked to indicate whether none of their employees, management only, management and full-time employees only, or all full-time and part-time employees are eligible to participate in the health insurance plan offered at their worksite. As is shown in *Figure 4*, the largest proportion of respondents reported that health insurance is provided to management and full-time employees only.
- The detail in the contingency table shows that a higher proportion of those in the Williston, Fargo, and Bismarck regions and Internet respondents indicated they provide health insurance to employees. Again, the proportion of those who said they provide health insurance to employees seems to increase as employer size increases. In contrast, a lower proportion of those in the service/hospitality and construction industries reported they provide health insurance to employees.

■ Conclusion #2: Most respondents report that their health plan covers “medical” services, but not “preventive” services.

- Those who indicated that their worksite does offer health insurance to all or some employees were asked to indicate whether or not their health plan covers various services. As can be seen in *Figure 5*, seven of every ten respondents said their

health plan covers routine checkups and cancer screening service. In contrast, few respondents indicated that their health plan covers preventive services such as classes on healthy cooking, classes on nutrition or healthy eating habits, weight control or weight loss services, or smoking cessation programs.

- In most cases, the detail in the contingency table shows that the proportion of those who said their health plan covers each service again seems to increase as employer size increases.

Task #4: Identify worksite nutrition practices.

■ Conclusion #1: A minority of respondents said their worksite has access to food or snack sources other than vending machines.

- All respondents were asked to indicate whether or not various food or snack sources are available for any employees at their worksite. *Figure 6* shows that the proportion of worksites that have food or beverage vending machines is much higher than the proportion that have cafeterias or snack bars or that use outside vendors.
- The detail in the contingency table again shows that the proportion of those who said their employees have access to vending machines or a cafeteria/snack bar seems to increase as employer size increases.

■ Conclusion #2: A minority of respondents indicated that “healthy” foods are available to employees at their worksite.

- Respondents whose worksites do provide access to a food or snack source were asked to indicate whether or not they typically offer various types of food to any employees. *Figure 7* shows that many more respondents reported that coffee/tea or snack foods are offered than said fruits/vegetables or milk/yogurt are available.
- The detail in the contingency table shows that the proportion of those who said they offer each type of food again seems to increase as employer size increases. However, the difference between small employers and larger employers is more dramatic for the healthier food options.

In general, the type of food or snack sources to which employees have access has a great impact on their access to healthier food choices. As can be seen below, a higher proportion of those who have access to more than vending machines have access to healthier food choices.

	Highest level of food/snack service offered		
	Vending Machine	Outside Vendor	Cafeteria or Snack Bar
Offer fruits or vegetables?	11.4%	25.0%	73.9%
Offer milk or yogurt?	10.4%	32.6%	83.3%
Offer snack foods?	64.6%	89.7%	78.5%
Offer coffee or tea?	83.7%	81.6%	90.2%

Task #5: Determine policies related to smoking.

■ **Conclusion: The majority of respondents indicated that smoking is not allowed inside their worksite.**

- All respondents were asked if the smoking policy in their workplace prohibited smoking inside the building and on surrounding grounds, prohibited smoking inside the building but allowed it on surrounding grounds, allowed smoking both in designated areas inside the building and on surrounding grounds, or allowed smoking anywhere in the building and on the surrounding grounds. As can be seen in *Figure 8*, more than seven of every ten respondents indicated that smoking is either prohibited inside the building and on surrounding grounds or prohibited inside the building but allowed on surrounding grounds.
- The detail in the contingency table shows that a higher proportion of those in both the Bismarck region and the education, government, and healthcare industries indicated they do not allow smoking inside the building. Unlike most of the other findings in this report, the proportion of those who said they do not allow smoking inside the building does not seem to change as employer size increases.

Task #6: Determine policies related to employees with infants or young children.

■ **Conclusion #1: Fewer than one of every ten respondents recognize that their worksite has practices or policies regarding women who choose to breastfeed their babies.**

- All respondents were asked if their worksite has any practices or policies regarding women who choose to breastfeed their babies. *Figure 9* shows that only 7.2% indicated having any practices or policies related to breastfeeding.
- The detail in the contingency table shows that a higher proportion of those in the Bismarck region, as well as those in the education, government, and healthcare industries, indicated they have policies related to women who breastfeed. Again, the proportion of those who said they have policies related to women who breastfeed seems to increase as employer size increases.
- Those who said their worksite has practices or policies regarding women who choose to breastfeed were asked to indicate whether or not it has practices or policies related to several breastfeeding issues. As can be seen in *Figure 10*, nearly nine of every ten respondents reported that their worksite provides a private area where mothers can express breast milk or breastfeed their babies and/or allows flexible scheduling for mothers who want to express breast milk or breastfeed their babies.
- The detail in the contingency table shows that the proportion of these respondents who said they have a specific policy related to women who breastfeed does not necessarily increase as employer size increases. For example, nearly one of every two small employers who said they have breastfeeding policies reported that they offer job sharing and allow women to bring their babies to work.

■ **Conclusion #2: While 7.2% of employers recognize that they provide family-friendly practices or policies, the results imply that the proportion of employers that actually have family-friendly practices or policies may be as high as 21%.**

- Despite the instructions to skip questions 10a through 10e, many Internet and mail respondents who said their worksite does not have practices or policies regarding women who choose to

breastfeed did answer these questions. When these additional responses are extrapolated to estimate the proportion of all employers that have family-friendly policies, we see that as many as:

- 8.3% to 10.2% of employers allow employees to share jobs or “jobshare.”
- 12.3% to 17.1% of employers allow flexible scheduling for mothers who want to express breast milk or breastfeed their babies.
- 10.5% to 15.5% of employers provide a private area where mothers can express breast milk or breastfeed their babies.
- 0.7% to 1.2% of employers provide electric pumps for expressing milk.
- 3.0% to 4.1% of employers allow parents to bring their babies to work.

Task #7: Ascertain habits and intentions related to worksite wellness.

■ **Conclusion #1: In most organizations, responsibility for health and wellness programs will fall on the shoulders of the top executive or administrator.**

- All respondents were asked if their worksite has a wellness committee or wellness coordinator and/or a human resources director or department. *Figure 11* shows that less than one of every ten respondents said they have a wellness committee or wellness coordinator, while roughly three of every ten respondents indicated they have a human resources director or department.
- The detail in the contingency table shows that a higher proportion of those in the education and government industries indicated they have a wellness committee or coordinator. Also, a higher proportion of those in the government and healthcare industries indicated they have a human resources director or department. Again, the proportion of those who said they have these positions, committees, or departments seems to increase as employer size increases.

■ **Conclusion #2: An extremely small proportion of respondents have conducted a worksite needs assessment or prepared a worksite wellness plan.**

- After defining a worksite needs assessment for respondents, they were asked if their worksite has completed, is currently conducting, or has never conducted a worksite needs assessment. Similarly, a worksite wellness plan was defined for respondents, and then they were asked if their worksite has prepared, is currently preparing, or has never prepared a worksite wellness plan. As can be seen in *Figure 12*, 6.6% said their worksite has conducted or is conducting a worksite needs assessment. In comparison, 4.3% reported their worksite has prepared or is preparing a worksite wellness plan.
- The detail in the contingency table shows that a higher proportion of those in the Fargo, Dickinson, and Minot regions and those in the communication, education, government, healthcare, and repair/maintenance industries indicated they have completed or are completing an assessment and/or plan. Again, the proportion of those who said they have completed or are completing an assessment and/or plan seems to increase as employer size increases.

■ **Conclusion #3: Interest is nearly identical for conducting (or updating) a worksite needs assessment and preparing (or updating) a worksite wellness plan.**

- All respondents were asked if their worksite would be very interested, interested, somewhat interested, not very interested, or not at all interested in conducting/updating a worksite needs assessment or in developing/updating a worksite wellness plan in the next two to three years. For both items, fewer than one of every five respondents said they were at least interested and nearly four of every ten respondents said they were at least somewhat interested (see *Figure 13*).
- The detail in the contingency table again shows that the proportion of those who expressed an interest in completing or updating an assessment and/or plan seems to increase as employer size increases.

The detail also shows that a higher proportion of those in the Bismarck region and the education, government,

healthcare, and transportation industries said they are at least interested in completing or updating an assessment and/or plan.

The next chart summarizes the proportion of respondents from each industry that are at least somewhat interested in completing or updating an assessment and/or plan.

	At least somewhat interested in a "Worksite Needs Assessment"	At least somewhat interested in a "Worksite Wellness Plan"
Overall (n=1,110)	38.9%	36.3%
Government (n=84)	64.6%	59.1%
Communication (n=22)	56.6%	45.8%
Transportation (n=27)	50.9%	50.9%
Education (n=81)	49.7%	53.1%
Healthcare (n=83)	41.3%	37.0%
Ag, mining (n=53)	39.2%	33.7%
Repair, maintenance (n=52)	38.3%	37.9%
Wholesale, retail, sales (n=241)	36.5%	32.5%
Service, hospitality (n=239)	33.7%	33.3%
Construction (n=74)	31.0%	27.3%
Manufacturing, processing (n=76)	30.2%	27.4%
Other (n=35)	48.4%	45.2%
Refused (n=44)	11.2%	11.2%

As one would expect, interest also appears to increase as one's level of agreement with the statements related to worksite health and wellness promotion increases. For example, a higher proportion of those who agreed that their organization has the budget needed to develop and implement programs that would improve employees' health expressed an interest in worksite needs assessment and/or a worksite wellness plan.

	Have budget needed for programs that would improve employees' health			
	Overall	Strongly agree	Agree	Slightly agree
At least somewhat interested in a Worksite Needs Assessment	38.9%	56.8%	62.2%	56.9%
At least somewhat interested in a Worksite Wellness Plan	36.3%	56.3%	57.5%	56.5%

The following chart shows that a higher proportion of respondents that have a wellness committee or coordinator and/or a human resources director or department indicated they are at least somewhat interested in a worksite needs assessment and/or a worksite wellness plan.

	Have wellness committee or coordinator			Have human resources director or department		
	Yes	No	Not sure	Yes	No	Not sure
At least somewhat interested in a Worksite Needs Assessment	67.0%	37.1%	32.9%	57.3%	31.8%	12.5%
At least somewhat interested in a Worksite Wellness Plan	67.0%	34.1%	32.9%	53.8%	29.8%	11.9%

- Stated intentions typically exceed actual behavior. Based on both this fact and previous experience, I strongly recommend that you use only the “very interested” results for short-term projections and that you use only the “very interested” and “interested” results for long-term projections if you intend to make projections based on the results obtained using this five-point scale. The reasons for this are as follows:
 - A “very interested” response suggests the respondent will take action if (1) your marketing efforts adequately inform them about the new services and (2) the services meet or exceed their expectations related to quality, convenience, price, etc.
 - An “interested” response indicates the respondent will need moderate education and/or persuasion about the services before they will take action, even though the services meet or exceed their expectations.
 - A “somewhat interested” response implies the respondent will still need considerable education and/or persuasion about the new services before they will take action, even if the services meet or exceed their expectations. Therefore, it is highly unlikely that these respondents will actually use the new services. Any of them who do should simply be viewed as “gravy” and should not be included in projections.

■ **Conclusion #4: Desire for having the North Dakota Department of Health’s Division of Health Promotion provide additional information about health and wellness promotion programs for employers is similar to the level of “interest” expressed in completing and/or updating a worksite needs assessment or worksite wellness plan.**

- All respondents were asked if they would like someone from the North Dakota Department of Health’s Division of Health Promotion to contact them or send them more information, or if they would prefer not to be contacted. *Figure 14* shows that 41.8% would like to be either personally contacted (2.7%) or to receive more information (39.1%) about health and wellness promotion programs for employers.

The results show that the proportion who expressed a desire for additional information or a personal contact (41.8%) is similar to the proportion who are at least somewhat interested in completing/updating a worksite needs assessment (38.9%) or worksite wellness plan (36.3%).

Section 3

FIGURES & CHARTS

Figure 1. Education and activities a worksite may do to promote healthy lifestyles to employees and their families (Includes all respondents)

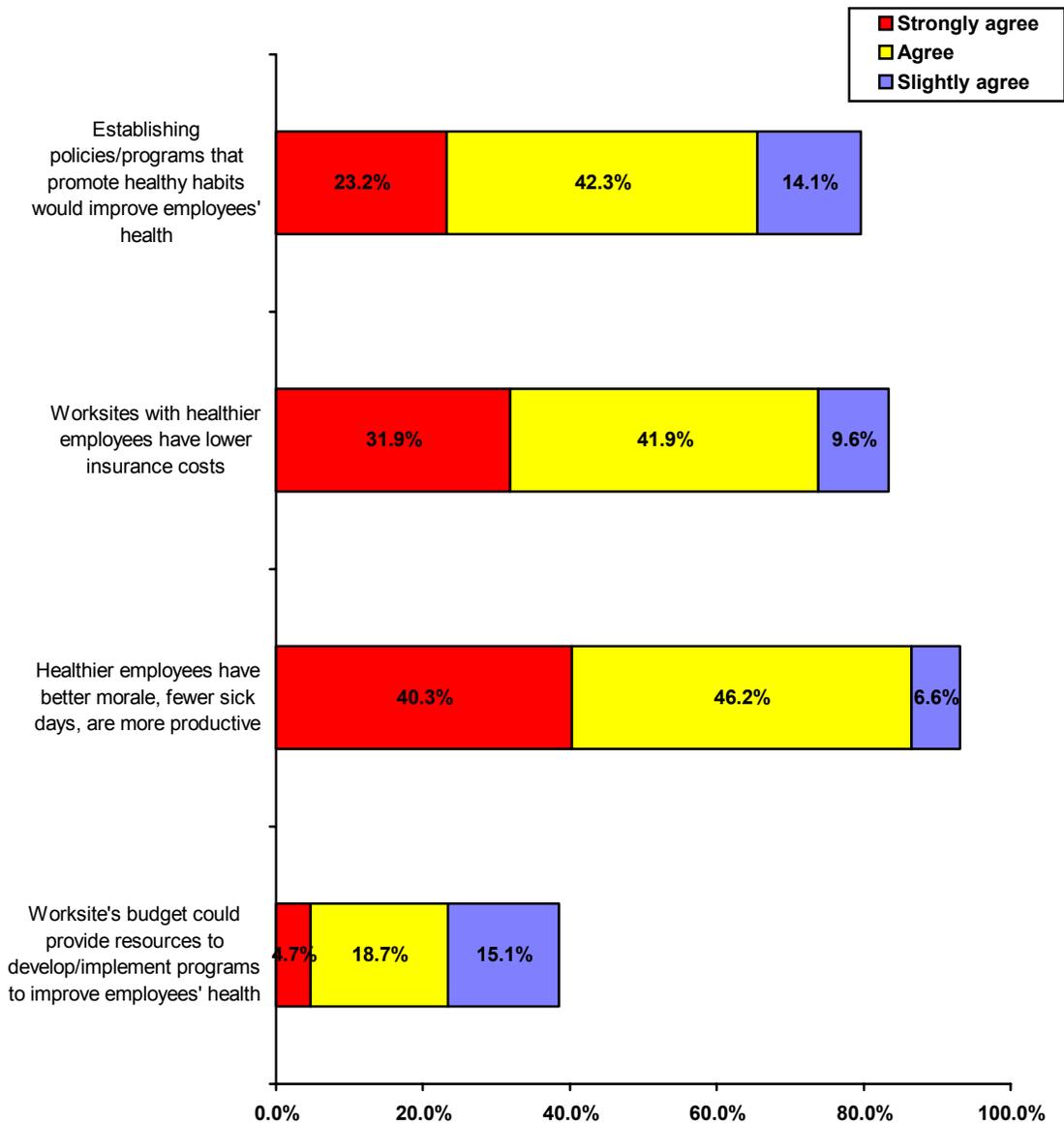


Figure 2. Are there any health clubs or community centers where your employees can exercise or participate in fitness programs? (Includes all respondents)

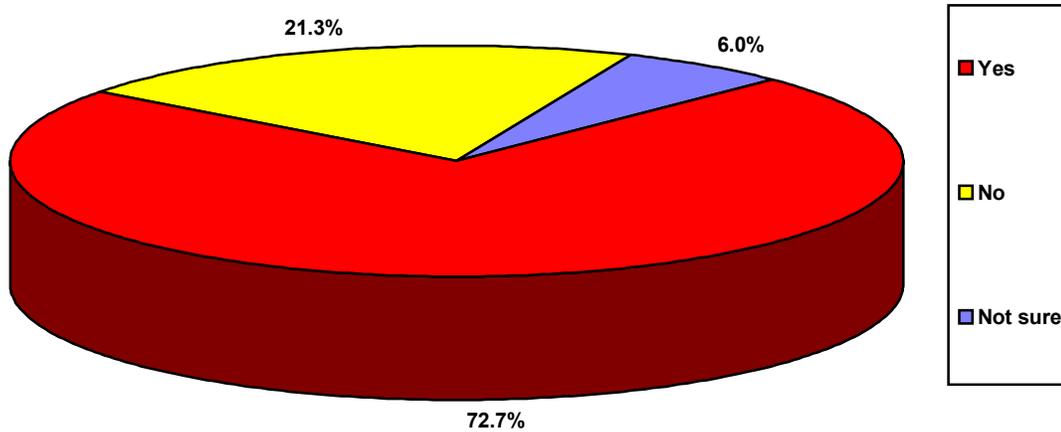


Figure 3. Does your worksite offer the following... (Includes all respondents)

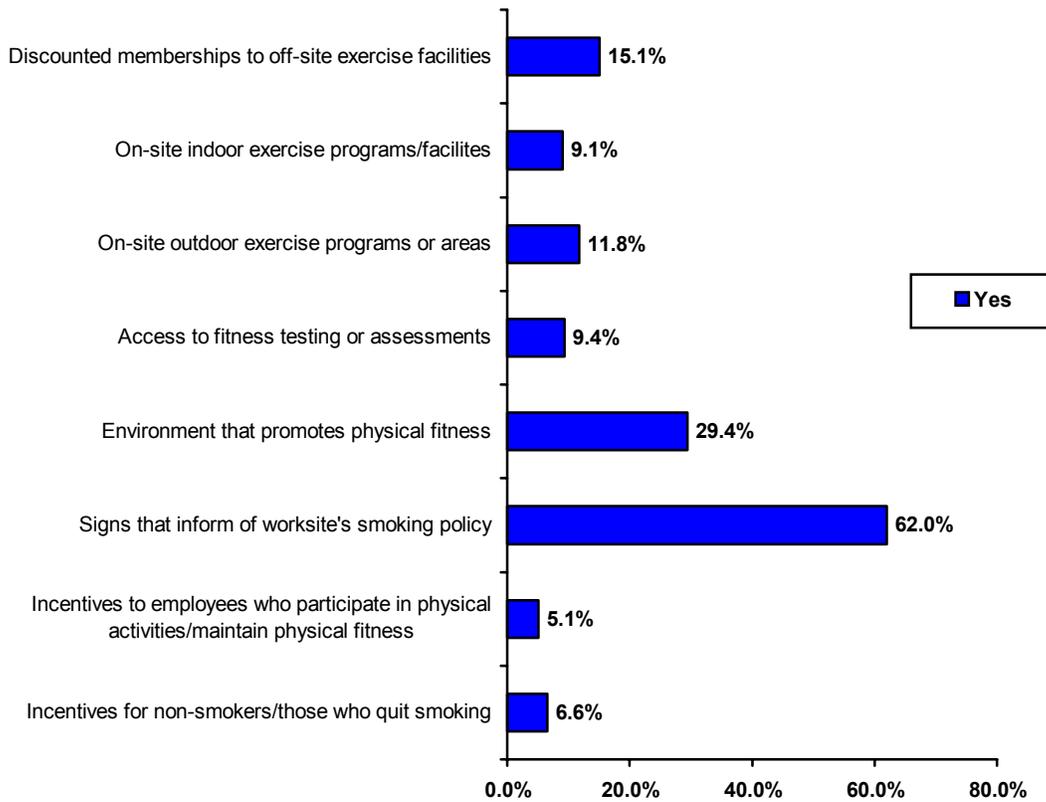


Figure 4. Employees who are eligible to participate in the health insurance plan offered at your worksite. (Includes all respondents)

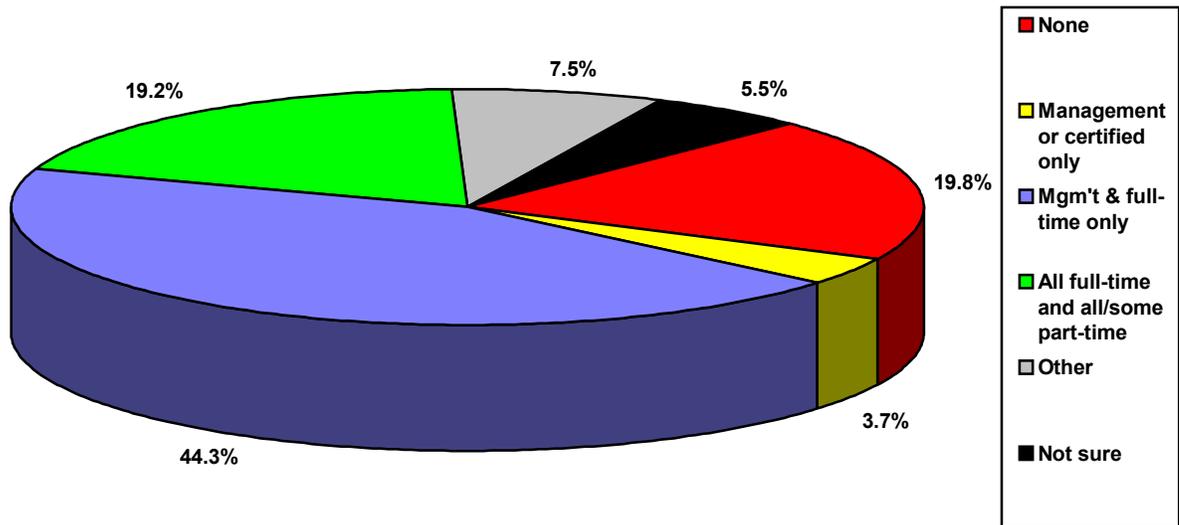


Figure 5. Is the following covered by your health insurance plan... (Includes respondents who said their worksite provides health insurance to some or all employees)

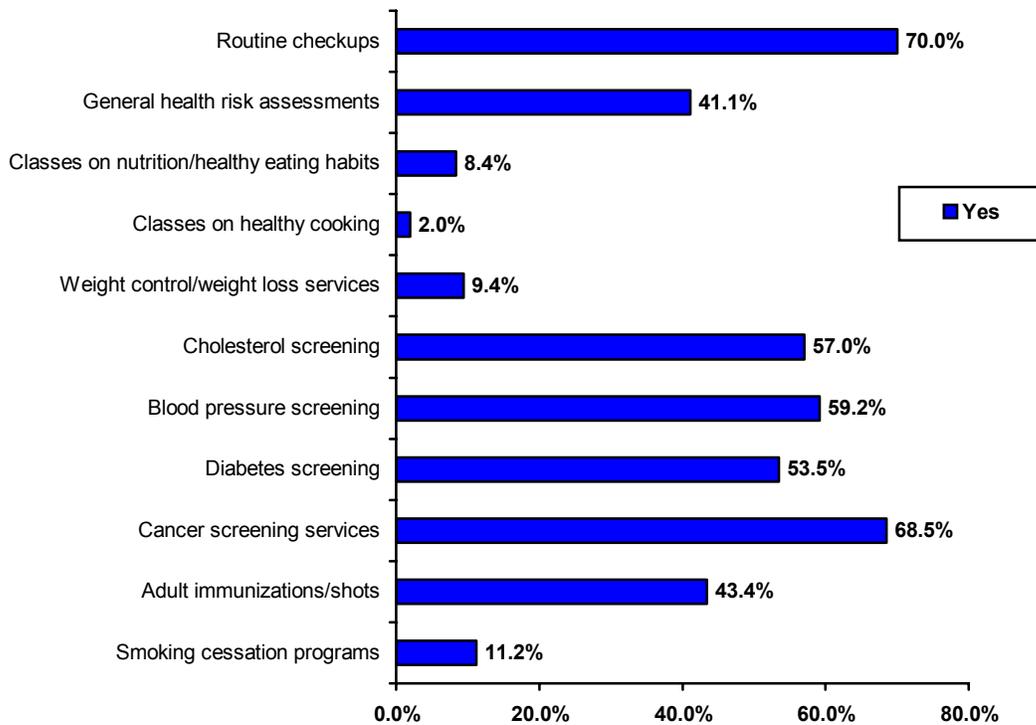


Figure 6. Does your worksite... (Includes all respondents)

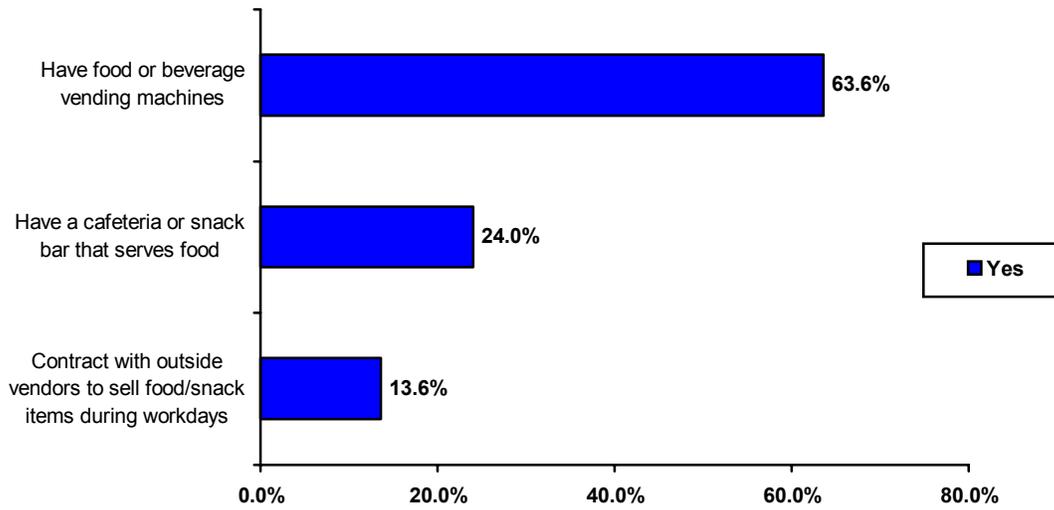


Figure 7. Does your worksite offer... (Includes respondents who said their worksite provides a food or snack source to some or all employees)

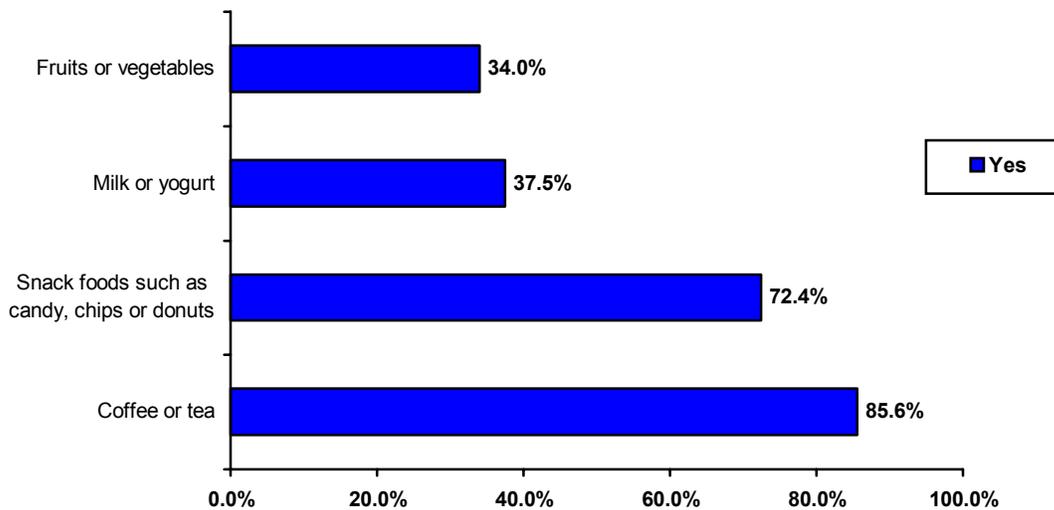


Figure 8. Smoking policy in the workplace. (Includes all respondents)

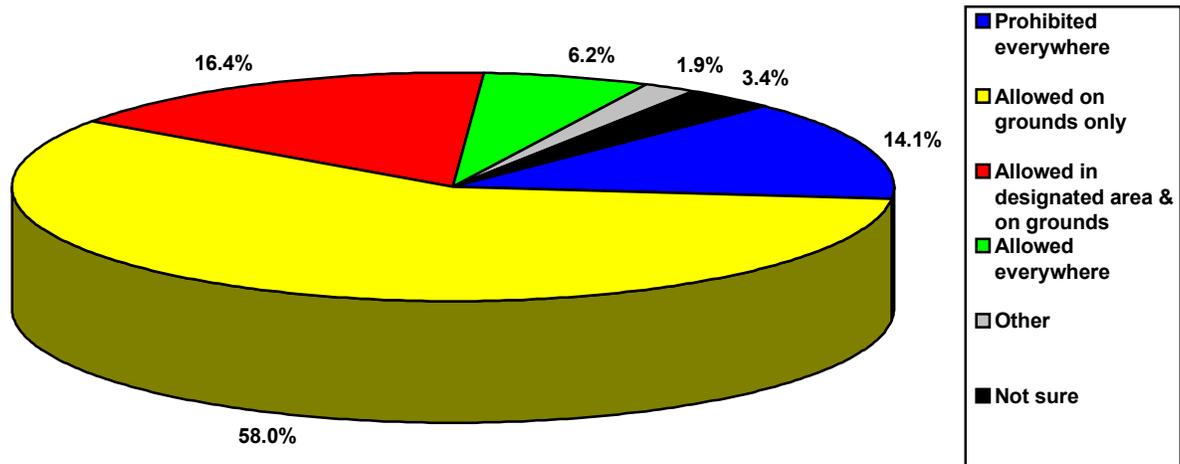


Figure 9. Does your worksite have any practices or policies regarding women who choose to breastfeed their babies? (Includes all respondents)

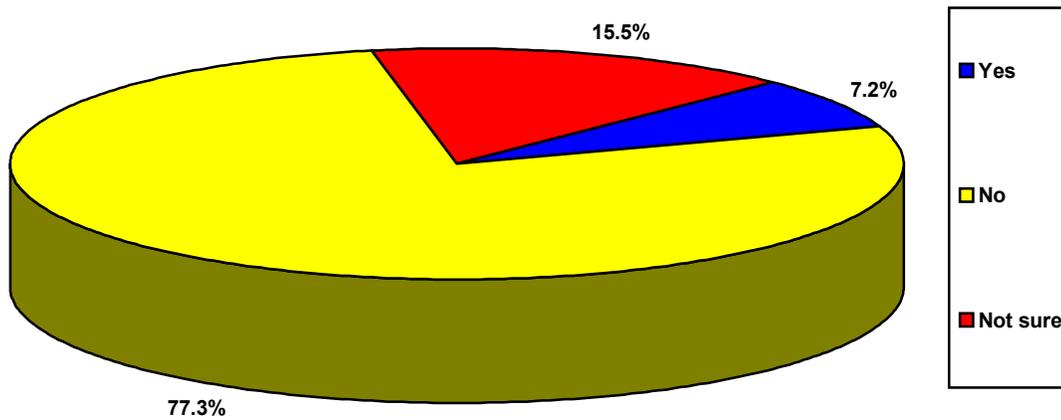


Figure 10. Does your worksite have any practices or policies that... (Includes respondents who said their worksite has breastfeeding policies) (n=80)

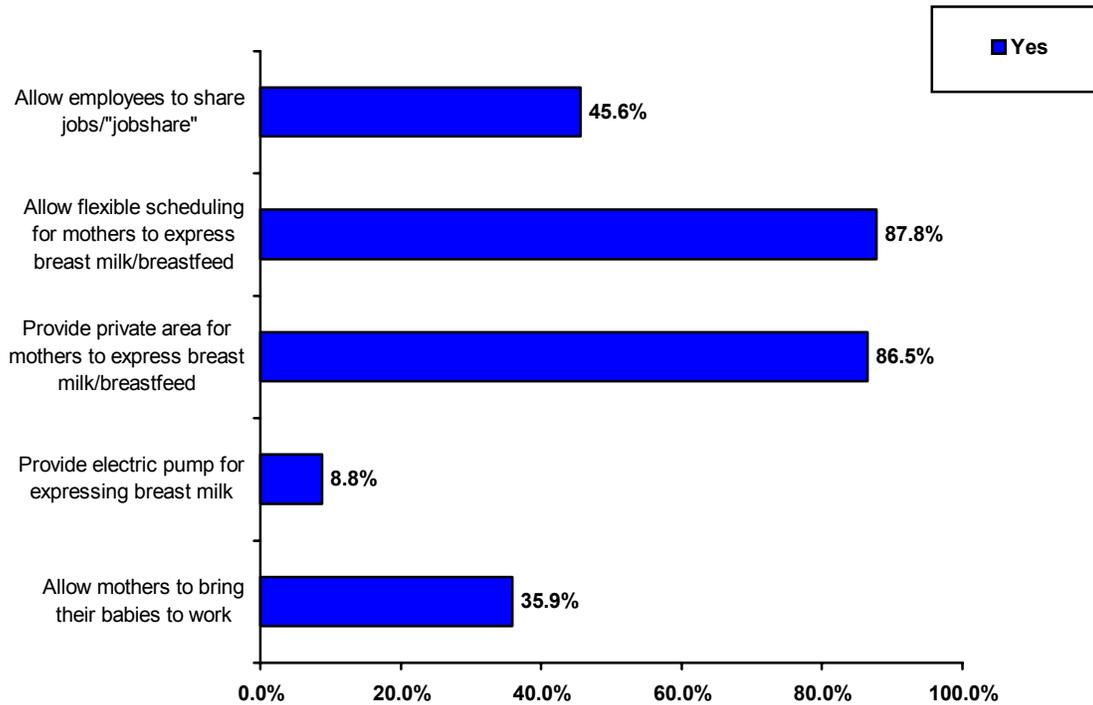


Figure 11. Does your worksite have... (Includes all respondents)

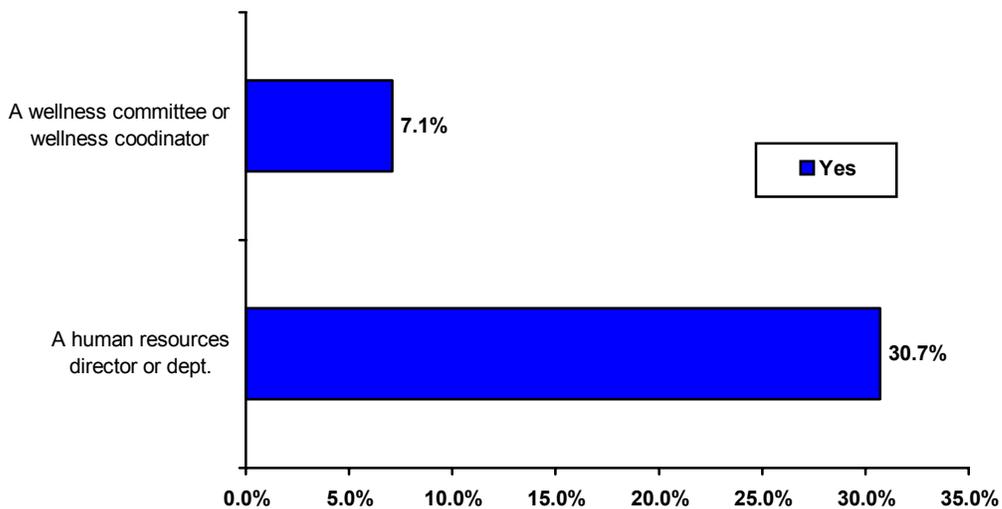


Figure 12. What steps has your worksite taken on the following: (Includes all respondents)

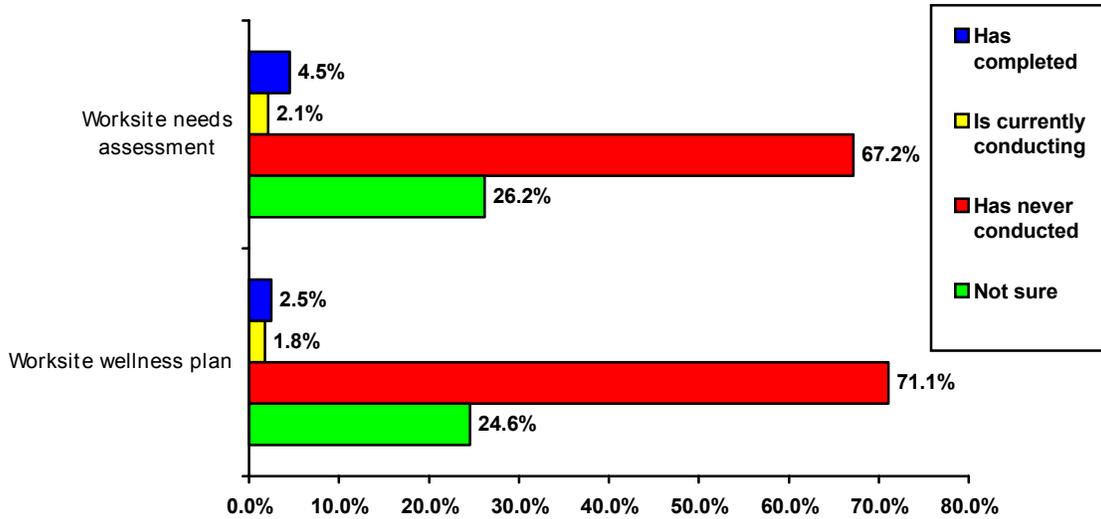


Figure 13. How interested are you in... (Includes all respondents)

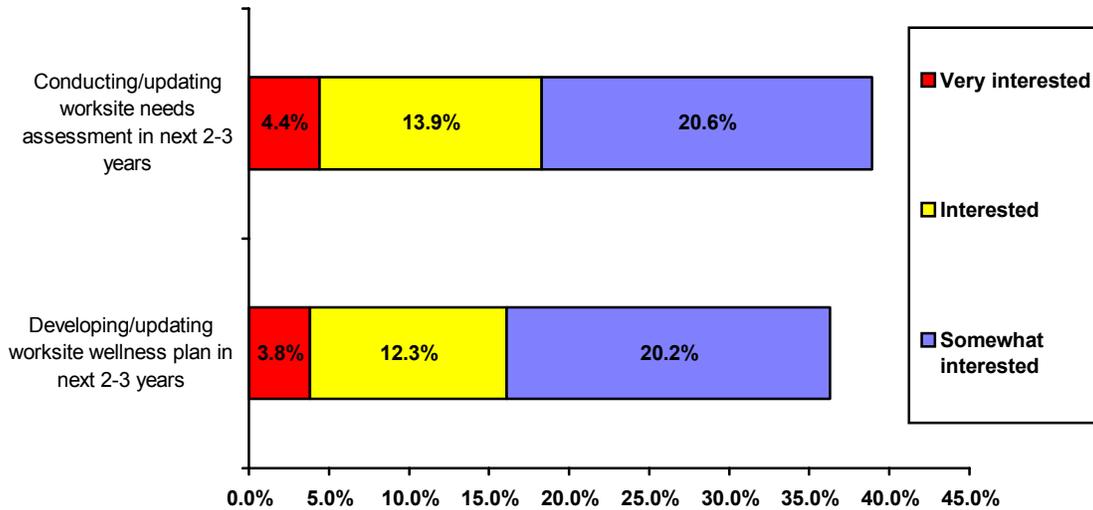
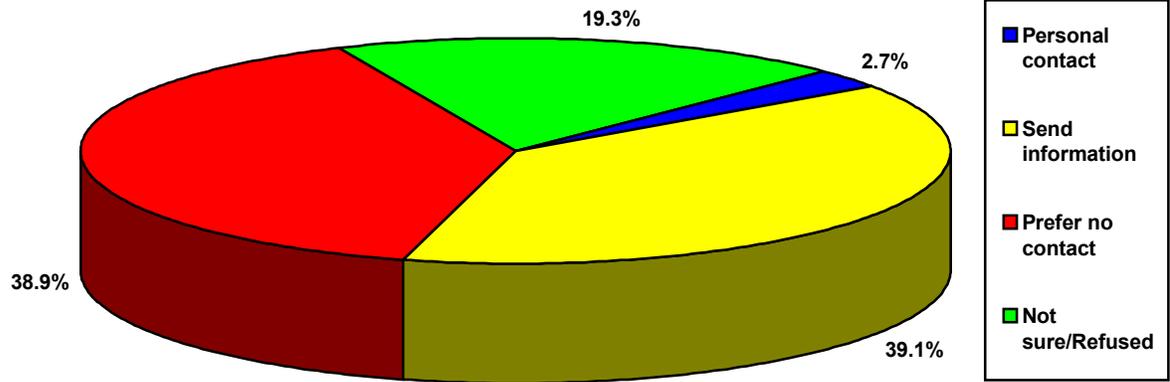


Figure 14. What type of contact would you like from the North Dakota Department of Health's Division of Health Promotion? (Includes all respondents)



THE QUESTIONNAIRE

The following questionnaires were designed with assistance from Melissa J. Olson (Division of Health Promotion, North Dakota Department of Health), Karen Ehrens (Ehrens Consulting), and several other stakeholders within the North Dakota Department of Health. Many of the questions come from *Heart Check: Assessing Worksite Support for a Heart Healthy Lifestyle, Version 4.1*, New York State Department of Health Healthy Heart Program.

The questionnaires in this report were used for all interviews conducted for this study.

As was stated in the methodology, one objective of this study was to provide a baseline or benchmark of employer practices against which we can track progress over time. Therefore, I suggest the following changes before the study is replicated in the future:

1. Better define “worksite” in the cover letter and/or survey instructions. Comments from several respondents indicated that they responded on behalf of multiple offices, branches, or plants in North Dakota rather than for the single worksite at which they are located.
2. Many Internet and mail respondents said they do not have practices or policies for women who breastfeed (question 9), but then indicated that their worksite does actually provide some of the mom-friendly practices or policies listed in questions 10a-e. Therefore, future surveys will obtain better data if we simply eliminate Q9 and have all respondents answer Q10a-e.

CONTINGENCY TABLES

Contingency tables are commonly referred to as “cross-tabs.” They present the findings in an easy-to-understand table format and provide the categorical data that is used most frequently in marketing. We strongly recommend that you review these tables and use them to facilitate any major decisions you make.

The contingency tables on the following pages show the proportion of all respondents who gave various responses to each question, as well as the proportion of specific sample segments (i.e. employee size, region, collection method, respondent's title, the year in which the organization was established, respondent's age, and respondent's gender, etc.) who provided a particular response. This detail will enable you to determine which segments are more likely (or less likely) to have certain characteristics, habits, intentions, opinions, perceptions and/or levels of awareness.

Please note the tables are separated into sections. The tables in each section have the same “banners” or sample segments across the top. Within each section, the tables are in order by question number, which appears on the top, left-hand side of each table.