



COLORADO
Department of Public
Health & Environment



Worksite Wellness Assessment and Certification
Comparison Guide

Worksite Wellness - Introduction

Across the nation, worksite wellness is an increasingly important strategy used by employers, policy makers and public health organizations to improve the long-term health outcomes of the U.S. population. Worksite wellness strategies focus on both mental and physical health and can include prevention, early detection and management of chronic disease. Employers are using third party managed programs, insurance based programs, online programs and turn-key “do it yourself” programs to implement worksite wellness.

With the increase in employee wellness programs, there is a corresponding demand for program certification and assessment to help employers identify wellness resources and needs, enhance the effectiveness and quality of their programs and identify solutions to fit the unique needs of their worksites. This guide provides an overview of worksite wellness assessment tools to support local public health agencies, worksite wellness advisors and employers in designing and implementing successful, effective and efficient worksite wellness strategies and programs.

The Importance of Assessment and Certification

When implementing worksite wellness programs, employers are faced with the following questions:

1. What wellness programs should we offer and what makes up a wellness program that works?
2. What can our organization afford?
3. What information can we collect on the quality and effectiveness of wellness programs?
4. Where can we go for support and guidance?

Use of the assessment instruments included in this guide can help an employer answer these questions. Which assessment will be most valuable will depend on the number of employees, budget for the wellness program, and level of understanding of the person or team tasked with completing the assessment.

Certification options are broad and range from self-reporting to third-party onsite assessment and review. Benchmarks vary between programs.

Certification programs offer varying degrees of resources for continuous improvement of worksite wellness programs. When tied to public recognition, employers can also be positioned as a leader in wellness.

Worksite Wellness Best Practices

The Colorado Department of Public Health and Environment (CDPHE) defines worksite wellness as a “comprehensive set of strategies to address employee health, safety and wellbeing through supportive policies, education, programs, benefits and the environment.” The Colorado Worksite Wellness Framework recommends five steps to develop a successful worksite wellness program: BUILD, ASSESS, PLAN, IMPLEMENT, EVALUATE. There are a number of ways in which a worksite wellness program can accomplish these five steps. The assessments included in this guide will help employers identify gaps and determine which best practices can improve their programs.

About this guide

All of the assessments outlined in this guide offer reliable data collection and evaluation tools. Because every worksite is unique, not every assessment will be right for each worksite. This guide is designed to assist employers in choosing which level of assessment and certification is best for their worksites based on the size of their businesses, their worksite wellness budgets and goals, and the size of worksite wellness staff.

Rating Symbols



Assessments with this rating review programs based on best practices and generate a report to show employers areas of strength and those in need of improvement.



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Health Links Colorado



CDPHE and the Center for Worker Health and Environment at the Colorado School of Public Health developed a worksite wellness assessment tool for Colorado employers through the Health Links Colorado program.

Health Links Colorado is a nonprofit organization offering three levels of certification. In eight counties, Health Links offers a [Kick-Start Program](#) to provide seed-funding and advising to small employers (2 to 49 employees) that are starting a worksite wellness program or enhancing an existing one. With an application fee of \$75 - \$300 based on employer size, certified employers receive a Report Card and Road Map for improving their programs, advising sessions with trained staff, and additional resources to network and improve their worksite wellness programs. Certified employers are also eligible for recognition at [annual awards](#) events and through the [Colorado Governor's Council for Active and Healthy Lifestyles](#).




- **Technical Assistance:** Advising for Kick-Start Program
- **Funding Opportunities:** Seed-funding \$250 - \$1000 for Kick-Start Program
- **Education:** Road Map for improvements, monthly e-newsletters with best practices and tips for improving wellness
- **Vendor Networking:** Social media sites for certified employers, Preferred Vendors resource map
- **Industry Comparison:** None
- **Certification:** 3 levels- Certified, Certified Partners, Certified Leaders
- **Cost:** \$75 - \$300, based on size

Getting Started with Health Links

1. Consult pre-application [checklist](#).
2. If needed, [download](#) the application to review.
3. Create a Health Links [account](#).
4. Complete [online application](#).
5. Review Road Map to begin improvements.

Assessment Content Analysis

The following content ratings are based on the level of depth in which each topic is addressed in the Health Links Colorado assessment.

- No stars The topic is not addressed in this assessment.
-  The topic is evaluated in a limited capacity.
-  The topic is evaluated in detail in this assessment.
-  The topic is thoroughly evaluated in this assessment.

Breastfeeding	 (follow up survey)
Nutrition	
Physical Activity	
Diabetes Prevention	
Cancer Prevention	
Tobacco	
Cardiovascular Disease	
Immunization	
Stroke Prevention	
Stress Management	
Mental Health	
Injury Prevention	
Safety	
Substance Abuse	
Leadership Involvement	
Program Evaluation	

CEO Cancer Gold



The CEO Cancer Gold Standard is a prestigious, single-level accreditation program aimed at reducing the risk of cancer, increasing early detection and ensuring access to high-quality care. Employers must complete a CEO affirmation form and meet the requirements of the 5 Pillars. The 5 Pillars include Prevention, Screening, Cancer Clinical Trials, Quality Treatment and Survivorship, and Health Education and Health Promotion. The CEO Cancer Gold Standard Review Board selects employers that meet the evidence-based requirements outlined in the 5 Pillars. The accreditation application is free to employers and, once certified, an employer is listed on the CEO Cancer Gold website as an accredited employer. [Resources](#) to help employers meet the requirements of the 5 Pillars can be found on the CEO Cancer Gold website.

- **Technical Assistance:** Limited
- **Funding Opportunities:** None
- **Education:** Implementation Guide for each Pillar
- **Vendor Networking:** Listing on website
- **Industry Comparison:** None
- **Certification:** CEO Cancer Gold Standard
- **Cost:** None

Getting Started with CEO Cancer Gold

1. Review the "[Are You Ready?](#)" page.
2. Create a CEO Cancer Gold [account](#).
3. Complete a CEO Affirmation signed by CEO or senior level leader.
4. Have a copy of your Tobacco-Free Workplace Policy and Preparer's Certification.
5. Complete [online application](#).

The following content ratings are based on the level of depth in which each topic is addressed in the CEO Cancer Gold assessment.

No stars

The topic is not addressed in this assessment.



The topic is evaluated in a limited capacity.



The topic is evaluated in detail in this assessment.



The topic is thoroughly evaluated in this assessment.

Breastfeeding	
Nutrition	
Physical Activity	
Diabetes Prevention	
Cancer Prevention	
Tobacco	
Cardiovascular Disease	
Immunization	
Stroke Prevention	
Stress Management	
Mental Health	
Injury Prevention	
Safety	
Substance Abuse	
Leadership Involvement	
Program Evaluation	

CDC Worksite Health Score Card



The Centers for Disease Control and Prevention (CDC) Worksite Health Scorecard is designed to help employers assess evidence-based approaches in their worksite wellness programs. The scorecard has been field-tested with employers of various sizes to ensure the validity and reliability of adopting strategies. It covers 17 areas, including demographics, leadership support, tobacco, nutrition, lactation support, physical activity, weight management, stress management, depression, high blood pressure, high cholesterol, diabetes, heart attack and stroke prevention, emergency response to heart attack, safety, vaccine-preventable diseases and community resources. This free assessment is a starting point for employers to score their worksite wellness programs. Further [resources](#) for improving a program can be found on the CDC's Worksite Health Score Card website.




- **Technical Assistance:** Varies by state and locality
- **Funding Opportunities:** May help meet CDC grant requirements
- **Education:** Resources online via CDC
- **Vendor Networking:** None
- **Industry Comparison:** Average
- **Certification:** None
- **Cost:** None

Getting Started with CDC Worksite Health Scorecard

1. Create an [employer administrator account](#).
2. Create a [worksite account](#) for each worksite.
3. Review the registration and submission [checklist](#).
4. Complete and submit [online Scorecard](#).
5. Consult [Resources for Action](#) based on Scorecard report.

Assessment Content Analysis

The following content ratings are based on the level of depth in which each topic is addressed in the CDC Worksite Health Scorecard assessment.

- No stars The topic is not addressed in this assessment.
-  The topic is evaluated in a limited capacity.
-  The topic is evaluated in detail in this assessment.
-  The topic is thoroughly evaluated in this assessment.

Breastfeeding	
Nutrition	
Physical Activity	
Diabetes Prevention	
Cancer Prevention	
Tobacco	
Cardiovascular Disease	
Immunization	
Stroke Prevention	
Stress Management	
Mental Health	
Injury Prevention	
Safety	
Substance Abuse	
Leadership Involvement	
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Wellness Council of America (WELCOA) is a membership program with resources and training for employers. A yearly membership fee of \$365 allows an employer to participate in online training, certification and application for a Well Workplace Award. A free [Well Workplace Checklist](#) is available to give employers a starting point for their worksite wellness programs and allow them to gauge their potential success at building an evidence-based program. The checklist evaluates a program on seven benchmarks: capturing CEO support, wellness teams, collecting data, operating plan, programming and interventions, supportive environments and evaluation. While resources are available to all employers, full WELCOA benefits, including certification, are reserved for members.

- **Technical Assistance:** With membership
- **Funding Opportunities:** None
- **Education:** Online and workshop trainings with membership.
- **Vendor Networking:** Online “social wellness” networking and resources) with membership
- **Industry Comparison:** With membership
- **Certification:** Well Workplace Award- Bronze, Silver, Gold, Platinum, and Small Business Awards (members only)
- **Cost:** \$365 yearly

Getting Started with WELCOA

1. Select an employee to become a [WELCOA member](#).
2. Complete the [Well Workplace Checklist](#).
3. Enroll in Well Workplace University.
4. Access Tools and Resources.
5. Apply for a [Well Workplace Award](#).

Assessment Content Analysis

The following content ratings are based on the level of depth in which each topic is addressed in the Well Workplace Checklist assessment.

No stars

The topic is not addressed in this assessment.



The topic is evaluated in a limited capacity.



The topic is evaluated in detail in this assessment.



The topic is thoroughly evaluated in this assessment.

Breastfeeding	
Nutrition	★
Physical Activity	★
Diabetes Prevention	★
Cancer Prevention	★
Tobacco	★ ★
Cardiovascular Disease	★
Immunization	★
Stroke Prevention	
Stress Management	★ ★
Mental Health	★
Injury Prevention	★
Safety	★ ★ ★
Substance Abuse	★ ★ ★
Leadership Involvement	★ ★ ★
Program Evaluation	★ ★ ★

HERO Employee Health Management Best Practices Scorecard



The HERO Employee Health Management Best Practices Scorecard, in collaboration with Mercer, was developed based on several national sources of worksite wellness best practices. The Scorecard includes six sections that evaluate an organization's planning, implementation and evaluation of employee health management program. The HERO Best Practice Scorecard is designed as an initial inventory for planning, an indicator of success, and a benchmark tool for comparison with other employers in similar industries. Employers can complete the Scorecard and receive an initial report at no cost. Once enough employers complete the latest version of the Scorecard, they will be notified of a benchmark report they can purchase to compare with other employers in their industries. Employers also have the option of joining the HERO Think Tank for \$4,000 - \$6,000 annually and have two employees represent their businesses in the HERO Think Tank.

- **Technical Assistance:** None
- **Funding Opportunities:** None
- **Education:** None
- **Vendor Networking:** HERO member listing on website
- **Industry Comparison:** Worksite Report and Industry Benchmark Comparison
- **Certification:** None
- **Cost:** Best Practice Scorecard- None; Membership \$4,000-6,000 based on type of business

Getting Started with the HERO Best Practice Scorecard

1. [Download](#) the application to review.
2. Consult the [User's Guide](#) for better understanding of the Scorecard.
3. Complete the [application](#).
4. Review your score and free report.
5. Check back for industry benchmark report.

Assessment Content Analysis

The following content ratings are based on the level of depth in which each topic is addressed in the HERO Best Practices assessment.

No stars

The topic is not addressed in this assessment.



The topic is evaluated in a limited capacity.



The topic is evaluated in detail in this assessment.



The topic is thoroughly evaluated in this assessment.

Breastfeeding	
Nutrition	★
Physical Activity	★
Diabetes Prevention	★
Cancer Prevention	★
Tobacco	★
Cardiovascular Disease	★
Immunization	★
Stroke Prevention	★
Stress Management	★
Mental Health	★
Injury Prevention	★
Safety	★
Substance Abuse	
Leadership Involvement	★ ★ ★
Program Evaluation	★ ★

Next steps

Consider the following recommendations:

Health Links Colorado

- Small employers seeking advising and funding
- Large employers
- Employers starting or seeking to enhance an existing program
- Employers interested in recommendations for local resources
- Employers interested in certification and recognition in Colorado

WELCOA

- Small and large employers
- Employers starting or seeking to enhance an existing program
- Employers interested in educational and communication resources
- Employers interested in certification and national recognition

CEO Cancer Gold

- Small and large employers
- Employers seeking to enhance an existing program
- Employers who are interested in cancer prevention, treatment, and survivorship
- Employers interested in certification and national recognition

CDC Worksite Health ScoreCard

- Small and large employers
- Employers seeking to enhance an existing program
- Employers seeking a comprehensive national assessment

HERO Employee Health Management Best Practices Scorecard

- Employers seeking to enhance an existing program
- Employers with experience with health benefits and health management
- Employers seeking a national assessment
- Employers interested in learning from and contributing to a network of employers with high quality wellness programs

Conclusion

Employers across Colorado and the nation are investing in worksite wellness programs to improve the health of their employees and the sustainability of their organizations. CDPHE supports a comprehensive approach to worksite wellness that includes certification and assessment to validate success. The tools presented here can help Colorado employers build a comprehensive worksite wellness program tailored to their needs. CDPHE will continue to engage health care providers, nonprofit health partners, health plans, academic centers, and public and private employers to support comprehensive worksite wellness programs throughout Colorado. Working together, we can make Colorado the healthiest state in the nation.

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