

Total Worker Health in Childcare Centers: Preliminary Results from a Community-based Model



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Small Businesses

- Small businesses:
 - deliver fewer workplace health promotion (WHP) and occupational safety and health (OSH) activities (Linnan et al., 2004; Sims, 2008)
 - need more external assistance with TWH
 - endure a higher burden of occupational injuries and illnesses (Mendeloff, Nelson, Ko, & Haviland, 2006)
- Business size was the best predictor of involvement with WHP AND safety activities (Linnan et al., 2004; Sinclair & Cunningham 2014)

Other Considerations

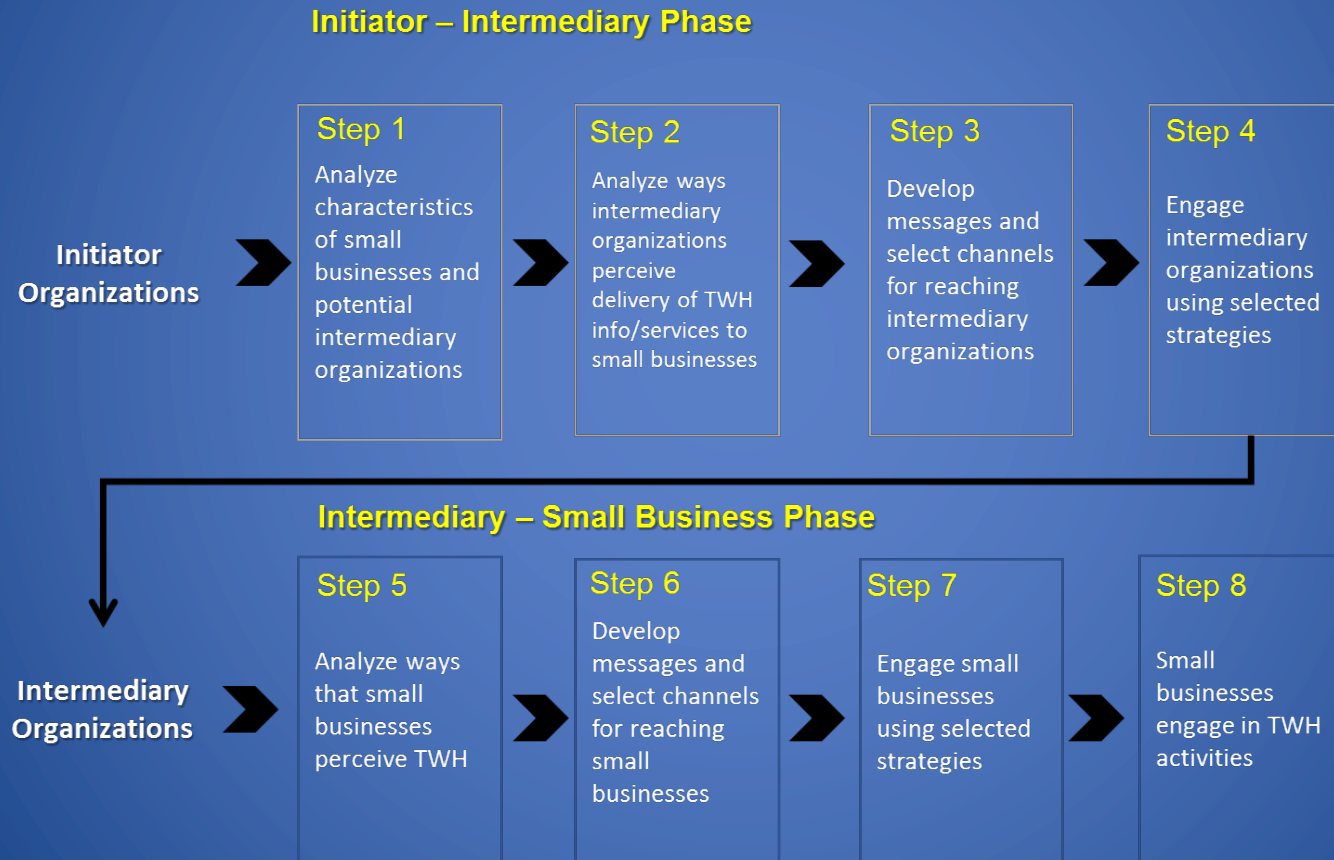
- Total Worker Health (TWH): *policies, programs, and practices that integrate protection from work-related safety and health hazards with promotion of injury and illness prevention efforts to advance worker well-being*
- Need for *multiple levels* of intervention to support WHP efforts, including support from the community
(Faghri et al., 2010; Baker et al., 1996; DeJoy & Southern, 1993)
- Better approach: work with a local business council in a small geographic area
(O'Donnell, 2012)
- “Business case” for TWH adoption must include financial cost/benefits, AND...
 - personal effort required, time commitment, compatibility with existing systems/behaviors, and expected outcomes
(Rogers, 2003; Maddux, 1999)

Goals of the Project

- Understand **perceptions** of:
 - the cost/benefits of TWH approaches among small business owner/operators and employees
 - TWH among community organizations that serve small businesses
- Explore methods for encouraging use of TWH approaches by small businesses

Methods

Intermediary-Small Business Diffusion Model



Methods

- **Larger Study:** 2 communities targeted
- Sector approach vs. geographical approach
- **Partnered with community organizations serving small businesses:**
 - Health Departments
 - Business Health Services; includes ergonomist
 - Safety Consultants

Methods

- Planned small business outreach efforts

Targeted Sectors: Manufacturing, Construction, Municipalities, Childcare Centers

Eligibility: 5 < Eligible < 50 Employees

Outreach Efforts: Phone Calls

Methods

- 8 agreed to participate
- 5 completed all steps
- Offered TWH assistance in return for data regarding perceptions about TWH concepts and activities
 - In-person baseline interview with owner/manager
 - Individual business consultations
 - In-person exit interview with owner/manager

Results

Participant Characteristics

- Owners of their business
- Reported good overall health

Organization Characteristics

- Age Range: college students to senior citizens
- Good working climate
- Good staff
- Positive working relationships

Results

Employee Benefits

- Most do not provide health insurance
- Vary with paid holidays and sick leave

Challenges with Implementing TWH

- Cost of employee health initiatives for employees
- Some are on brink of closing
- Lack of time

Results

Safety: Changes Made & Lessons Learned

Increased attention and recognition of safety issues especially personal safety

“All of our safety rules....are there for the children, but I think this brought to their attention that they’re there to protect themselves as well.”

“Definitely open eyes and put on some more focus on certain things that were brought to our attention that we kind of knew in the back of our head”

“We had a lot of conversations- individual conversations with people.”

One time safety-related training/activity

“We did have training on how to lift children.”

“The fire department is going to be coming....to assess some of the safety things here at the center.”

“We’ve talked about safety in the classroom at our teacher meetings.”

Results

Employee Health: Changes Made & Lessons Learned

Small informal activities to support employee health

“We started eating healthy at our staff meetings and I started bringing in healthy foods instead of getting, you know, cheese coney and chips and stuff.”

“We did have a garden this year.”

“We usually try to do like a potluck....We started trying to do....bring in your healthiest dish.”

Small informal activities to boost morale/reduce stress

“As kind of like a team-building activity we took the staff out to dinner....to kind of reward them slash, you know, kind of build relationships.”

“I kind of had like a teacher meeting.....quiet.....lights off....relaxing music.....healthy foods.....and I had everybody put their biggest problem on a piece of paper and then we crumpled it up....put it outside and said “Let’s just not think about those....””

Results

Employee Health: Changes Made & Lessons Learned

Increased attention & recognition of employee health issues

“We do- do a lot of water. Stay away from a lot of pop and stuff like that.”

“I feel more that people are calling and saying “I need help, I can’t”....where normally I think they were afraid to call.”

One time training/activity

“Ergonomics” “BMI” “Chiropractor” “Stress management”

Reports of individual staff changes

“quitting smoking” “losing weight”

“She exercises.....eating habits have changed”

“I’m cooking more, using more fresh fruits and vegetables.”

Results

TWH Concept

- Participants split on if a good idea
- Feel safety should be separate so important things “don’t get jumbled up”

Desirable Future Activities

- Cost-effective employee health program for staff
 - e.g., exercise programs, gym memberships, walking clubs, pedometer challenge
- Health program for employees AND clients
- Lifting safety
- Free and useful safety training

Results

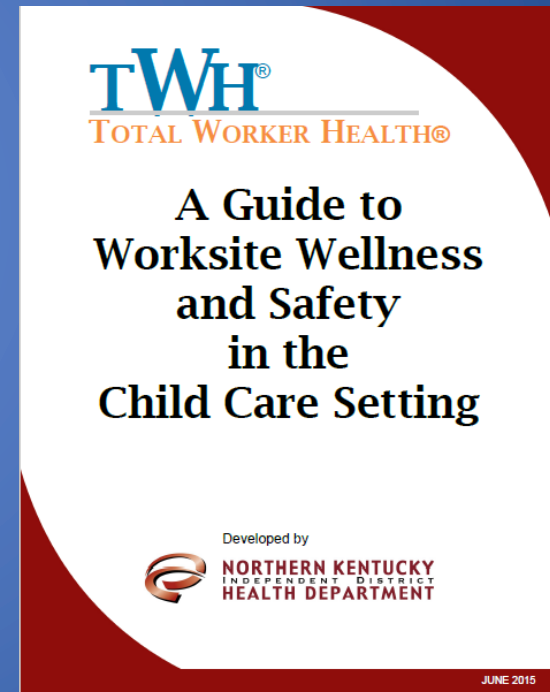
Intermediaries – Final Focus Group

Employee Health

- Harder to sell than safety programs
- Suggest framing as a business proposition & emphasize benefit to company's bottom line

TWH

- Most have safety programming/regulations, but employee health needs to be added
- Many SB's were open to TWH programs
- Health Dept - new manual for workers



Take-Home Messages

- “One-size-fits-all” TWH program not likely to work - Unique challenges at each workplace
- Money was not sufficient incentive
- Primary Motivators: recognition & personal relationships
- Keys to Success: flexibility, tailoring , SB’s need to own the process, ID 1-2 employees to be POCs

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NIOSH Program Portfolio: Small Business Assistance

<https://www.cdc.gov/niosh/programs/sba/>

NIOSH Small Business

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