

# Healthiest Maryland Businesses Wellness at Work Awards



**2020**

**Application and Guidance Document**



**Maryland Department of Health  
Center for Chronic Disease Prevention  
and Control**

## Background

The Healthiest Maryland Businesses (HMB) Wellness at Work Awards Program recognizes Maryland businesses that are committed to improving employee health and well-being.

The workplace is an important setting for health protection, health promotion and disease prevention programs. On average, Americans working full-time spend more than one-third of their day, five days per week at the workplace. While employers have a responsibility to provide a safe and hazard-free workplace, they also have abundant opportunities to promote individual health and foster a healthy work environment for more than 3 million workers in Maryland. The use of effective workplace programs and policies can reduce health risks and improve the quality of life for Maryland workers. Maintaining a healthier workforce can lower direct costs such as insurance premiums and worker's compensation claims. It will also positively impact many indirect costs such as absenteeism and worker productivity. To improve the health of their employees, businesses can create a wellness culture that is employee-centered; provide supportive environments to ensure safety and health can emerge; and provide access and opportunities for their employees to engage in a variety of workplace health programs.

## Healthiest Maryland Businesses

Healthiest Maryland Businesses is a collaborative of Maryland businesses with a shared mission of improving health through worksite wellness efforts. Participating businesses are referred to accredited work site wellness resources, receive education and assistance, and are recognized for their commitment to improving the health of their workforce. This statewide movement works to build and promote a culture of wellness in the workplace – fostering an environment that makes the healthiest choice the easiest choice. The goals of Healthiest Maryland Businesses are to:

- Raise awareness about the importance of sustaining a healthy workforce
- Recruit business leaders who are champions of healthy workplace practices and policies
- Assist businesses with worksite wellness programming that will improve their bottom line
- Recognize businesses for their commitment and success

## 2020 HMB Wellness at Work Awards

The Wellness at Work Awards serve to recognize HMB members and highlight wellness initiatives that meet all components of the CDC's Workplace Health Model. All HMB members with a current (completed since January 1, 2019) [Worksite Health ScoreCard](#) on file are eligible to apply. Businesses that are unsure about their ScoreCard or membership status should contact the HMB State Coordinator at the Maryland Department of Health – [mdh.hmb@maryland.gov](mailto:mdh.hmb@maryland.gov).

Wellness at Work Awards will be presented at the [11th Annual Maryland Workplace Health & Wellness Symposium](#) on May 20, 2020 at Martin's West in Baltimore, MD, and all applicants are encouraged to attend (prior registration required). Awards recipients will be recognized in a press release and on the HMB website (<https://phpa.health.maryland.gov/ccdpc/HMB/Pages/Awards.aspx>) and [Facebook page](#).

## Awards Overview

There are four award levels businesses can achieve:

- **Gold** – Businesses have well-established worksite wellness practices that promote a culture of health at all levels and utilize policy, programming, benefits, and environmental supports to improve employee health. Gold awardees conduct assessment and evaluation efforts to advise their efforts.
- **Silver** – Businesses have established worksite wellness practices and workplace health improvement plans that include a majority of strategy types. Silver awardees conduct some assessment and evaluation activities, but still have opportunities for growth.
- **Bronze** – Businesses have taken some of the first crucial steps to secure leadership support and identify a wellness champion. Bronze awardees implement some worksite wellness strategies but have considerable opportunities for growth.
- **On the Path** – Businesses that apply but do not meet the required criteria for the other levels.

The Wellness at Work Awards Application contains six sections:

1. Applicant Information – Questions in this section include contact information, business size, and the status of CDC ScoreCard.
2. Assessment – Successful workplace wellness programs are targeted to the employee population and suited to the specific worksite. To understand the needs of employees, a workplace health assessment should capture all of the factors that influence employee health. Questions in this section include the type of surveys administered, types of organizational data collected, and specific health measures collected by the business.
3. Planning and Management – Careful planning and organizational support is integral to the success of workplace wellness programs, policies, and environmental supports. Organizational support can include dedicated senior leadership and designation of workplace health coordinators or committees. Questions in this section include leadership

support at multiple levels, written policies for strategic planning related to health and wellness, and communication strategies.

4. Implementation – Implementation can be related to programs (classes/seminars, weight loss programs, exercise classes, vaccination clinics, etc.), formal or informal policies, improved benefits, and environmental supports (physical changes at or near the worksite) designed to change behavior or promote employee health. Questions in this section include the number and type of interventions used and examples of your workplace’s interventions.
5. Evaluation – Businesses should evaluate their interventions to assess how well the workplace wellness program is working, changes that can be made to make it more successful or sustainable, employee feedback, and the return on investment (ROI). There are a number of types of measures that can be included: employee participation, employee productivity/presenteeism, improved health outcomes, health care costs, organizational changes, etc. Questions in this section include the types and examples of data collected and the length of time data was collected.
6. Review and Acknowledgements

**It is recommended that applicants review all components of this application overview and prepare materials and responses prior to completing the online application.**

Additional materials are requested if available and may be required for higher award levels:

- Letter of support from senior executive,
- Evaluation data, or
- Formal worksite wellness policies.

**Note: Each year previously awarded worksites are required to re-apply to receive recognition. Worksites will be evaluated based on materials and responses submitted in the 2020 application. Previous applications will not be evaluated.**

## Timeline

- The application will be released **Monday, January 6, 2020** to provide businesses with additional time to prepare materials and responses before the application is due.
- Applications may be submitted beginning **Monday, January 13, 2020** and are due **Friday, March 13, 2020** by **12:00 p.m.** A link will be available to the online application starting January 13, 2020. **Please note that you will not be able to return to your online application once you begin.**
- All businesses will be notified early April 2020 of their application status.
- Awards program highlights will be presented at the 11th Annual Workplace Health and Wellness Symposium on **Wednesday, May 20, 2020** at Martin’s West in Baltimore, MD. All applicants are invited to attend and can register at [marylandwellnesssymposium.com](http://marylandwellnesssymposium.com).

## Questions

For more information about Healthiest Maryland Businesses, visit our website:

[phpa.health.maryland.gov/ccdpc/HMB/Pages/HMB.aspx](http://phpa.health.maryland.gov/ccdpc/HMB/Pages/HMB.aspx) or contact the Maryland Department of Health HMB State Coordinator ([mdh.hmb@maryland.gov](mailto:mdh.hmb@maryland.gov)).

## 2019 Wellness at Work Awards Application

The application questions are provided to enable applicants to review criteria and necessary materials prior to submitting an application online. The link to the online application will be available on <https://phpa.health.maryland.gov/ccdpc/HMB/Pages/Awards.aspx> beginning January 13, 2020. Applicants must complete the application in one sitting. Questions that are required are indicated by an asterisk (\*).

### Section 1: Applicant Information

#### Applicant Contact Information

First Name\*: \_\_\_\_\_

Last Name\*: \_\_\_\_\_

Title\*: \_\_\_\_\_

Email Address\*: \_\_\_\_\_

Phone Number\*: \_\_\_\_\_

#### Business/Organization Information

Company Name\*: \_\_\_\_\_

Street Address\*: \_\_\_\_\_

Apt/Suite/Office: \_\_\_\_\_

City\*: \_\_\_\_\_

State\*: \_\_\_\_\_

Zip\*: \_\_\_\_\_

URL: \_\_\_\_\_

In which county is your business headquartered?\*

- |   |                                     |  |                                       |
|---|-------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Allegany       | <input type="checkbox"/> Carroll    | <input type="checkbox"/> Harford         | <input type="checkbox"/> Saint Mary's |
| <input type="checkbox"/> Anne Arundel   | <input type="checkbox"/> Cecil      | <input type="checkbox"/> Howard          | <input type="checkbox"/> Somerset     |
| <input type="checkbox"/> Baltimore      | <input type="checkbox"/> Charles    | <input type="checkbox"/> Kent            | <input type="checkbox"/> Talbot       |
| <input type="checkbox"/> Baltimore City | <input type="checkbox"/> Dorchester | <input type="checkbox"/> Montgomery      | <input type="checkbox"/> Washington   |
| <input type="checkbox"/> Calvert        | <input type="checkbox"/> Frederick  | <input type="checkbox"/> Prince George's | <input type="checkbox"/> Wicomico     |
| <input type="checkbox"/> Caroline       | <input type="checkbox"/> Garrett    | <input type="checkbox"/> Queen Anne's    | <input type="checkbox"/> Worcester    |

Business Size\*

- 1–99 employees (very small)
- 100–249 employees (small)
- 250–749 employees (medium)
- Over 750 employees (large)

Has your business completed a CDC Worksite Health ScoreCard and submitted it to HMB within the past 12 months? \* Completion of the CDC Worksite Health ScoreCard within the past 12 months (since 1/1/19) is a requirement for award. ScoreCards taken on the MDH website and the CDC website qualify. If a ScoreCard is not on file or you are not a member of Healthiest Maryland Businesses, you will need to complete a ScoreCard before you are eligible to apply for an award.

Yes, we are a member of Healthiest Maryland Businesses, and have a ScoreCard on file within the last 12 months.

Yes, we are a member of Healthiest Maryland Businesses, but we DO NOT have a ScoreCard on file within the last 12 months. *Take the ScoreCard:*

[https://nccd.cdc.gov/DPH\\_WHSC/HealthScorecard/Home.aspx](https://nccd.cdc.gov/DPH_WHSC/HealthScorecard/Home.aspx).

No, we are not a member of Healthiest Maryland Businesses. *Please visit [pha.health.maryland.gov/ccdpc/HMB/Pages/HMB.aspx](http://pha.health.maryland.gov/ccdpc/HMB/Pages/HMB.aspx) for more information about how to join.*

Unsure. *Please email the HMB State Coordinator ([mdh.hmb@maryland.gov](mailto:mdh.hmb@maryland.gov)).*

## Section 2: Assessment

What employee surveys does your business administer? Select all that apply.

- Employee Interest/feedback
- Employee morale/satisfaction/engagement data
- Other - Write In (Required): \_\_\_\_\_ \*

What organizational data does your business collect? Select all that apply.

- Employee/Business performance data
- Employee retention/recruitment data
- Culture/climate assessment
- Other - Write In (Required): \_\_\_\_\_ \*

What workforce health measures does your business collect and evaluate? Select all that apply.

- Medical/Pharmacy Claims
- Behavioral Health Claims
- Health Assessment Questionnaire/Health Risk Assessments
- Biometric Screenings
- Fitness Assessments
- Disability Claims
- Absence/sick days
- Productivity and/or presenteeism data
- Other - Write In (Required): \_\_\_\_\_ \*

Describe the results for at least one of the forms of assessment data collected (surveys, organizational data, and workforce health measures). Describe how your business utilized the assessment data to create or improve your worksite wellness. \*

---

---

---

---

---

---

---

---



## Section 3: Planning and Management

### Senior Leadership

Completion of a letter in support of workplace health from a **Senior Executive** is required for recognition. The letter should be on **company letterhead**, and **signed by an Executive**. The letter should clearly indicate that Senior Leadership believes that a healthy, productive workforce is a core part of an effective business strategy and that he/she is committed to integrating employee health into worksite culture.

Do you have a letter of support from a Senior Executive?\*

- Yes
- No

If yes, you will be given the opportunity to upload your letter at the end of the survey. You may also email it to [mdh.hmb@maryland.gov](mailto:mdh.hmb@maryland.gov). PDF is required.

### Mid-Level Management

Which of the following describes your leadership's commitment to health and well-being? Check all that apply.

- Leadership training includes the business relevance of worker health and well being
- Leaders actively participate in wellness programs
- Leaders are role models for prioritizing health and work-life balance (for example, they do not send emails while on vacation, they take activity breaks during the work day, etc.)
- Leaders publicly recognize employees for healthy actions and outcomes
- Leaders are held accountable for supporting the health and well-being of their employees
- Leaders hold front-line managers accountable for supporting the health and well-being of their employees
- A senior leader has authority to take action to achieve the organization's goals for employee health and well-being

### Employee Leadership

Which of the following describes the involvement of employees in your program? Check all that apply.

- Employees have the opportunity to provide input into program content, delivery methods, future needs and the best ways to communicate with them
- Wellness champion networks are used to support health and well-being programs
- Employees are formally asked to share their perceptions of organizational support for their health and well-being (for example, in an annual employee survey)

Our business has a Worksite Wellness Champion that leads wellness efforts (voluntary, paid, part-time, or full-time).\*

- Yes
- No

Our business has a Worksite Wellness Team that meets at least four times per year and is responsible for setting annual goals and objectives.\*

- Yes
- No

**Health Improvement Plan**

Does your organization have a formal, written, strategic plan for health and well-being? \*

- Yes, annual or multi-year plan
- No

If yes, does your plan(s) include measurable objectives for any of the following? Select all that apply.

- Participation in health and wellness programs
- Changes in health risks
- Changes in lifestyle behaviors
- Improvement in clinical measurements/outcomes
- Absenteeism reductions
- Productivity/performance impact
- Financial outcomes measurement (medical plan cost or other health spending)
- Recruitment/retention
- Employee satisfaction/morale and engagement
- Other - Write In (Required): \_\_\_\_\_\*

If any of the above were selected, describe the objectives and how they were measured for the selected topics. SMART Objectives should be used (S – Specific; M – Measurable; A – Achievable; R – Relevant; T – Time-based).\* (example of a SMART objective: By December 2019, 50% of employees will participate in wellness lunch and learns held in at least 50 weeks.)

---

---

---

---

---

---

### Dedicated Resources

In which of the following areas are sufficient resources available? Check all that apply.

- Financial resources and/or a budget
- Staff time for planning and implementation
- Space for meetings and programs
- Employee time (paid or unpaid) to participate in meetings and programs

What types of financial resources and/or budget are available? Check all that apply.

- Vendor contracts (e.g., lunch and learn or exercise class contracts)
- Purchasing of equipment or supplies (e.g., influenza vaccine or renting mobile screening equipment)
- Marketing or educational materials
- Hiring staff to oversee and manage the program.
- Other – Write In (Required) \_\_\_\_\_

### Communications

Do health and wellness program communications include any of the following? Check all that apply.

- Annual or multi-year communications plan that articulates the key themes and messages
- Multiple communication channels and media appropriate for targeted populations (newsletter, direct mailings, email, SMS, website, etc.)
- Communications are tailored to specific subgroups (based on demographics or risk status) with unique messages
- Year-round communication (at least quarterly)
- Communications are branded with unique program name, logo, tagline that is readily recognized by employees as that of the health and wellness program
- Regular status reports to inform stakeholders such as employees, vendors, and management of program progress (at least annually)
- Employee meetings or webcasts where management discusses and promotes employee wellness
- Communications are directed to spouses and family members as well as employees

## Section 4: Implementation

In the table below indicate which types of interventions were used for which health topics. For example, if you implemented a healthy vending machine policy you would mark the square aligned with nutrition and policies.

Health Topics	Interventions			
	Programs Implemented 1/1/19 – 1/1/20	Policies	Benefits	Environmental Supports
Alcohol and Substance Misuse				
Cancers				
Cholesterol				
Depression				
Diabetes				
Heart Attack and Stroke				
High Blood Pressure				
Influenza				
Lactation Support				
Nutrition				
Obesity				
Occupational Safety and Health				
Physical Activity				
Stress				
Tobacco Use/Cessation				
Musculoskeletal Disorders				
Mental Health				
Substance Use				
Other				

If any of the boxes were indicated, please describe the programs, policies, benefits, or environmental supports implemented within the past year. \*

---



---



---



---



---



---



---

Policies were: (check all that apply) \*

Informal

Formal (written)

If formal policies were implemented, please upload the formal policies when prompted at the end of the application. PDF is required.

## Section 5: Evaluation

Please indicate what data were captured and used to evaluate and manage your business's health and wellness program. Only select the types of data that are periodically (for example, at least once per year) reviewed and used to influence program decisions. Check all that apply and describe your evaluation findings in the space provided. (Please provide results for the longest recent time period for which you have data and specify the approximate length of time period used below.)

For what time period were data collected? \*

- Less than a 2-year period
- 2-to-5-year period
- Greater than a 5-year period
- No data were collected.

What type of data were collected? Select all that apply.\*

- Program participation data
- Productivity/disability/and/or presenteeism data
- Health outcomes
- Healthcare cost data
- Organizational culture data
- Other - Write In (Required): \_\_\_\_\_\*

If program participation data was selected, what are the average program participation rates collected? If the program has been offered over multiple years, describe how program data has changed over time.\*

---

---

---

---

Describe the findings of your data collection to date. For one of the selected types of data, please describe the metrics you used. Please provide specific impacted outcomes if they are available.\*

---

---

---

---

## Section 6: Review and Acknowledgement

Please upload the dated and signed Letter of Commitment. PDF required. Max file size 500 KB.

\_\_\_\_\_1

Please upload the formal policies that were adopted. PDF required. Max file size 500 KB.

\_\_\_\_\_1

\_\_\_\_\_2

\_\_\_\_\_3

\_\_\_\_\_4

If there any additional supplementary materials you wish to share, please upload them here with a descriptive title.

\_\_\_\_\_1

\_\_\_\_\_2

\_\_\_\_\_3

\_\_\_\_\_4

If awarded, would you be interested in attending the [Maryland Workplace Health and Wellness Symposium](#) on May 20, 2020 at Martin's West in Baltimore, MD?\*

Yes

No

Would you be interested in presenting your company's initiatives at the symposium?

Yes

No

By signing below:

- I understand that the Healthiest Maryland Businesses Wellness at Work Awards Program is a voluntary program that recognizes Maryland employers for their employee health and well-being programs and affirm that the information provided within this application is complete and accurate and does not violate any privacy regulations.
- I recognize that the Wellness at Work Award is good for one year. If our organization receives an award this year, I understand that our organization must re-apply the following year.
- I understand that our award level is based on the extent to which the information provided within this application meets the criteria.
- I also affirm that the appropriate management team within my organization has approved the submission of this application.
- I certify all information is true and correct to the best of my knowledge.
- I give Healthiest Maryland Businesses permission to use photos taken of our employees as part of the awards program. Use of photos may include but are not limited to: posting on the HMB website, social media, and distribution with press releases.

Title of person signing:\*

---