

Healthiest Maryland Businesses Wellness at Work Recognition

2024

Application and Guidance Document



Maryland Department of Health
Prevention and Health Promotion Administration
Center for Chronic Disease Prevention and Control

Healthiest Maryland Businesses

Healthiest Maryland Businesses (HMB) is a collaborative of Maryland businesses with a shared mission of improving health through workplace wellness initiatives. HMB members receive education, technical assistance, and resources, and have the opportunity to learn from one another. 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. HMB’s goals 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 workplace wellness programming that will improve their bottom line, and
- recognize businesses for their commitment and success.

2024 HMB Wellness at Work Recognition

The Wellness at Work Recognition Program recognizes HMB members for building wellness initiatives aligned with the CDC’s Workplace Health Model. HMB members that have completed a [CDC Worksite Health ScoreCard](#) since July 1, 2023 are eligible to apply for 2024 Wellness at Work Recognition. Businesses unsure of their ScoreCard or HMB membership status should contact Ali MacStudy at ali.macstudy1@maryland.gov as soon as possible. Only businesses with current ScoreCards will be provided the link to apply for Wellness at Work Recognition. Wellness at Work Recognition recipients will be featured in HMB newsletters and webinars, and will appear on the HMB webpage.

Recognition Overview

The HMB Wellness at Work Recognition is based on CDC ScoreCard performance, as well as the materials and responses submitted with this application. In previous years, applicants had the option to submit an action plan or SMART goals to demonstrate their commitment to workplace health improvement. This year, we are asking all applicants to submit an action plan or SMARTIE goals.

There are three levels of recognition:

- **Wellness Exemplar** – Exemplar businesses have well-established workplace wellness practices promoting a culture of health across the organization. Exemplar businesses address wellness through all four strategies: policy, programming, benefits, and environmental support. Exemplar businesses thoroughly evaluate their workplace wellness initiatives and use evaluation results to inform future planning and implementation.
- **Wellness Pacesetter** – Pacesetter businesses have established worksite wellness practices. Pacesetter businesses address wellness using at least three strategies (policy, programming, benefits, and/or environmental support). Pacesetter businesses evaluate

some workplace wellness initiatives and use evaluation results to inform future planning and implementation.

- **Wellness Standout** – Standout businesses have emerging worksite wellness practices. Standout businesses address workplace wellness using at least two strategies (policy, programming, benefits and environmental support). Standout businesses collect some data to inform future planning and implementation.

Timeline

- Applications may be submitted beginning **Wednesday, May 1, 2024** and are due by **Friday, May 31, 2024**.
- All businesses will be notified of their Recognition status by June 21, 2024.

Questions

For more information about Healthiest Maryland Businesses, visit <https://health.maryland.gov/phpa/ccdpc/HMB/Pages/Wellness-at-Work-Recognition-Program.aspx>, or contact Ali MacStudy (ali.macstudy1@maryland.gov).

2024 Wellness at Work Recognition Application

This guidance packet is available to enable applicants to review application criteria and components, prepare responses, and gather required materials. Please review the entire guidance packet and prepare your responses and materials prior to initiating the online application (linked below).

To complete the online application, follow the link [here](#).

If you are unable to complete the online application in one session, you may return to the application link and continue your application. To return to the application, you must be logged in with the same email address that initiated the application. You may return and edit your responses as many times as needed to complete the application, however you will not be able to edit once you hit the submit button.

Once you submit your application, you should select the option to receive a copy of your completed application via email. If you do not receive an email confirmation when your application has been submitted, please contact Ali MacStudy for assistance.

To help you prepare your application, below are the questions to be completed in the online application. Please note, required questions are indicated by an asterisk (*).

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*: _____
Website/URL: _____

Please select the Maryland jurisdiction in which your business is located: (If operating in multiple jurisdictions, please choose the jurisdiction in which the largest percentage of employees normally work.) *

- | | | | |
|---|-------------------------------------|--|---------------------------------------|
| <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)

How long has your business had an established workplace wellness program (e.g., regular self assessment and action planning, active Wellness Committee, and/or coordinated effort to improve employee health through programs, policies, benefits, and/or environmental supports)?*

- More than 5 years
- 2-5 years

Less than 2 years

ScoreCard

Please upload PDFs of the following CDC ScoreCard documents. To access the PDF versions, open the report and click “Export to PDF” at the upper right of the report table.

- Your business’s Summary Benchmark Report, including your business’s overall score, subscores for each category, and a column with the previous year’s score (if applicable).*
- Your business’s Detailed Benchmark Report for the Organizational Supports topic.*

Planning

Successful workplace wellness initiatives involve careful planning based on the needs of the employer and employees. Goal-oriented planning can enhance the effectiveness, reach, and long-term sustainability of workplace wellness initiatives. All recognized businesses must demonstrate a commitment to workplace health improvement.

Did you complete an action plan on the CDC website, draft a workplace health improvement plan, OR identify SMART (Specific, Measurable, Attainable, Relevant, and Time-based) Goals to address workplace wellness issues in need of improvement?*

Yes- Please upload a copy of your workplace health improvement plan, SMART Goals, or CDC action plan below.

No

Evaluation

Ongoing evaluation is indispensable to workplace health promotion. It provides information on the effectiveness of current interventions, builds the business case for continuing what works, and shapes future decision-making.

Please indicate what data were captured and then used to evaluate and manage your business’s workplace wellness program. Only select the types of data that are collected periodically, reviewed, and used to influence program decisions.

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

- Program participation data
- Productivity data
- Health outcome data (e.g., blood pressure, cholesterol, diabetes)
- Health behavior data (e.g., eating habits, physical activity, smoking)
- Healthcare cost or claims data
- Organizational culture data
- Implementation data (e.g., how was a program promoted, how were employees educated about a new policy)
- Employee feedback on wellness initiatives
- Other - Write In (Required): _____

[] Did not collect data

Please share one example of how you used data to inform your workplace wellness practices in 2023. Please include the type of data you collected, how it informed decision-making, and any results or outcomes, if available.*

Current Health Promotion Strategies

In the table below indicate which types of interventions your business used to address particular health issues in 2023. For example, if you have a healthy vending machine policy in place, you would mark the square aligned with nutrition and policies. You may use your ScoreCard as a guide. If you implemented additional interventions not captured by the ScoreCard, please include those as well.

Health Topics	Interventions			
	Programs Available 1/1/23 – 12/31/23	Policies Currently in Place	Benefits Currently Available	Environmental Supports Currently Available
Tobacco Use				
High Blood Pressure				
High Cholesterol				
Physical Activity				
Weight Management				
Nutrition				
Heart Attack and Stroke				
Prediabetes and Diabetes				
Depression/Mental Health/Stress Management				
Alcohol and Other Substance Use				
Sleep and Fatigue				
Musculoskeletal Disorders				
Occupational Health and Safety				
Vaccine-preventable Diseases				
Maternal Health and Lactation Support				
Cancer				
COVID-19				
Other				

2023 Successes and Challenges

Please describe 2-3 workplace health and well-being successes you achieved in 2023.*

Please provide an example of something you successfully changed during 2023 to address needs identified on your previous ScoreCard or another workplace health assessment.*

Please describe any challenges you encountered while implementing your action plan or pursuing your SMARTIE goals in 2023. How did you address these challenges?

Additional Questions

Would your business be interested in having its wellness initiatives profiled for future HMB newsletters, website, or publications?

Yes

No

By signing below:

- I understand that the Healthiest Maryland Businesses Wellness at Work Recognition 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 Wellness at Work Recognition is good for one year. If our organization receives recognition this year, I understand that our organization must re-apply the following year.
- I understand that our recognition 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 program. Use of photos may include, but are not limited to, posting on the HMB website, social media, and distribution with press releases.*

Signature:

Title of person signing:
