



PARITY IN HEALTH PROMOTION: A FOCUS ON DIVERSITY & LOW WAGE WORKERS

SEPTEMBER 11, 2017 | PHOENIX, AZ

Everyone can agree on the three recognized levels of intervention that impact worker health, well-being and productivity: individual characteristics, job characteristics and culture characteristics. All astute employers are focused on getting workers moving more and avoiding sugary beverages, and most are working to build resilience habits. But beyond these programs are individuals who don't share the same skin color, world views or paycheck. What's more, there is a complicated "intersectionality" between income, race and gender that makes addressing these individual characteristics all the more vexing.

Employers are faced with the dilemma of understanding how their health and well-being programs are performing, and whether their programs are responsive to the needs of everyone, not just the readily engaged. Lower income workers present unique challenges, and we'll consider how employers might leverage available data sources to maximize the value of their greatest asset: their human capital.

Research indicates that bias, prejudice and discrimination are corrosive elements in many employees' lives, including in their work lives. In today's diverse workforce serving diverse customers, this issue should have a prominent place in creating an organizational culture where everyone is welcomed, everyone is included, and everyone is valued.

The culture of an organization is one of the best indicators of how likely employees are to engage in a wellness program. Understanding how to take a diverse culture into account when planning and developing a health and well-being program is more than just having materials translated into different languages. How can employers engage a diverse culture? What does cultural competence mean, and why is it important? How does the intersectionality of race, gender and socioeconomic status impact the culture of an employee population?

2:30 PM WELCOME

Paul Terry, HERO CEO & President

Introductions at Tables and Table Topic Warmups

2:45 PM DATA ON HEALTH PROMOTION AND LOW WAGE WORKERS

Bruce Sherman, Conduent HR Services

3:15 PM A DIVERSITY & INCLUSION FOCUS FOR BEST WORKFORCE OUTCOMES

Karen Lloyd & Shamayne Braman, HealthPartners

3:45 PM TABLE TOPIC DISCUSSIONS: CURRENT STATE ISSUES

4:05 PM GROUP REPORT OUTS

4:15 PM PANEL: CULTURAL COMPETENCY & WELLNESS PROGRAMS DESIGNED FOR DIVERSITY

Marleece Barber, Lockheed Martin

Danielle Klassen, Oswald Companies; **Mandy O'Neill**, George Mason University; **Ryan Sledge**, OhioHealth

5:00 PM TABLE TOPIC DISCUSSIONS: STRATEGIC DIRECTIONS
5:20 PM GROUP REPORT OUTS
5:30 PM ADJOURN
6:00 PM THINK TANK RECEPTION
7:15 PM THINK TANK MEMBER DINNER