



HERO Culture of Health Study Committee Phase 2 2018 Charter

Purpose:

The HERO Culture of Health 2 (“COH2”) committee applies the work of the original Culture of Health (“COH”) Committee.

History: The Culture of Health Study Committee (COH) formed in 2013 to establish a widely accepted [definition and elements](#) which describes a culture that supports the health and wellbeing of an employer population. As a part of the work, an extensive literature review was conducted to identify how these elements have been studied in association with health and safety factors. The committee also began developing case studies to identify the value for organizations in focusing on a culture of health. With definitions and research complete, the case study work continues. The committee’s work was published most recently in [The Art of Health Promotion](#) and the completed literature review has been submitted to the American Journal of Health Promotion for publication.

COH 2 will leverage this important work and begins to cultivate the value proposition for employers by specifying what a healthy culture “looks like in action” in the work setting. The COH2 work will continue with case study completion (A) and dissemination of information (B), plus will start to analyze the work to inform needs and opportunities for future work (C). The work may inform the identification of specific elements which may be underutilized or be lacking in supportive resources or demonstrated results, and thus ripe for future study. Committee deliverables may also inform a committee name change for the future.

Committee Deliverables:

Deliverables include the following three phases, potentially being completed in parallel:

A: Case study focus

- Case study completion through the values work-group: The case study development effort began in March of 2016, by creating a brief recruitment survey invitation sent to HERO members. Forty-seven organizations completed the survey, indicating their interest in being considered for the project. The HERO workgroup then scored and discussed the 47 companies, identifying the top 12 candidates with the strongest initiatives and outcomes (information and process available in the COH Interview Guide). This initial group of case studies are in development with a full dissemination strategy in progress. As a part of COH2, the work group will:
 - Finish the current case studies
 - Assess the current process, including lessons learned
 - Determine a solution to keep completed case study information up to date.
 - Collaborate with analysis group (C) to summarize the existing body of work and develop a recommendation on next steps, which could include development of new case studies or a different approach to highlight CoH elements not captured in the initial case study work.

B: Dissemination

- Continue ongoing publication relations (PR) strategy for case studies still in development (once they are finished) and the summary work. At a minimum, web site placement and sharing in HERO Social Channels for each company.
- Determine publicity approaches in partnership with the newly formed HERO PR Committee beyond the HERO web site, press release, infographic and video work. Opportunities may include:
 - Speaking opportunities (e.g. Committee presentations, HERO Forum/Think Tank/s, monthly HERO

- Webinar, National/regional conferences)
 - Additional press releases, as appropriate
 - Editorial options with industry publications
 - Additional special issues and/or monthly features in TAHP (beyond Nov 2017 issue)
 - Collaboration with industry and special interest groups
 - Other
- Develop a media measurement process to quantify the use and value of the completed case studies for HERO members (e.g. by tracking website statistics, media coverage, PR metrics member interactions/surveys to understand the value) and understand use, gaps and opportunities for future action. Understand current tracking by Tabor PR firm to date. Determine best process to store and feature the information. A historian could be leveraged to document this work for review by COH2.

C. Evaluation

Development of a Case Study Snapshot (Values Workgroup) that provides a visual overview of the elements featured in the individual case studies, common themes, and associated outcomes plus may weave in what was discovered from the literature review. This work will begin once the defined number of case studies are completed (A).

- As a part of the summary, a SWOT analysis of the work will be completed in review against the original definition and elements to understand to what degree the case study employers are delivering the key elements and identify where future action may need to be focused.

A second deliverable in the evaluation stage is a “point of view” article that issues a call for new research and/or some other action that employers can take to further address the value of a healthy culture to employers.

- To include consideration of name/branding change to Healthy Culture (instead of Culture of Health). During the initial work, it was recognized that Healthy Culture may better emphasize the importance of the entire company culture and all the elements defined in the previous work, as opposed to a narrower initiative added to the broader company culture.

The following volunteer workgroups/roles are formed to accomplish the above deliverables.

- A: Values Workgroup (continues)
- B: PR collaboration and historian with HERO PR Committee
- C: Evaluation workgroup

Committee Chairs:

Stewart Sill, Consumer Health Strategy & Solutions, IBM Watson Health
 Kathy Meacham Webb, Senior Director, Consulting Practice, Limeade

APPENDIX 1: ORIGINAL CHARTER

HERO STUDY COMMITTEE ON CULTURE

This committee is charged with establishing a widely accepted definition, including a list of elements and associated indicators, which accurately describes a culture that supports the health and wellbeing of an employer population. This effort will help to identify its value and build consensus within the employer, provider, and consultant communities. This definition would include a framework that outlines the elements and associated indicators of an organizational culture necessary to effectively support the total health and wellbeing of both the individuals within an organization, and the organization as a whole. This committee's work will include developing the value proposition for employers to invest in the assessment, planning, creation and maintenance of a culture that supports health and wellbeing within their organization. Providing guidance to employers that includes effective strategies and tools for assessing, planning, implementing and evaluating all key aspects of an organization's culture will be included in the committee's work. Finally, the committee will propose future research needed to investigate the impact, value and effectiveness of a culture that supports health and wellbeing for the sustainability and health of individual employees of an organization, and the organization as a whole.

Committee Deliverables: The committee anticipates delivery of a white paper or similar document that incorporates the following:

A definition of an organizational culture that effectively supports the health and wellbeing of its population.

The development of a visual framework that includes key organizational culture elements and associated indicators that support health and wellbeing.

Value proposition for building and maintaining an organizational culture that supports health and wellbeing.

Conduct, summarize and disseminate an environmental scan of research, practices, strategies, assessment tools, and case studies that have been completed in this area.

The following three volunteer committees will be formed to accomplish the above deliverables.

- Definition & Framework Workgroup
- Research Workgroup
- Value Proposition Workgroup

Upon completion of the committee work, a smaller group will convene to assemble and organize the information gathered into a report suitable for submission for publication, and possibly resources for employers, providers and consultants to utilize that address what it is, what value it provides, how to create it and how to measure it.