

HERO Healthy Workplaces Healthy Communities Committee

The HERO Healthy Workplaces Healthy Communities Committee (HWHC) continues to build on the work of the original Employer Community Collaboration Committee. At the intersection of workplace well-being and community health, population health improvement and disease prevention may be considered factors of considerable importance. This intersection of workplace and community health promotion and improvement represents a two-way street that has the potential to operate in a synergistic manner. There is bidirectional value in the collaboration between employers and communities to advance population health outcomes. Effective corporate health and wellbeing efforts are essential to the achievement of public health objectives. A vibrant community culture with high levels of population health dedicated to optimizing quality of life bring significant benefits to businesses operating within them.

Several groups, organizations and thought leaders are recognizing both the value and need for employers to engage with communities in a mutually beneficial way. In its annual report to Congress, the Community Preventive Services Task Force outlines several opportunities in which community preventive services may support broad-based health promotion initiatives that result in community partnerships with vital stakeholders. These partnerships may include, but are not limited to, worksites, schools, health plans, care delivery organizations, faith-based organizations and state government.

Further clarity is needed to identify actions that harness such potential and fully realize all the benefits employers may experience through community-based health improvement projects and partnerships. It is certain, however, that no one stakeholder or sector in the community has independent ownership, accountability, or capacity to advance population health alone. It requires the collective engagement of multiple social forces and sectors to be successful. Given the fact that the health of the public is the result of behavioral factors, genetics, social circumstances, access to medical care, and environmental conditions, initiatives to improve health need to involve multiple stakeholders across the community (e.g., government, business, citizens, etc.), representing diverse sectors (business and industry, education, health care, non-profits, etc.), and acting at multiple levels (individual, inter-individual, organizational, environmental). Stakeholders bring energy, effort, expertise, funding, and other resources to the table. It is important that each stakeholder justify their investment through the valuable and tangible results they show in the community.

Charge to the Committee

HWHC will continue to leverage the important work already begun while strengthening the business case and value proposition for involving- through discussion and action- more businesses in the critical role of population health improvement. Additionally, HWHC will take ownership in understanding the employer's responsibilities and roles in community health projects, how to actively facilitate dialogue between workplace-community groups, and share successful collaborations through case studies on the get-hwhc.org website

Committee Deliverables

To better define the mutually beneficial interconnectivity between healthy workplaces and healthy communities, the Committee will pursue two areas of focus: 1) employer and business implications of social determinants of health (SDoH); and 2) the expansion of the HWHC website to include supporting case studies from companies investing in community health. Each focus area will have a dedicated workgroup to achieve stated deliverables and inform the direction of the full Committee.

Focus 1: SDoH and the Employer/Business Implications

A written statement or whitepaper outlining the relationship between SDoH and well-being, the impact on employees, relevance to employers and overarching implications for well-being programming. This statement or whitepaper will have a specific focus on providing action steps for employers who wish to further engage in community health improvement projects. A business case for understanding the intersection of SDoH and employer involvement in SDoH will be developed. A review of current literature will be conducted to inform definitions and language for the SDoH value proposition. These definitions will capture and model the language used in public health while translating these definitions into consumable pieces of work that are compelling and meaningful in the business sector.

Focus 2: Case Study Vetting and Publication

An updated, standardized publication process for new and previously published case studies will be developed. Additionally, a publishable vetting tool will be created which captures necessary information regarding the replicability and scalability of community health improvement projects being conducted by the private sector. A process for identifying new and updating previously published case studies will also be achieved by collaborating with external partners (i.e. Business Collaborative, etc.) and HERO members. The [get-HWHC](#) website will house vetted and approved case studies as well as an application form for new proposals.

In addition to the workgroup activity, the full Committee will assist in keeping the HWHC website innovative and relevant. Committee members will submit evidence-based articles, videos, and useful links to be considered as additions to the resources tab. Future activities might also include completing an observational analysis of case studies published on the [get-hwhc.org](#) website, highlighting best practices and key themes resulting in a summary report of findings.

HWHC Committee Chairs

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