



HEROForum20

September 23-25, 2020 | Austin, Texas

A 20/20 Vision for Collective Well-being: How Group Dynamics and Social Connectedness Shape Individual Choices

At Forum20 we will examine “collective well-being” and ask how groups, organizations and our social spheres shape our destiny, fulfillment and life satisfaction. Forum20 carries forward our learnings from Forum19 where we asked how employers can better achieve well-being through collaboration, and we examined tenets of “collective action” and how individuals influence the direction of groups. To be sure, individual and group influences are bi-directional. Still, the worksite wellness movement has been steeped in behavioral psychology and has deployed education programs primarily focused on individual behavior change. This year we examine how well we are employing principles of social psychology to advance well-being and how we are shaping group dynamics to bolster our aims to become the best places to work.

Is well-being as much a function of a group as it is predicated on individual resiliency or personal circumstance? This year’s Forum20 draws on award-winning research on collective well-being conducted by Drs. Roy, Riley, Sears and Rula. Their study systematically examined how researchers have captured precepts of the socioecological framework and how often peer-reviewed papers have included multiple dimensions of well-being. Their review of the literature led them to posit that five domains are needed to advance a more actionable framework to achieve collective well-being. Their **collective well-being** domains are “**vitality, opportunity, connectedness, contribution and inspiration.**” We will examine these domains in our keynote sessions at Forum20, and we will invite practitioners and researchers to submit breakout presentations that draw inspiration from these collective well-being domains alongside the component parts of the **socioecological framework: individual, interpersonal, organizational and environmental.**

Recent research that garnered media attention regarding worksite wellness programs offered telling, albeit predictable, results showing that individually focused programs are unlikely to produce population wide results. Indeed, though evidence is clear that such programs have robust benefits for the individual participants, the socioecological framework that those formally trained in health education use to design population-based interventions holds that individual benefits like coaching or classes are but a small aspect of what is needed to have collective well-being impact. Where many health promotion studies offer extensive data concerning individual-level health metrics such as health behaviors, clinical markers, employment outcomes and medical and drug spending, too few offer metrics concerning socioecological variables such as leadership, participant planning input, champion networks, environmental supports, communications campaigns, worksite policies, integration with other services or alignments with the organization’s culture and business strategies. Fewer researchers still are capturing group level measures of collective well-being such as opportunity, vitality or contribution.

How well are organizations able to contribute to the well-being of employees given the many externalities that influence and shape personal decisions? Does our interest in “moving from wellness to well-being” bring a fresh interest in tenets of the socioecological framework with an emphasis on environmental and culture contributors to health? How true is the public health bromide that the choices we make are keenly tied to the choices we have? Or does well-being relate more to a person’s perception about how their life is going and how well they can adapt to everyday events, limited choices or not? We’re excited to have you join us in Austin, Texas to discuss these questions and learn together. In the inimitable Austin tradition, we’ll be “keepin’ it weird” at the same time we honor our HERO tradition of “keepin’ it evidence-based” as we explore the most effective ways to get better and better at advancing the health of the nation.

Forum20 Collective Well-being and Socioecological Model Breakout Tracks

1. Connectedness and Worksite Well-being Initiatives

- a. Employer/community collaborations that advance well-being
- b. Connecting **Organizational** development, leadership development and employee well-being
- c. Social psychology approaches to building supportive networks

2. Contribution and Interpersonal and Organizational Meaning and Purpose

- a. Positive psychology, thriving **Organizations** and **Individual** behavior change
- b. Psychologically safe **Organizations**
- c. Employee volunteerism and community service policies and approaches

3. Skill Building, Vitality and Inspiration for Behavior Change

- a. Innovations in health benefits, coaching, intrinsic motivation and other **Individually** focused tenets of the socioecological framework
- b. New ideas and new uses for old ideas in health and well-being
- c. Resiliency and systemic **Organizational and Environmental** approaches to fighting employee burnout

4. Improving Opportunities to Achieve Well-being

- a. Advancing financial well-being
- b. Achieving equity in health and well-being
- c. Community health and private/public partnering and collaboration

5. Metrics and Dashboards/Integrating Collective Well-being and Socioecological Indicators of Success

- a. Measures that capture results from approaches that relate to the socioecological framework
- b. Measures that capture collective well-being results relating to vitality, opportunity, connectedness, contribution and inspiration
- c. Use of dashboards that reflect integration across functions or disciplines