



HERO FORUM²⁰²³
Doing Well by Doing Good:
How Responsible Organizations are
Addressing Societal Challenges

Mind the Gap: Putting Science to Work in Health Promotion

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The success of workplace health promotion efforts requires effective implementation of practices that are based on good science. To improve the protection of workers' health, the promotion of their well-being, and the provision of access to high-quality resources and services, we need to strengthen efforts to translate research into practice in real-world settings, communicate it effectively to employers, and equip practitioners to use it to inform their work. This fast-paced, highly interactive panel session will explore the challenge of balancing the need for rigor with practical demands and limitations, reliance on scientific evidence with the desire for innovation, and the academic views of occupational and public health with the market-driven approaches of the fitness and lifestyle industries. Topics will include strategies for translating and communicating research; tips and tactics to help practitioners make solid, evidence-based decisions that drive results; and opportunities for scientists, practitioners, and employers to work together for the greatest impact.

Learning Objectives

After completing this session, participants will be able to:

1. List criteria for evaluating scientific claims.
2. Identify red flags that may indicate bias or questionable validity.
3. Describe strategies for accurately communicating scientific information to non-academic audiences.

1 CEU (ADV)

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