

Understanding Employer Perceptions and Implementation of Nutrition Workplace Health Promotion



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BACKGROUND

Workplace health promotion (WHP) can be utilized to engage a large and diverse range of employees in health intervention. *Connect to Wellness*, a WHP for small to mid-sized employers, was created by the HPRC in partnership with the Center for Disease Control (CDC) to address capacity and infrastructure barriers to WHP implementation. This project focused on the *Healthy Foods and Beverages Toolkit*, a nutrition education intervention subset of *Connect to Wellness*.

OBJECTIVES

This project sought to identify employer perceptions of healthy eating WHP and receptibility to the non-diet approach to curate a set of materials to facilitate best practice implementation of the *Healthy Foods and Beverages Toolkit*. In addition to a review of the current literature, an anonymous survey was conducted with small to mid-sized employers.

METHODS

- Conducted a literature review on employer and employee perceptions of WHP and the non-diet approach
- Conducted an anonymous survey with small to mid-sized employers to develop best practice materials for the *Healthy Foods and Beverages Toolkit*
- Developed a Non-diet, Weight inclusive Guide, Common Misconceptions and Emerging Research Handout, and three educational posters

RESULTS

Key Takeaways from Survey

- > 42% of employers reported a lack of interest from employees was a challenge to promoting healthy foods and beverages at their organization
- > 32% of employers reported competing priorities as a challenge to promoting healthy foods and beverages at their organization
- > 50% or more of employers expressed interest in non-diet resources for Healthy Eating WHP
- > Although the majority of employers favored the diet approach, about 30% of employers indicated favorability towards the non-diet approach
- > Half of employers reported employer responsibility for healthy eating behaviors and practices

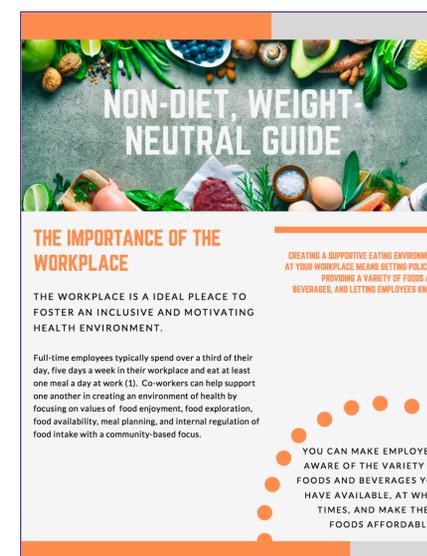


Materials

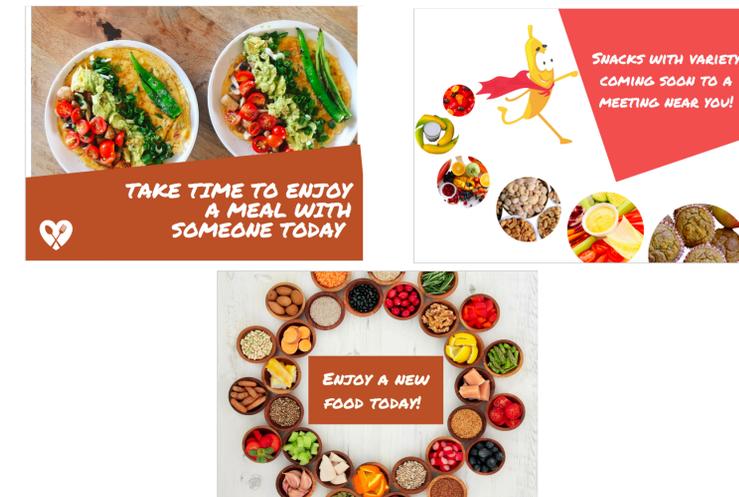
Common Misconceptions and Emerging Research Handout



Non-Diet, Weight-Inclusive Guide



Educational Posters



CONCLUSIONS

Although employers may be receptive to the non-diet approach, the creation of introductory materials was necessary for the needs of employers. The non-diet approach remains controversial and as a result, providing educational and evidence-based material on the approach is the first step to full implementation. Furthermore, identifying current barriers to healthy eating WHP and addressing employer misunderstandings in the materials may alleviate employer confusion to produce best practice outcomes.

Materials created should be evaluated by employers and tested for best practice implementation.