

## Promising Practice Ideas:

# Workplace Wellness Programs to Increase Breast Cancer Screening and Healthy Lifestyles

### Description:

Nebraska Community Health Hubs (CHH), comprised of local health departments, partner with local clinics, Federally Qualified Health Centers (FQHCs) and community partners and worksites to encourage breast and cervical cancer screening and to provide screening education. A diverse cross-section is reached throughout worksites.

### Ingredients:

- Collaboration with the worksite wellness/safety committee and human resources at the worksite and partners in community such as radiologists, hospitals, clinics, local health departments, etc. Other partners to consider:
  - Insurance companies, large local employers, local hospitals, local franchises, salons, restaurants, sports teams, local government entities, public transportation, cultural groups, civic organizations (Lion’s Club, YWCA, United Way), places of worship, national partners such as American Cancer Society, Susan G. Komen for the Cure<sup>®</sup>, cancer groups, alliances and coalitions, and universities.
- Health Risk Appraisals for clients – a system for delivery and for return.
- Mobile Mammography Van
- List of women from the worksite who are 40+ (recruitment via email, direct mail, etc.)
- Promotional/educational information for women in worksites and/or spouses of male workers that are language appropriate.
- Insurance coverage information – what’s paid by the employers insurance, what’s not paid by insurance, programs and services available (i.e. EWM or State Pap Plus Programs for those who qualify)
- Information about community programs to support healthy lifestyles such as National Diabetes Prevention Program (National DPP) and Living Well.
- Other health screenings such as immunizations, flu shot, dental, blood pressure checks, diabetes checks, etc.
- Data about breast and cervical cancer in the region and/or Nebraska.
- Awards/Incentives for those that participate.<sup>1</sup>
- The Nebraska Worksite Wellness Councils are made of up organizations such as WELLCOM, WorkWell and Panhandle Worksite Wellness Council. These entities collaborate on a number of projects and can assist in aligning worksite programming.
- Educational resources like the Centers for Disease Control and Prevention (<https://www.cdc.gov/cancer/index.htm>), National Breast Cancer Foundation (<https://www.nationalbreastcancer.org/>). They are many times available to do trainings/webinars with employers around worksite wellness initiatives.

## OUTCOME

Increased breast and cervical cancer screening and engagement in healthy lifestyle activities through workplace wellness programs.

### Preparation and Implementation:

While there is not a “one size fits all” approach to worksite wellness, there is plenty of experience and evidence from research that have proven that there is a step-by-step process to develop an effective worksite wellness program. Reference the Nebraska Worksite Wellness Toolkit at [www.worksitewellness.ne.gov](http://www.worksitewellness.ne.gov) to see what those beginning steps are. Steps include:

- **Building the foundation to support your program.** Obtain support from senior management. Designate someone to administer wellness programs. Meet key staff at participating companies to identify the best way to reach

employees. Develop agreement to appoint a company Wellness Coordinator to organization and implement the project. Form a wellness committee. Identify community programs that already work with area companies on worksite wellness; find companies interested in collaboration on cancer screening, prevention and healthy lifestyles. Begin marketing the wellness program.

- **Assess** your organization's needs and interests. Collect data. Communicate the results.
- **Plan** the objectives that your wellness program will address. Create a mission statement. Construct a written wellness plan (use data to identify 1-3 priority areas, develop measurable objectives, and determine methods to measure outcomes). Build a wellness budget. Draft a long-range plan.
- **Implement** the activities that will help achieve your program's objectives. Select and implement programming to meet objectives. Offer policy and/or benefit options that support wellness. Develop enrollment forms, paper and electronic educational materials, such as emails, direct mail, brochures and posters. Develop a system to follow up on positive screening results and notify the person's physician of both positive and negative screenings.
- **Evaluate** your program. Evaluate the process (short pre- and post- survey). Measure outcomes. Communicate the results and provide support to companies in implementing and evaluating their projects.<sup>2</sup>

### Tips and Keys to Success:

- Offering Lunch N' Learns – best turn out when the employer provides lunch – it can be offered during the employees lunch time.
- Provide a health incentive campaign with a pre- and post- health assessment. This allows one-on-one time with the employees and helps them be more successful with their goals.
- Engage the employers and leadership to encourage employee participation.
- Learn what resources are available through your local health department.
- Regularly share the health benefits that employees have. Remind employees of the covered benefits. Remind them of screenings that are encouraged for their age and gender.<sup>3</sup>
- Promote cancer screening during appropriate awareness month (Breast – October; Cervical – January; Colorectal – March) by hanging posters about cancer screening in workplace or bringing in a speaker to discuss screening.
- Change your policy for health care coverage of cancer screening tests.
- Offer paid leave for cancer screenings that is not deducted from other sick or vacation time.
  - **Model Policy Guidelines:** Early detection and screening are the best ways to prevent or find cancer in the earliest stages when treatment often leads to a cure. The first step to creating a worksite that supports cancer screening for all employees is to utilize this model policy in its entirety or adapt this model policy to support employee screening. A Worksite Cancer Screening Policy can include some or all of the following guidelines:
    - [Employer] is committed to providing paid time off annually for employees to complete screenings for cervical cancer [and/or] breast cancer [and/or] colorectal cancer.
    - [Employer] is committed to promoting this policy and providing its employees with evidence-based education to make informed decisions about screening.
    - [Employer] is committed to implementing evidence-based interventions, such as annual reminders to eligible employees, to increase screening completion.
    - [Employer] will encourage employees age 50-75 to be screened for colorectal cancer.
    - [Employer] will encourage female employees age 21-65 to be screened for cervical cancer.
    - [Employer] will encourage female employees age 50-74 to be screened for breast cancer.
  - **Implementation** – the guidelines below provide suggestions for implementing this policy and increasing preventative cancer screening rates among employees.
    - **Paid Leave Requests** – when providing paid leave for employees to complete cancer screening, employers may wish to request a written recommendation from the employee's healthcare provider that include the type of cancer screening and test. The timeframe to complete cancer screening varies by test; however the following can be used as a guidelines for paid leave requests.



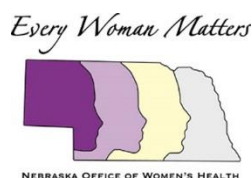
Test	Length of paid leave
Colonoscopy	1 day
Sigmoidoscopy	1 day
CT Colonography	2 hours
FOBT, FIT, FIT-DNA	No time off
Mammogram	1-2 hours
Pap smear	1-2 hours

- **Employee Reminders** – the use of reminders to increase cancer screening rates is highly recommended based on strong evidence of effectiveness. Employers can collaborate with their health plan to send reminders to employees who are due for screening. These reminders should include recommended screening guidelines, coverage of preventive services, and contact information for the health plan. Employers and health plans can also track the results of these reminders to determine effectiveness.<sup>4</sup>
- The National Breast Cancer Foundation ([www.nationalbreastcancer.org](http://www.nationalbreastcancer.org)) has many resources available if employers need content on breast cancer awareness campaigns. There is information available that can support the campaign and it can be shared in various formats, such as email and video.
- If there have been employees that have recently been diagnosed with cancer, there is link to an online resource that can be made available: <http://www.beyondtheshock.com/>.
- There is a series of e-books that cover a wide-range of topics related to breast health and women’s health: <https://www.nationalbreastcancer.org/about-breast-cancer/early-detection/breast-cancer-resources>.
- American Cancer Society Workplace Solutions website - <https://www.acsworkplacesolutions.com/> has additional resources that have a content subscription service and a healthy living newsletter that worksites can take advantage of. The specific programs are:
  - [Content Subscription Service](http://www.acsworkplacesolutions.com/contentsubscription.asp) ([www.acsworkplacesolutions.com/contentsubscription.asp](http://www.acsworkplacesolutions.com/contentsubscription.asp)) (under Health and Wellness Programs)
  - [Healthy Living Newsletter](http://www.acsworkplacesolutions.com/healthyliving.asp) ([www.acsworkplacesolutions.com/healthyliving.asp](http://www.acsworkplacesolutions.com/healthyliving.asp)) (under Communications/Promotions Tools)

**Sources:**

- 1 “Good & Healthy South Dakota Workplaces. *Worksite Cancer Screening Model Policy.*” South Dakota Department of Health. 2018, <http://goodandhealthysd.org/wp-content/uploads/2015/03/work-well-toolkit.pdf>.
- 2 Nebraska Department of Health and Human Services. “Nebraska Worksite Wellness Toolkit,” 2014, [www.worksitewellness.ne.gov](http://www.worksitewellness.ne.gov).
- 3 Blanke, Chris and Tvrdy, Val. Four Corners Health Department. E-mail interview. 17 May, 2018.
- 4 “Engaging, Building, expanding: An NBCCEDP Partnership Development Toolkit.” (Partnership Development Resources: Ways to Work with Partners). Centers for Disease Control and Prevention. March 2011, [https://www.cdc.gov/cancer/nbccedp/pdf/toolkit/nbccedp\\_toolkit.pdf](https://www.cdc.gov/cancer/nbccedp/pdf/toolkit/nbccedp_toolkit.pdf).

Nebraska Department of Health and Human Services  
 Women’s and Men’s Health Programs  
 301 Centennial Mall South, P. O. Box 94817  
 Lincoln, NE 68509-4817  
 402-471-0929 or toll-free: 800-532-2227  
 Web: [www.dhhs.ne.gov/womenshealth](http://www.dhhs.ne.gov/womenshealth) | | [www.dhhs.ne.gov/menshealth](http://www.dhhs.ne.gov/menshealth)  
 Email: [dhhs.ewm@nebraska.gov](mailto:dhhs.ewm@nebraska.gov)



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