

Developing a workplace health and wellbeing policy – *the black box of policy making processes*

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Overview

Health Needs Assessment/Consultation

Frames of reference for what could be measured in these processes

Tips on developing health and wellbeing policy

Workshop task - Translating evidence from needs assessment into policy goals and objectives for a fictional company

Otto Von Bismarck

“Politics is not a science, as the professors are apt to suppose. It is an art”



“... policies and sausages - you should never watch either one being made”

What is needs assessment ?

‘a systematic method for reviewing the health issues facing a population, leading to agreed priorities and resource allocation that will improve health and reduce health inequalities’

= evidence for better planning, better practice, better evaluation

= information to support sustainable, meaningful intervention rather than ‘random acts of wellness’

Don Nutbeam (1998)



The needs of the people, in this case workers, are the primary guide for the equitable distribution of opportunities for health improvement.

Mandate for needs assessment

WHO model for healthy workplaces

NICE guidance

HSE Health Promotion Strategic Framework

Health and Safety Authority Ireland

WHO Organizing Principles for Health Promotion

What is consultation?

The dynamic process of dialogue between individuals or groups, based upon a genuine exchange of views, with the clear objective of influencing decisions, policies or programmes of action.

Source: The Art of Consultation -Jones and Gammell, 2014



Needs assessment/consultation – framing what could be measured

Link to policy level indicators - Dame Carol Black's review – 7 key indicators and 20 sub-indicators

Top-down and/or bottom-up priorities

Validity and comparability; workplace ethics procedure

Conceptual models of behaviour change e.g. (COM-B) or Segmentation Model

Individual, organisational, cultural and environmental variables



What we know is most...

Important to success

Leadership commitment
and support

Culture

Strategic communications

Smart incentives

Employee engagement

Social connectedness

Validity to social context of
the workforce

Measured in needs assessment

Individual health

behaviours (lifestyle drift)

'Hard' organisational
measures



Culture

‘A minority of companies actually measure anything on their corporate scorecard for values/culture and most of these get it wrong’

'Health and wellbeing policy'

Tips..

Identify the purpose of your policy – refine, refine, refine

Use the standard policy and procedure templates of your organisation

Make communication integral to policy

Map and overlay/integrate – other policies & organisational objectives

Identify responsibilities and partnership arrangements

Logic model for inputs, processes and outcomes

Set a review date, reporting mechanism.



Thank you

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