



Economic Impact of Worksite Health Promotion

Association for Worksite Health

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This book gives corporate and academic health-promotion professionals, human resource managers and business administrators a complete source to help them evaluate and modify their own health-promotion programs. The book has been developed through the expertise of the Association of Worksite Health Promotion (formerly the Association for Fitness in Business), one of the premier organizations for corporate health-promotion and health care cost management. There are three main parts: part 1 addresses some of the important theoretical considerations affecting worksite health-promotion, including the role of increasing health care costs in the development of worksite health programs, the process of creating health programs for a positive economic impact, problems in identifying and measuring costs and benefits, and the benefits resulting from health-promotion programs. In the second section, the authors define worksite health promotion and review and evaluate the effectiveness of current worksite health-promotion studies. They also lead the reader through nine steps in planning a program evaluation, including strategies for successful implementation of evaluation findings. The final part features specific case studies and an evaluation of the effectiveness of their program components. Worksite programs in such diverse settings as large corporations, small businesses and the public sector are examined to provide the reader with insight into the economic costs and benefits of employee health-promotion programs.

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