

Championing Health and Wellness: Communication Frameworks for Chambers of Commerce



Healthier children, employees, and communities create a healthier business climate.

Understanding that an investment in health and wellness boosts economic competitiveness, ACCE's Education Attainment Division has developed this resource to help business organizations embrace their role as a unique intermediary to improve health and wellness outcomes in their community. The following three frameworks offer health and wellness approaches that organizations can utilize to incorporate sustainable health and wellness strategies into their education and workforce development efforts:

- **Ready to Learn**
- **Workplace Wellness**
- **Healthy Community Culture**

More information about sample best practices, research, resources, and funding opportunities is also available at www.acce.org/EAD_Health.

On your mark, get set, go pursue health and wellness!

To learn more about ACCE's Education Attainment Division, visit www.acce.org/ead.

Ready to Learn Approach



Workforce development starts with effective early childhood care and education. The "Ready to Learn" approach underscores the most critical component of childhood development, which is children must be healthy so that they are better prepared for and able to learn in school. It also recognizes that improving education outcomes improves health outcomes. As research shows, improving education attainment correlates to higher income, which allows for access to healthier foods and safer environments.

How does this affect your business community?

A focus on your community's future workforce ensures businesses will have a talented workforce capable of competing in tomorrow's global market.

What can the business community do?

Chambers of commerce can work with business leaders, education stakeholders, community service providers and policy makers to develop and improve programs, policies, resources and support systems to ensure children receive the quality early childhood education and wellness care they need to be healthy and ready to learn by the time they reach kindergarten.

What do successful business-led Ready to Learn initiatives look like?

Check out ACCE's online Ready to Learn Chamberpedia page at <http://bit.ly/29IBM7r> for examples of how chambers of commerce are working to ensure children in their community are ready to learn.

Sample best practices include educating employers on how they can support healthy childhood development, sharing resources on how to access high-quality child care, implementing flex work schedules, adopting lactation-friendly workplace policies, and creating early childhood collective impact initiatives.

What are the facts?

- Each dollar spent on effective early childhood programming can yield a return on investment to society ranging from \$1.80 to \$17.07.¹
- Children who are disadvantaged due to low socioeconomic background start kindergarten as much as 18 months behind their peers.²
- Early childhood development sets the foundation for an individual's future health and learning outcomes.³

Learn more at: www.acce.org/EAD_Health

¹ Karoly, L. A., Kilburn, M. R. and Cannon, J. S. (2015). Proven Benefits of Early Childhood Interventions. Retrieved from http://www.rand.org/pubs/research_briefs/RB9145.html.

² Investing in America's Future Workforce. (2011, October). Retrieved from <http://www.nawb.org/documents/PEW-NAWB%20Brief%20Early%20Childhood.pdf>

³ Early and Middle Childhood. Retrieved from <https://www.healthypeople.gov/2020/topics-objectives/topic/early-and-middle-childhood#2>

Workplace Wellness Approach



Poor employee health has immediate effects on today's workforce and businesses' ability to thrive, such as increased health care costs, increased employee absenteeism, and decreased productivity. The Workplace Wellness approach encourages organizations to adopt programs, policies and activities that foster healthy behaviors and improve health outcomes. Effective workplace wellness initiatives can positively impact employees, their families, communities and businesses.

How does this affect your business community?

Workplace wellness programs not only enable employees to adopt healthy work-life habits, but they can develop more productive employees, help attract and retain talent, build staff morale, create more positive work environments, combat employee absenteeism and reduce health care costs for employers.

What can the business community do?

With direct access to the business community, chambers of commerce have an opportunity to help ensure employers have the support and guidance needed to implement innovative and effective programs and workplace policies that encourage employees to adopt healthier lifestyles.

What do successful business-led Workplace Wellness initiatives look like?

Check out the ACCE's online Workplace Wellness Chamberpedia page at <http://bit.ly/2adCEos> for examples of how chambers of commerce are working with employers in their community to boost workplace wellness.

Workplace wellness programs are being adopted in communities by both large companies and small businesses. Sample best practices include educating employers about the benefits of workplace wellness programs, developing and promoting workplace wellness toolkits, organizing health and wellness committees for employers, hosting healthy business challenges, and more.

What are the facts?

- Every year, employee illnesses and injuries cost U.S. businesses \$225 billion due to the losses in productivity.⁴
- For every dollar spent on employee wellness programs, employee medical costs fall about an average of \$3.27 and absenteeism costs fall about \$2.73.⁵
- Best practice workplace wellness programs may be linked to superior corporate stock performance.⁶

Learn more at: www.acce.org/EAD_Health

⁴ Greenwell, C. (2015, January 28). Worker Illness and Injury Costs U.S. Employers \$225.8 Billion Annually. Retrieved from <http://www.cdcfoundation.org/pr/2015/worker-illness-and-injury-costs-us-employers-225-billion-annually>

⁵ Baicker, K., Cutler, D., and Song, Z. (2010, February). Workplace Wellness Programs Can Generate Savings. Retrieved from <http://content.healthaffairs.org/content/29/2/304.abstract>

⁶ Miller, S. (2016, January 21). Workplace Wellness Linked with Superior Corporate Performance. Retrieved from <https://www.shrm.org/ResourcesAndTools/hr-topics/benefits/Pages/wellness-corporate-performance.aspx>

Healthy Community Culture Approach



The community in which an individual lives can greatly shape his or her behavior and ability to thrive. The Healthy Community approach acknowledges that health outcomes are affected by various community conditions and environmental factors, such as neighborhood safety, access to healthy food, air quality, and exercise opportunities. Community stakeholders, including chambers of commerce and individual employers, have a strong civic and economic interest to work together in building a balanced health, safety and wellness agenda.

How does this affect your business community?

Positioning communities to raise the quality of life for their residents will help the competitiveness and prosperity of local businesses. Healthy, local economies attract talent, improve workforce productivity, increase employer net profits and boost business development, which can be the tipping point towards economic vitality and equitable prosperity.

What can the business community do?

Chambers of commerce can work closely with employers and community leaders to create and support healthy, livable communities that encourage healthy choices, including physical activity. To do this, they can lead and advocate for community-wide health and wellness-focused councils, events, programs, and policies that make communities a better place to live, work and play.

What do successful business-led Healthy Community Culture initiatives look like?

Check out the ACCE's online Healthy Community Culture Chamberpedia page at <http://bit.ly/2atiqGv> for examples of how chambers of commerce are leading efforts to transform community health.

There are a variety of ways in which business communities are creating healthier communities. Sample best practices include convening health councils, developing community strategic plans inclusive of collective impact and community improvement initiatives, organizing community health awareness events, promoting community designs that encourage exercise, and more.

What are the facts?

- A correlation exists between workforce health and community health.⁷
- Health outcomes are determined by various factors, including lifestyle choices and the environment.⁸
- The U.S. could save more than \$16 billion annually within five years if a \$10 investment was made per person each year on community-based wellness programs.⁹

Learn more at: www.acce.org/EAD_Health

⁷ Oziransky, V., Yach, D., Tsao, T., Luterek, A., and Stevens, D. (2015, July). Beyond the Four Walls: Why Community Is Critical to Workforce Health. Retrieved from <http://thevitalityinstitute.org/site/wp-content/uploads/2015/12/VitalityInstitute-BeyondTheFourWalls-Report-28July2015.pdf>

⁸ Wikersham, M. E. (2014, October). A Healthy Community = A Strong Local Economy. Retrieved from http://icma.org/en/results/sustainable_communities/news/Article/104990/A_Healthy_Community__A_Strong_Local_Economy

⁹ Investments in Disease Prevention Yield Significant Savings, Stronger Communities. (2008, July). Retrieved from <http://healthyamericans.org/reports/prevention08/>