

INTENSIVE TRAINING SEMINAR

2024 Art & Science of Health Promotion Conference—A Two-Day Preconference Event



Evaluating and Communicating Best-in-Class Workplace Health and Well-Being Programs

INTENSIVE TRAINING SEMINAR INSTRUCTORS



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**Monday, April 8 and Tuesday, April 9, 2024
9:00 a.m.-5:00 p.m.**

This ITS will feature the importance of measuring program outcomes and communicating those outcomes to the various key stakeholders engaged in workplace health and well-being programs, including workers, practitioners, sponsors, industry and professional colleagues, and the general public.

The two-day seminar will begin by summarizing the business case for building, enhancing and sustaining workplace health programs. The four key elements are 1) assessment of the “problem” facing an organization that establishes the business case for initial or continued investment in a program—constructing a “burning platform;” 2) planning, both strategic and tactical, to guide employer decisions regarding priorities and use of scarce resources; 3) implementation of evidence-based interventions that align with employers’ and workers’ needs, interests and capacity; and 4) Evaluation of program success in the following three categories: structure, process and outcomes.

**– Intensive Training Seminar –
Two-Day Preconference Event: \$675**

SAVE \$50! Register for the Intensive Training Seminar and the Three-Day Core Conference and receive a \$50 discount off the total.



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Day 1 will focus primarily on building a measurement and evaluation (M&E) framework that relies heavily on survey data, health risk assessments and access to administrative files that can be used to document a positive return on investment (ROI) and value on investment (VOI).

The first day will conclude with teams preparing a “real-world” M&E plan for one of their organizations, which requires answering nine basic questions in planning an effective evaluation project. This exercise will be reviewed on Day 2 with a focus on translating the scientific evidence into clear language accessible by key stakeholders.

Day 2 will then highlight the skills needed to translate, both verbally and in writing, methods and results from “simple” evaluations to more rigorous scientific studies into terms more digestible by key audiences. This addresses the challenge of balancing the need for rigor with practical demands and limitations of real-world settings, reliance on scientific evidence with the desire for innovation, and the academic views of occupational and public health with the market-driven approaches of the fitness and lifestyle industries.

The second day is designed to help practitioners hone their communication skills, enhance their influence with key decision makers, and present to professional and lay audiences with impact while still maintaining the scientific integrity of their content.

Participants will apply what they learn by evaluating sample materials, discussing examples and revising content. They will also use the sample protocol they create on day one to craft their own communications, create and deliver brief presentations, and use constructive feedback from the group to increase their impact.

LEARNING OBJECTIVES

As a result of this Intensive Training Seminar, participants will:

- Describe the steps taken to assess, plan, intervene and evaluate workplace health and well-being programs that are best-in-class.
- Articulate various outcome measures important in evaluating health promotion programs.
- Describe methods employed in applied evaluation studies focused on health promotion programs and be able to distinguish between pre-experimental, quasi-experimental, and true-experimental research designs.
- Describe best-practice studies that report about the health and financial impact of various health promotion programs.
- Articulate specific research questions, hypotheses, methods and potential results that can emerge from health promotion program studies.
- Prepare a draft protocol to evaluate certain key outcomes from their health promotion programs.
- Describe strategies for accurately communicating scientific information to nonacademic audiences.
- Identify common communication pitfalls and ways to avoid them.
- Demonstrate effective presentation techniques.

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34th Annual
ART & SCIENCE
of Health Promotion Conference