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Designing a Worksite Wellness Campaign with the Common Man Family

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PSU Integrated Cluster Project Proposal Form

Title: Designing a Worksite Wellness Campaign with the Common Man Family

Project Leadership: Barbara McCahan Ph.D. & Rebecca Busanich Ph.D.

Project Description: This project will support a new partnerships and collaboration between PSU-Center for Active Living and Healthy Communities (CfALHC) and The Common Man Family (C-Man) for the research, design and development of a worksite wellness campaign for the employees of The C-Man. The initial project will consist of consultation and research to complete a needs assessment to inform a long term Operating Plan.

Project Goals and Outcomes:

Project Goals:

1. Establish the application of evidence-based practice for designing an employee wellness program for a NH business
2. Increase the opportunities for university students and faculty members to work collaboratively with the C-Man for building a health education and promotion project
3. Initiate and sustain a working relationship between The C-Man and PSU-CfALHC as a university academic cluster project.

Student Learning Outcomes –Students will be selected to assist with the project. By the end of the spring term, those students will be able to:

1. Organize and conduct a health education and promotion needs assessment through varied mechanisms including interviews, focus groups and surveys
2. Describe the process of data management and analysis leading to worksite wellness program goals
3. Facilitate communications with partners and collaborators to support and sustain all needs assessment activities

Rationale and Impact:

The collaboration between the CfALHC and C-Man is a new endeavor which is rich with opportunities as a cluster project involving students in the Open Lab model. It embodies collaboration across disciplines, (The C-Man is seeking to develop a new worksite health program) and the leadership team holds academic expertise in research and evaluation. Collaboration with the C-Man will provide internship and other practical opportunities for university students to be engaged in an interdisciplinary project with a community partner AND will directly support the C-Man leadership in identifying and using evidence-based practice for designing, implementing and evaluating a new an employee health and wellness program. This organization provides employment to hundreds of citizens in NH and seeks to enhance recruitment and retention of employees by offering enhanced benefits in support of a healthier workforce. This project is an ideal Cluster initiative in that it will require the involvement of leadership and support people from across the Health and Human Enrichment cluster and from students with adequate background skills in Marketing and Business Management.

The level of impact for learning will be high, as it will require a sustained commitment and application of skills and knowledge for a real life program.

Project Team

PSU Project Participants (essential core team participants including faculty and staff)

| Name | Position/ Title | Project Role | Discipline/ Specialty | Email |
|-----------------|---------------------|--------------------|--|------------------------|
| Barbara McCahan | Professor | Lead Administrator | Community Outreach & Wellness Programming | bmccahan@plymouth.edu |
| Rebecca Busnich | Assistant Professor | Researcher | Research and Health Behavior/Promotion Programming | rbusanich@plymouth.edu |

Non-PSU Project Participants (stakeholders; partners; academic institution; etc.)

| Name | Organization | Project Role | Discipline/ Specialty | Email |
|-------------|-------------------|-----------------|-----------------------|--------------------|
| Cindy Bates | Common Man Family | Corporate Admin | Human Resources | CindyB@thecman.com |

Student Participant Profile (Identify the student population/s to be engaged in the project. Identify if this has been or is planned to be incorporated into curricula)

| Class/ Student Organization/ Individuals | Role in Project | Academic Level (Undergraduate or Graduate) | Academic Discipline | Total Student Population |
|--|----------------------------------|--|---------------------|--------------------------|
| Health Education and Promotion Students | Research assistant | Undergraduate and Graduate (if possible) | HEP | 4 max |
| Students in HE 4540 as assigned to project | Research and analysis assistants | Undergraduate | HEP | ~ 6 |

IRB (Institutional Review Board) Compliance

IRB Compliance: <http://www.plymouth.edu/office/institutional-review-board/>

- This project DOES NOT require IRB compliance
- This project DOES require IRB compliance (*complete below*)

IRB Approval Status: Not Yet Applied

IRB Approval Date: 1/15/2017

Any funding approvals of IRB-required projects are contingent on obtaining IRB approval.

Project Management: Timeline and Milestones

Project Start Date: 12/9/2018

Project Complete Date: 6/1/2017

| Project Milestone | Milestone Description | Target Completion Date |
|------------------------------|--|------------------------|
| Transcripts of focus groups | Recorded focus groups – transcripts done | 4/21/2017 |
| Surveys completed | Data from employee surveys compiled and analyzed | 3/10/2017 |
| WW Program Goals established | Initial program mission, values and goals established and approved by CMan staff | 6/1/2017 |

Student Education/ Training Requirements: Training of research assistants is incorporated into the Curriculum of the Health Education and Promotion Program Planning and Evaluation and Health and Exercise Psychology courses. This additionally includes activities in the Applied Health Promotion Course. Students who took Qualitative Research in 2016 will also be recruited.