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Designing a Worksite Wellness Campaign with the Common Man Family [Project Proposal]

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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.