

# Healthy Workplaces, Healthy Communities

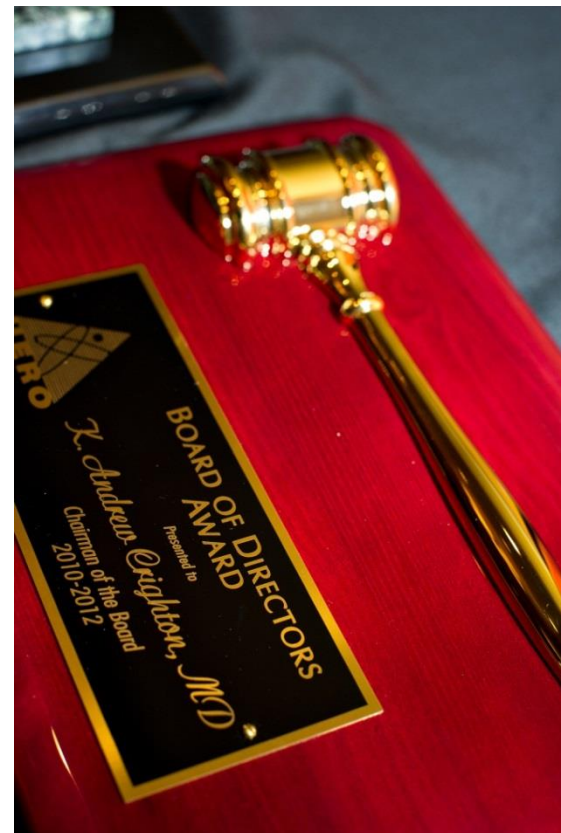


# What is HERO?

- The Health Enhancement Research Organization (HERO)
- Non-profit 501(c)(3) founded in 1996
- Collaboration of over 100 employers, health plans, vendor suppliers, and consultants/brokers nationwide

**HERO's Vision** is to promote a culture of health and performance through employer leadership

**HERO's Mission** is to promote a healthy and high-performing workforce through evidence-based health management as a core business imperative



# HERO Activities

- HERO Think Tank
- HERO Committees Work
- HERO EHM Best Practice Scorecard in Collaboration with Mercer
- HERO Forum
- HERO Research
- [www.hero-health.org](http://www.hero-health.org)



# HWHC Overview

- RWJF-funded initiative with many partners
- Goal: to simultaneously drive business success and community-level health improvement through employer leadership
- Brings together business leaders and health experts to define a path for extending corporate health strategies to improve community and population health

# Learning about the Business Case

- An executive convening to learn about the business case and major barriers to engaging with community health initiatives: <http://hero-health.org/wp-content/uploads/2014/12/HERO-RWJF-Phase-II-Role-of-Corporate-America-in-Community-Health-Wellness-v-2.pdf>
- Informed by an environmental scan commissioned by the IOM Population Health Roundtable: <http://hero-health.org/wp-content/uploads/2014/12/HERO-EnvScanFinaltoIOM.pdf>

[www.hero-health.org/hero-publications](http://www.hero-health.org/hero-publications)

# Published article on Executive Convening

## Corporate America and Community Health *Exploring the Business Case for Investment*

*Nicolaas P. Pronk, PhD, Catherine Baase, MD, Jerry Noyce, MBA, and Denise E. Stevens, PhD*

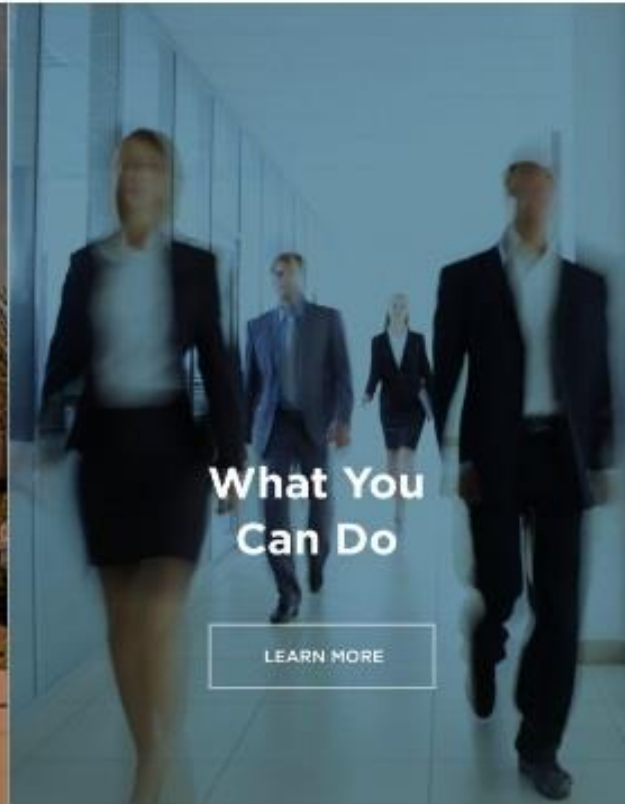
**Objectives:** The principal aim of this project was to learn from corporate executives about the most important components of a business case for employer leadership in improving community health. **Methods:** We used dialogue sessions to gain insight into this issue. **Results:** The strongest elements included metrics and measurement, return on investment, communications, shared values, shared vision, shared definitions, and leadership. Important barriers included lack of understanding, lack of clear strategy, complexity of the problem, trust, lack of resources and leadership, policies and regulations, and leadership philosophy. Substantial variability was observed in the degree of understanding of the relationship between corporate health and community health. **Conclusions:** The business case for intentional and strategic corporate investment in community health occurs along a continuum has a set of clearly defined elements that address why investment may make sense, but also asks questions about the “what-to-do” and the “how-to-do-it.”

**T**he health of a company is inextricably linked to the health of

grams that address the social determinants of health may improve the health and function of people through social-community pathways and thereby indirectly and positively affect workplace performance.

The health of the public is largely determined by an interplay of genetic predisposition, behavioral factors, social circumstances, access to medical care, and environmental conditions.<sup>11</sup> For example, noncommunicable diseases (NCDs) are strongly correlated to behavioral factors and largely preventable but are also strongly connected to other global risks, including fiscal crises, underinvestment in infrastructure, food, water, and energy security.<sup>12,13</sup> Noncommunicable diseases pose a major threat to national and global economic losses, whereas a healthy population is an engine for economic growth.<sup>12</sup> The business and industry sector contributes to a common societal resource pool through mechanisms such as taxes and employee wages. From this common resource pool, investments in health care, education, community infrastructure, and other societal priorities may be funded. Such investments are not only essential to the creation of

Source: Pronk NP, Baase C, Noyce J, Stevens DE. Corporate America and community health. JOEM. 2015



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**CASE STUDY: BLUE ZONES**

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**CASE STUDY: ROBERT WOOD JOHNSON**

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[View All Case Studies](#)



**Resources**

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**Featured Businesses**

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**Our Roadmap**

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## How To Take Action?

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LEARN MORE

### WHY INVEST

The Healthy Connection  
Elements of the Business Case  
Barriers  
Featured Business or Community

### WHAT TO DO

Best Practices  
Case Studies

### HOW TO GET INVOLVED

Roadmap To Success  
Communicating with Communities  
Funding Solutions  
Investing for Maximum Impact

### NEWS AND EVENTS

Our Blog  
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Healthy Workplaces Healthy Communities

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# Healthy Communities Checklist

- Access to Healthy Food
- Access to Medical Care
- Aesthetics: Landscaping, Art, Culture
- Air, Soil and Water Quality
- Building Financial Capacity
- Built Environment
- Early Childhood Development
- Education
- Employment
- Entrepreneurship
- Personal/Public Safety
- Physical Activity
- Public Transportation
- Senior Needs: Accommodation, Care, Services
- Social Networks/  
Social Environment
- Social Services

**These components are integral to healthy, vibrant, resilient communities.**

“Healthy Communities: A Framework for Meeting CRA Obligations,” Elizabeth Sobel Blum, Federal Reserve Bank of Dallas, March 2014

# Building Partnerships

- Reach out to “unusual suspects” among healthy communities experts (*building financial capacity, housing, employment, public transportation, etc.*)
- Invite “non-health” organizations to your collaborations (e.g., *cradle-to-career education, housing, jobs, transportation*)
  - [www.fedcommunities.org](http://www.fedcommunities.org)
  - [www.buildhealthyplaces.org](http://www.buildhealthyplaces.org)
  - [www.starcommunities.org](http://www.starcommunities.org)
  - [www.communitycommons.org/chna/](http://www.communitycommons.org/chna/)

# Shout Out to Bay Area Organizations

- **Investing in What Works for America's Communities** – a joint project of the Federal Reserve Bank of San Francisco and the Low Income Investment Fund:  
[www.whatworksforamerica.org](http://www.whatworksforamerica.org)
- **What Counts: Harnessing Data for America's Communities** – a joint project of the Federal Reserve Bank of San Francisco and Urban Institute:  
[www.whatcountsforamerica.org](http://www.whatcountsforamerica.org)
- **The California Endowment:**  
[www.calendow.org/places/east-oakland/](http://www.calendow.org/places/east-oakland/)

# Access to Resources

- **Federal Reserve System's community development work:** [www.fedcommunities.org](http://www.fedcommunities.org)
- **Partnership for a Healthier America:** [www.ahealthieramerica.org](http://www.ahealthieramerica.org)
- **Build Healthy Places Network:** [www.buildhealthyplaces.org](http://www.buildhealthyplaces.org)
- **Robert Wood Johnson Foundation's Commission to Build a Healthier America:** <http://www.rwjf.org>
- **Opportunity Finance Network's list of CDFIs:** [www.ofn.org/cdfi-locator](http://www.ofn.org/cdfi-locator)



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