

NEWS RELEASE



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“Healthy Workplaces, Healthy Communities” unveils new website for employers and community leaders

Edina, Minn. (Aug. 6, 2015) — “Healthy Workplaces, Healthy Communities” (HWHC), an initiative led by [HERO](#) (the Health Enhancement Research Organization) announced today the launch of a new website, [Get-HWHC.org](#), designed to connect employers and community leaders with resources for investing in community health.

The HWHC initiative brings together business leaders, community partners, and health leaders to activate the most effective path for advancing community health, while simultaneously improving business performance and community-level health. The HWHC website provides employers and community leaders with the tools to build the business case for investing in community health, which creates a healthier, more productive workforce.

Get-HWHC.org gives employers resources and knowledge about important topics such as:

- Why businesses have a compelling rationale to engage in improving the health of the communities in which they are located
- How employers, in conjunction with other stakeholders, can invest in improving community health by budgeting time and resources
- Effective strategies being used by businesses today, outlined in case studies from companies such as Target, Disney and Walmart
- Possible models and sources of funding for community health initiatives
- Emerging practices within the field of community health improvement involving business
- How to build community connections with business

“Many employers recognize the role they play in influencing the health of their communities and the way the community influences the health of their people and their bottom line. However, they don’t know how to formalize a strategy and action plan with regard to community health that delivers value for their organization,” said Catherine Baase, MD, global director, health services at The Dow Chemical Company and member of the steering committee for HWHC. “This website gives employers the knowledge and resources they need to be successful and to improve the health of their workforce now – and in the future.”

HERO and its employer members developed and operate HWHC with funding from the [Robert Wood Johnson Foundation](#). Other collaborators include [The Clinton Foundation](#) “Health Matters” Initiative, [Institute of Medicine](#), [Hope Street Group](#), [COPD Foundation](#), [Pacific Business Group on Health](#), [Vitality Institute](#) and the [Samueli Institute](#).

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About HERO – Based in Edina, Minn., the Health Enhancement Research Organization (HERO) is a non-profit corporation dedicated to the creation and dissemination of employee health management research, education, policy, strategy, and leadership. HERO was established in 1996 as a not-for-profit, 501(c)3 corporation to create high quality employee health management (EHM) research, especially that dealing with the impact of modifiable health risks on health care costs. To learn more, visit www.hero-health.org. Follow us on [Twitter](#) or [LinkedIn](#).