

MESSAGES FOR EMPLOYERS

Your help is vital to the success of Million Hearts®:

- Many of the risk factors for heart disease and stroke are preventable and can be controlled. Strategies related to worksite wellness can lead to cost savings for employers as well as improved health outcomes for employees.
- Worksite health promotion programs can lead to more than 25% reductions in absenteeism, health care costs, and disability/workers' compensation costs.
- A comprehensive worksite health promotion program addressing multiple factors has proven to be the most effective approach to support healthy lifestyles and prevent heart disease and stroke.

Actions you can take to advance Million Hearts® at the regional, state, and local levels include:

- **Align existing employee health initiatives and programs with Million Hearts® goals.** Examples include education programs, tobacco prevention, worksite wellness programs, and employee or community recognition programs.
- **Educate employees.** Educate employees about the importance of healthful living and the risk factors for heart disease and stroke to empower your employees to take control of their heart health.
- **Create healthy workplaces.** Promote heart health through workplace wellness programs. For example, promote smoke-free air worksite policies, quit lines, and other tobacco prevention policies in your workplace and community. Support healthier food options and reducing sodium and eliminating trans fats in food (e.g., menu-labeling requirements in chain restaurants and employee cafeterias, procurement policies). Check the following CDC website: <http://www.cdc.gov/workplacehealthpromotion>. CDC's Successful Business Strategies to Prevent Heart Disease and Stroke Toolkit is available at http://www.cdc.gov/dhdsp/pubs/employers_toolkit.htm. This Toolkit provides information, materials, tools and resources that employers can use in developing comprehensive heart disease and stroke worksite programs and preventive services.
- **Improve coverage of clinical preventive services.** Include recommended coverage for preventive services, e.g., aspirin, blood pressure and cholesterol screening, treatment, and control, tobacco cessation, healthy eating as a component of employee benefits package.
<http://www.businessgrouphealth.org/benefitsttopics/topics/purchasers/fullguide.pdf>

- **Offer incentives to employees.** Incentives to motivate employees to participate in health promotion programs are a key to the success of these programs. Incentives could include gift cards, lower health insurance premiums, tuition reimbursement, giveaways such as pedometers, discounts to a workout facility, subsidizing community-based or on-site weight control programs, developing recognition programs for staff adopting healthful eating habits, offering monetary incentives for employees who complete health risk assessments and comply with prevention and treatment measures. Worksite wellness program information available at the CDC website may be helpful.
<http://www.cdc.gov/nationalhealthyworksite/index.html>
- **For examples of other action steps check out [Cardiovascular Health: Action Steps for Employers](#)**
- **Pledge your organization's commitment at:**
<http://millionhearts.hhs.gov/employers.html>
- **Share success stories with millionhearts@cdc.gov**