Incorporating a Health Literacy Program into a Workforce Development Company’s Core Business

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Pilot with Group of Parent Company’s Out-Sourced Employees

Group Demographics: 32 employees—30 men, 2 women; around 1/4 LEP.

When: mid-April thru June during already-scheduled Thursday morning staff meetings.

Where: training delivered on-site at Lancaster, TX location.

How: first deliver needs assessment with group and conduct anonymous health survey using online survey tool; then design and deliver 1 of 3 units below based on group needs and survey results.

Outcomes Evaluation & Reporting for In-House Pilot

Participants’ Outcomes

Anonymous, computer-based surveys conducted before and twice after delivery of unit B (baseline + 1 month later + 3 months). Measure changes in:

- Health status, behavior, and knowledge
- Self-efficacy completing health-related tasks
- Preventive Health Behavior (standard Preventive Scale, 54 items)
- Illness-related absenteeism.

Example lesson topics: Completing Medical History Forms, Selecting a Health Plan, ‘Completing Medical History Forms,’ ‘Selecting a Health Plan’

In the case of our in-house pilot, the customer is our parent company, and the value they stand to gain is closely tied to the value the participants—their employees—stand to gain. Healthier, more productive employees mean company performance and (potentially) ever tighter reduced premiums for company-sponsored insurance.

To measure the customer’s outcomes, we will focus on the survey responses related to preventivemhealth-related absenteeism. Survey responses will be collected:

- 1 month prior to delivery of the unit
- 1 month after delivery
- 3 months after delivery.

We will also analyze claims history reports from our company insurance provider for the 6 months prior to and following delivery of the unit, though we realize any changes observed could be due to factors outside our control and the scope of our program.

Any cost savings will be measured and compared with the cost per participant of conducting the pilot.

Ongoing Objectives

1. Make use of public resources and latest health literacy research in fully developing curriculum that is module-based, scalable, repeatable, and customizable to age/audience.

2. Develop and execute sales plan based on market segmentation.

3. Deliver health literacy training program—first in form of pilot delivered to employees of parent company and then in form of full-scale, revenue-generating program to current and new RTW customers.

4. Monitor and evaluate impact of training program.

5. Actively lobby for continued inclusion of health literacy on Texas legislative agenda.

6. In collaboration with partners and potential clients, pursue grants and external funding opportunities.

7. Report to RTW president, top management team, and clients at regular intervals.

Potential Implications for Health Literacy Movement

- This program is an opportunity to test whether health literacy interventions can be cost-effective and compatible with business principles.

- What we learn could contribute to the growing body of research that identifies characteristics of effective health literacy interventions.

Strategy

Develop and deliver a best-in-class scalable, repeatable, and measurable health literacy training program to targeted groups, such as secondary/post-secondary students, corporate employees, and under-served groups in our community.

Structure

RTW President

Health Literacy Training Coordinator

Governmental Affairs & Community Support

Business Development Support

Branding & Reporting Support

Training Delivery Support

Marketing & Sales Support

IT Support

Financial & Accounting Support

Legal Support

Goal

Execute strategy such that program measurably benefits participants and customers and is profitable for RTW.

Segmenting Our Target Market

Public Schools

Value Proposition: Customized training delivered to students and/or parents can help reduce absenteeism and improve student performance and graduation rates.

Health Care Providers

Value Proposition: Customized training delivered to populations at risk for low health literacy can help reduce use of emergency services and re-admission rates.

Corporate Workplaces

Value Proposition: Customized training delivered to employees can help cut businesses’ costs related to insurance premiums as well as illness-related absenteeism and presenteeism.

Governmental & Quasi-Governmental Agencies & Non-Profit

Value Proposition: Customized training delivered to recipients of government health services can help cut government expenses related to underutilization of preventive services and accompanied care outside the hospital.

Potential Implications for Health Literacy Movement

- The program could help demonstrate that ‘bottom-up’ grassroots health literacy interventions conducted by organizations responding to local needs can complement the ‘top-down’ approach of policymakers and academic researchers.

Key Resources for Designing Surveys


Key Resource for Developing Teaching Techniques

Teach Like a Champion by Doug Lemann.

Strategic, Structure, & Goal

Strategy: Workforce Development

Structure:

- Keynote Speaker

- Director of Marketing & Sales

- Training Coordinator

- RTW President

- Customer Development Coordinator

- Research Coordinator

- Program Coordinator

- President's Office

Results of surveys will be included in report to customer and also available to participants within two weeks of completion of unit.

Introduction

ReadyToWork® was established in 2006 as a for-profit affiliate of a regional logistics management firm in Dallas.

RTW developed organically:

- First offered training services to address workforce development needs of parent company.
- Next added a college and career readiness program to address needs of a nearby dropout prevention charter school.
- Starting with 4 campuses in 2009, program is now delivered to 10 campuses and 2,500 students annually.
- From years of work with at-risk urban youth and adults needing skills training, we gained unique experience addressing work readiness gaps.

- Having seen first-hand the adverse effect of low health literacy on student performance and worker productivity, we have come to see health literacy as a key component of work readiness.

- We aim to address the need using business and marketing principles.

- This means outlining a strategy, structure, and measurable goal for our health literacy training program to ensure it:
  - empowers participants to better participate in their own health
  - results in cost savings for customers.

- This is the foundation of our value proposition:

- Structure

- Strategy

- Customer

- Market

- Segmenting our Target Market