

CSAP WORKPLACE MANAGED CARE PROJECT

THE UNIVERSITY OF VIRGINIA STUDY

**THE DESIGN AND IMPLEMENTATION
OF A WEB SITE FOR EMPLOYEES**

*Substance Abuse and Substance Abuse Prevention
in the Workplace*

ABSTRACT

Many employers, especially large employers who are self-insurers, have a vested interest in the provision of primary prevention health services to employees. But marketing of these services to employees typically is not a high management priority in terms of use of financial and personnel resources. Making use of the opportunity afforded through a grant from the Substance Abuse, Mental Health Services Administration, researchers in health care delivery cooperated with the organization charged with delivering primary prevention and education services to the employed population of a large public university to create innovative, cost-effective outreach strategies. We report here on the design and implementation of a web site for employee health services, including primary prevention. The web site has two primary purposes: to provide a means with which health education, with an emphasis on substance abuse prevention, could be easily transmitted to the target population, and to serve as resource tools for employees and employers regarding health and substance abuse issues in the workplace. The design team, which included health services researchers, service providers and a web site designer, formulated a mission statement to guide the development of the web site. Once this was accomplished, the team examined the four aspects of the service organization: Health Enhancement Program, Faculty and Employee Assistance Program, Occupational Health and Nutrition. Each program was represented on the web site. The designer incorporated each program, based on the mission statement, into the web site in a stimulating and informative format. The web site team met on a weekly basis to review the progress of the site. The web site is specifically designed to change

on a monthly basis to include the most up-to-date information and keep employees interested in multiple viewing. A beta version was tested on three focus groups: ten administrative persons, seven managers, and six physicians. Feedback from the focus groups was incorporated into the current version. The web site encompasses the various aspects of employee wellness, and therefore, provides a “one stop shopping” approach for employees and management to have questions answered. It also promotes the various screenings offered and allows on-line registration for these services. Feedback is encouraged through an e-mail address in order that the web site can be adjusted to fit this worksite’s particular needs. Web sites are quickly becoming a preferred method for fast and convenient garnering of information on programs already in existence. Web sites can be used anonymously which create appeal particularly for persons seeking substance abuse information. With the mini-assessments incorporated into the web site, a person can track their own health trends. Another positive for use of a web site to represent a company’s programs is the ability of persons to access the information at any time. This helps create a larger customer base and thereby increases program effectiveness.

RESEARCH STUDY

The University of Virginia is one of nine sites participating in a cooperative agreement with the Center for Substance Abuse Prevention (CSAP) to improve and evaluate service delivery for substance abuse prevention in the work place.

PROBLEM

- UVA employees' lack of knowledge of current services available
- UVA employees' lack of knowledge of Institute for Quality (IQ) Health Virginia, UVA's service deliverer
- Low usage of available services

INSTITUTE FOR QUALITY HEALTH VIRGINIA

- A not-for-profit organization dedicated to improving health through promotion of healthy lifestyles and the prevention of disease in work places
- Delivers extensive expert health promotion and disease prevention resources to UVA through coordinated programs, including:
 - Health Enhancement Programs
 - Faculty & Employee Assistance Program
 - Occupational Health
- Partners with UVA and CSAP in the substance abuse prevention in the work place project

PURPOSE

Create an educational web site which will:

- Educate users about healthy lifestyles and disease prevention
- Serve as a resource guide for managers

- Promote IQ Health Virginia services
- Increase use of IQ Health Virginia services
- Stay updated with latest information
- Create a “One Stop Shopping” Resource

METHODS

Identify Target Audience

- Assess which employees have regular access to PC
- Establish who will be best served by web site
- Determine which employees would be likely to use web site

Target Audience

- Managers/Supervisors and Administrative Personnel at UVA

CREATE MISSION STATEMENT

- Reflect CSAP & IQ Health Virginia goals of substance abuse prevention
- Develop draft for review
- Finalize draft as guiding principle

Mission Statement

Create a user friendly web page designed to give University of Virginia employees basic information about substance abuse prevention and healthy alternatives. It will include information regarding programs

available for them and their families through IQ Health Virginia, the University, and the local community.

COLLABORATE WITH IQ HEALTH VIRGINIA

- Determine IQ Health Virginia needs for web site with regards to Health Enhancement Program, Faculty and Employee Assistance Program and Occupational Health Program
- Create cohesive style encompassing all IQ Health Virginia programs while keeping individuality of programs
- Provide vehicle for continuous feedback to ensure communication

ENCOURAGE REPEAT VISITS TO WEB SITE

- Employ sections which change on a regular basis such as Healthy Highlight and Tip of the Month
- Create interactive activities such as Stress Test & BMI Measurement
- Provide on-line registration for programs

EVALUATION OF WEB SITE

- Conduct two focus groups: one for UVA managers and supervisors and one for UVA administrative personnel
- Gather feedback for analysis
- Share feedback with UVA Research Team and IQ Health Virginia Team
- Incorporate suggestions as appropriate

FOCUS GROUP EVALUATION

Description of Participants

Focus Group I

- 6 female participants
- Mix of experienced and inexperienced web users
- All in administrative positions at the University of Virginia or IQ Health Virginia

Focus Group II

- 6 participants (3 men and 3 women)
- Mix of experienced and inexperienced web users
- All in management and faculty positions at the University of Virginia or IQ Health Virginia

ANALYSIS

| <u>Categories</u> | <u>Group I</u> | <u>Group II</u> |
|--------------------------|---|--|
| First Impressions | Fun, catches eye, makes you want to search more. | Appreciated the FAQ's and the informative, easy to read nature of the site. |
| Informative | Shows UVA cares about its employees. | Like idea that information will be updated on regular basis, facilitating multiple visits. |
| Educational | Not aware of all the programs offered. | Good information, well delineated. |
| Favorite Aspect | Nutrition page (fruit) | Interactive items |
| Repeat Visits | Would refer to co-workers and would use again personally. | Have referred employees to HEP page and signed up for Take Time For Yourself. |
| Overall Impressions | "Thoroughly enjoyed it." Like the interactive aspects. | Easy to navigate between various programs and pages. |

ANALYSIS

| <u>Caries</u> | <u>Group I</u> | <u>Group II</u> |
|-----------------------------|---|---|
| First Impressions | Linear, needs dimensions and buttons not consistent | Buttons not consistent from page to page. |
| Information Barrier | Add interactive options for EAP. | Reduce number of bullet points on first page for ease in reading. |
| Educational Barrier | Add more links. | Update on regular basis. |
| Least Favorite Aspect | Policies and Procedures; add graphics. | Animated gifs (male participants only). |
| Repeat Visit Barriers | Time | None |
| Overall Barrier Impressions | Add references to community. | Add calendar of UVA health events. |

UNIVERSITY OF VIRGINIA WORKPLACE

- Largest employer in Central Virginia
- Provides 19% of the 72,800 non-agricultural wage and salary jobs in the Metropolitan Statistical Area
- Employee population of 9,341 faculty and staff and 4,382 wage employees
- 16.5% of employees are non-white, with majority being African-American; less than 1% are Asian-American or Native American
- 60% of employees are female

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