

Healthy Workplace Website Maintenance & Expansion Project

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Funder: The Department of Health



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Aim and Objectives:

- Management of the existing Healthy Workplace website content
- Additional website development aimed at ensuring it is suitable to Small and Medium Enterprises (SMEs).

Design/Methods: Management of the website content included uploading calendar and news events and making updates or changes to existing content and ensuring that resources and URL links are current. SME receptiveness involved a qualitative approach; SMEs were invited to participate in consultations to brainstorm and identify ways in which the website could be amended or expanded to suit their needs.

Public Patient Involvement: Not required. SME stakeholders were involved in the consultation

Results:

- The website isn't enough and needs to be accompanied by a public campaign or some other **outreach/marketing strategy**, perhaps with a permanent post attached to it.
- A need for a **stronger education piece**, likely over-and-above the website.
- It might be helpful to have a section on the homepage that serves as a '**How to use this website**' section. This could have concise infographics/visual summaries of the key parts of the content. The website should be part of a **larger active public campaign** driven at the national level.
- Suggestion to strongly link workplace health promotion with Health and Safety legislation so that it moves toward being part of an **organisation's responsibility** Suggestion to **piggy-back with various awareness campaigns** and health trends so that each month the website can get exposure along with the health topic of the month.
- There should be an educational component to the Framework where HR/Wellbeing Officers can get additional **competencies in workplace health promotion**.
- Suggestion for **champions** in each of the major workplace support organisations (e.g., liaisons in IBEC, NISO, IOSH, IHFES who make regular presentations at the major conferences).
- The home page needs to be catchier perhaps with a **video or infographic** that explains how to navigate the website, with the main take-away messages summarised.
- There should be an option for website users to provide **feedback** about their experience navigating the website.
- Eye safety and **preventing specific chronic diseases** should be highlighted.
- What would help SME's:
 - Ways to **troubleshoot engagement challenges** (e.g., predominantly off-site employees; multiple shifts etc.)
 - A procurement database/panel of well-being **service providers** (e.g., Yoga instructors or health education specialists for talks etc.) with testimonials on their services.

Knowledge Translation Findings will be presented to HWF steering group