

Resources on the Cost-Benefits of Health Promotion Programs

Greetings NWI friends! Due to the many requests for information on cost-benefits and return-on-investments of health and wellness promotion programs, we have compiled some information. The following list is provided as a service of the National Wellness Institute, Inc., PO Box 827, Stevens Point, WI 54481-0827; (715) 342-2969. e-mail: members@nationalwellness.org; www.nationalwellness.org/ (Listings are not official endorsements by NWI.) For more information, please contact Laura Bilderback at Laura@nationalwellness.org.

FREE ONLINE RESOURCES AND REPORTS

ASK THE EXPERT—“Measuring Return on Investment for Worksite Wellness Programs”

Interview with Larry Chapman, MPH

Download free at: http://www.nationalwellness.org/members/index.php?id=1587&id_tier=3410

Spring 2004, published by the National Wellness Institute

ASK THE EXPERT—“Can Wellness Help Solve the U.S. Health Care Crisis?”

Interview with Larry Chapman, MPH

Download free at: http://www.nationalwellness.org/members/index.php?id=1589&id_tier=3410

Winter 2003-2004, published by the National Wellness Institute

ROI Bullseye: Demonstrating Results With Population Health Management

Absolute Advantage, publishes by the Wellness Councils of America

<http://www.welcoa.com/freeresources/index.php?category=8>

“Employee Health Promotion Programs: What is the Return on Investment”

by Zank and Friedsam

Issue Brief, September 2005, Vol. 6, No. 5, Wisconsin Public Health and Health Policy Institute

It highlights the growth in worksite wellness programming and cites studies

<http://www.pophealth.wisc.edu/UWPHI/publications/briefs/Vol6%20No5.pdf>

“Prevention Makes Cents”

Download free: <http://aspe.hhs.gov/health/prevention>

2003 Report of the U.S. Dept. of Health and Human Services

Call to action for corporations to do more worksite health promotion. Includes case studies of companies saving money as the result of their worksite health promotion programs.

“Meta Evaluation of Worksite Health Promotion Economic Return Studies”

by Larry Chapman, MPH

“The Art of Health Promotion” section (edited by Larry Chapman, MPH) of the Jan/Feb 2003 issue of the *American Journal of Health Promotion* (www.healthpromotionjournal.com).

Download free at <https://www.summex.com/smx/article1.htm>.

“Physical Activity Fundamental to Preventing Disease

Published June 2002 by the U.S. Department of Health and Human Services

Download free at <http://www.aspe.hhs.gov/health/reports/physicalactivity/index.shtml>