



## Marketing a Workplace Wellness Program: Learning What Works



We are in the final year of a National Institutes of Health-funded randomized controlled trial of HealthLinks, a workplace wellness program co-developed by HPRC and the American Cancer Society. HealthLinks is specifically tailored for an often underserved employer segment: small worksites in low-wage industries. Through

a competitive process, HPRC was recently chosen by the National Cancer Institute to participate in a special training: [SPeeding Research-tested INTerventions \(SPRINT\)](#). The goal of SPRINT is to provide scientists with business-focused startup training to bring evidence-based interventions to the public more quickly and efficiently.

The three-month training program includes in-person training in Washington, D.C., which was attended by HPRC's Peggy Hannon and Kristen Hammerback, along with Joanne Pike of the Preventive Health Partnership, who is working with HPRC on dissemination of HealthLinks. "SPRINT is a great opportunity to learn how to apply business and entrepreneurial practices to scaling up evidence-based programs that can make a difference in health," said Peggy Hannon about the training. "We look forward to putting what we are learning into practice for HealthLinks."

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## Special Interest Projects Awarded to HPRC

The Centers for Disease Control and Prevention has awarded \$900,000 to the UW Health Promotion Research



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### Save the Dates

#### Community Advisory Board meeting

**Date:** Friday, Oct. 21  
8:45 am to 12:00 pm

**At:** Tukwila Community Center [Directions](#)

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**Seminar:** Culturally-relevant Messages to Promote Dementia Awareness within the Asian American and Pacific Island Community

**Date:** Thursday, Nov. 10  
10:00 am to 11:00 am

**Presenters:** Lesley Steinman and Basia Belza

**Attend in person:** HPRC conference room. [Directions](#)

Guests are welcome to stay for an HPRC staff meeting immediately following the seminar.

Center to fund two 2-year Special Interest Projects (SIPs):



**Evaluating the Adoption and Implementation of an Evidence-Based Patient Navigation Intervention for Colonoscopy Screening**

*Principal investigators: Allison Cole, UW Family Medicine, and Peggy Hannon, HPRC*



**Promoting Humanpapilloma Virus (HPV) Vaccination in Washington's East African Communities**

*Principal investigator: Rachel Winer, UW Department of Epidemiology*

[Read more about these new projects here.](#)



HPRC conducts research projects with affiliate investigators from programs at the UW and other institutions. We asked Allison Cole, a physician at UW Family Medicine, to tell us a bit about her background and current projects.

**What led you to the field of health promotion research?**

I grew up in Iowa and wanted to be a physician for as long as I can remember. My first job as a family physician was at a local Community Health Center. There, I learned how difficult it can be for patients and clinicians to address preventive health in the face of difficult life circumstances and chronic diseases. I'm excited to work on developing and testing programs that can improve the health of my patients.

**What are you working on currently?**

I'm excited to be a co-Principal Investigator, with Peggy Hannon, on the newly-funded [SIP](#) (see above) to evaluate the adoption and implementation of an evidence-based patient navigation intervention for colonoscopy screening. This project builds on the great work of the Health Promotion Research Center team, and will allow us to support health systems' implementation of a new colorectal cancer screening program. This evidence-based program has the potential to improve completion of colonoscopy screening

**Attend via webinar:** [Join here](#)

Audio: 206-616-2663 or 1-866-495-7016 (Passcode: 288912)

Visit our [website](#) for notices of other upcoming seminars.

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## Welcome

Welcome back to all of our returning HPRC [students](#).

This month we also welcome new Community Advisory Board (CAB) member **Cynthia Eichner**, Health Systems Manager for the American Cancer Society.

## Farewell

We bid a fond farewell to **Riki Mafune**, our former HealthLinks interventionist, and wish her well in her new pursuits.

We thank departing CAB members **Vazaskia Crockrell** and **Becca McMillan** for their years of service.

## Kudos

Special congratulations to **Peggy Hannon** on receiving the James W. Mifflin Professorship in recognition of her exceptional contributions and accomplishments as well as her leadership qualities. [Read more](#)

We're pleased to announce new roles for

among vulnerable populations, and reduce colorectal cancer screening disparities.

### What keeps you passionate about this work?

This new project is at the intersection of population health, quality improvement, and health disparities, and involves collaboration with multiple disciplines here at the University of Washington and across the country. I am motivated and thrilled to be working with a wonderful team to address critical public health problems.

## 30 Years of Community-Based Research: Keep Up with HPRC

HPRC is proud to be one of the initial group of Prevention Research Centers (PRCs) funded in 1986 by the Centers for Disease Control and Prevention.

Learn more about HPRC and the PRC Program on our newly redesigned [website](#). Go [here](#) to find:

- Info and updates on HPRC's research projects
- HPRC in the news
- Staff and community partner information
- Calendar of HPRC events
- and more!



two HPRC staff members:

**Daron Ryan** is our new HealthLinks interventionist.

**Laurel Dillon-Sumner** is now a research assistant on cancer prevention projects, as she begins pursuit of an MPH.

### Recent Publications

The following article has been online since 2015, and will now be published in text.

Hannon PA, Helfrich CD, Chan KG, Allen CL, Hammerback K, Kohn MJ, Parrish AT, Weiner BJ, Harris JR  
"Development and Pilot Test of the Workplace Readiness Questionnaire, a Theory-Based Instrument to Measure Small Workplaces' Readiness to Implement Wellness Programs." Am J Health Promot (2015 Sep 21) [Abstract](#)

[See all of our recently published articles here](#)



HPRC is a [CDC Prevention Research Center](#) - celebrating 30 years of building healthier communities together.

School of Public Health funded by the [Prevention Research Centers Program](#) of the Centers for Disease Control and Prevention.

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