



What is the Action Collaborative on Business Engagement in Building Healthy Communities?

The Collaborative is a satellite convening activity of the National Academies of Sciences, Engineering, and Medicine’s Roundtable on Population Health Improvement. The Collaborative is a flexible and action-oriented group that welcomes all interested organizations and individuals. This action collaborative is an ad hoc activity under the auspices of the Roundtable on Population Health Improvement at the National Academies of Sciences, Engineering, and Medicine (the National Academies). The products of the action collaborative do not necessarily represent the views of any one organization, the Roundtable, or the National Academies and have not been subjected to the review procedures of, nor are they a report or product of, the National Academies.

Mission

The Collaborative’s purpose is to catalyze and facilitate partnerships and joint action of business, health, community, and public sectors to enhance the lives of workers and communities thereby improving the nation’s health and wealth.

Foundation

Building on the momentum of previous roundtable workshops on [business engagement in building health communities](#) and [applying a health lens to business practices, policies, and investments](#), this collaborative promotes business engagement in strategies for improving [population health](#) with attention to the health and well-being¹ of employees (of small, medium, or large companies) and communities.

Vision

The Collaborative creates an active space where participants feel compelled to contribute to a transformational effort that makes powerful and measurable impact on business success, creates societal value and improves population health.

Membership

The Collaborative is co-chaired by Cathy Baase, a consultant to Dow Chemical Company and the Chair of the Board of Directors of the Michigan Health Improvement Alliance and Robert McLellan of Dartmouth-

¹ We recognize that the definitions of health and well-being can be varied. For our purposes we align our definition of *health* to that of the World Health Organization (WHO, 1948) “a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.” Well-being is the overall sentiment of fulfillment and satisfaction throughout the different aspects of life (e.g. physical and mental health, as well as emotional, personal and professional aspects of life). The CDC describes it in simple terms as “judging life positively and feeling good.” The social determinants of health are the conditions in which people are born, grow, live, work and age (WHO 2017). The opportunity to achieve both health and well-being are engendered by the social determinants of health.

Hitchcock and The Dartmouth Institute for Health Care Policy and Clinical Practice. The vice-chair is Michelle Zamperetti, GE Healthymagination. The Collaborative is a group of participants that is inclusive and open to all individuals and organizations with relevant interests. Participation in individual projects and events is structured according to interest, need, and practicality.

Why Join this Collaborative?

- Learn from members and companies who are innovators in the rapidly evolving area of business engagement in building healthy communities and workforces
- Learn about and share the evidence of impact on employee health and the health of communities
- Participate in local and national meetings connected to the activities of the Academies that will provide opportunities to engage with a range of experts interested in the health of workforces and the communities in which they live.
- Stay current with goals and actions of business-related associations and organizations regarding business engagement in advancing healthy communities.
- Align with others to positively impact the strength of the business case for businesses to be involved in building healthy communities as well as the collective efforts to expand and improve implementation by the business community.
- Share your experiences with an interested group of colleagues from business, government, non-governmental organizations, labor, and academics

Activities to Date

2018

September 7 The collaborative released the first of the Chambers of Commerce Case Stories featuring the [Aurora, CO](#) and [Longview TX](#).

August 29 The third webinar hosted by the collaborative featured Campbell Soup Company as a case study was conducted to investigate the usage of both collective impact practices and cause-related marketing campaigns within one single firm. The findings of the study described a practical application of the collective impact framework for the business community to effectively engage in cross-sector collaboration.

July 31 The collaborative hosted its third web-based meeting, **Prof.** John McDonough from the Harvard T.H. Chan School of Public Health presented on the HarvardX Massive Open Online Course “Improving your Business through a Culture of Health.” Members were updated on the progress of the collaborative products and website update.

June 6 For the second webinar of 2018 the collaborative hosted speakers from Nashville’s Health Competitiveness Initiative. The presenters explained how the Nashville Chamber of Commerce led a collaborative process with stakeholders from across the business, provider, government, and insurer community to understand the economic impact of health on the region.

May 16 In the first of a series of webinars to be hosted during 2018, the collaborative invited CDC's NIOSH and the RAND Corporation to speak about the development of a framework and indicators for worker well-being. NIOSH and RAND have developed a provisional definition of worker well-being and a survey instrument to measure worker well-being. The aim is for the tool to be valuable to employers, researchers, policymakers, workers, and communities to assess workforce well-being.

April 23 Collaborative members met for the second web-based meeting, Co-Chair Bob McLellan presented on employer-based mental health programs in New Hampshire updates were provided for the scoping review, business case-stories, and chambers of commerce case stories, projects. The Surgeon General's office has been in contact with member of the collaborative and NAS staff to collect information pertaining to his platform.

February 6 Collaborative members met for the first quarterly web-based meeting where the 2018 work plan was discussed. The work plan will include scoping review of business case for building healthy communities, a series of case-stories highlighting the work of businesses modeling community health engagement, and co-hosting quarterly webinar series with partners.

2017

October 3 Collaborative members met for the second time in DC. The members discussed various topics ranging from the spectrum of business engagement in advancing health and well-being, to sharing stories from the businesses engaging in building healthy communities, to discussing collaboration and alignment with other organizations.

May 16 During the WebEx meeting, collaborative members heard from Ron Goetzel and Neil Goldfarb about their recently funded RWJF projects to build the evidence base for engaging businesses in health.

May 11 Special webinar on Health Equity and the Business Sector featuring a presentation by Sydney Allain-Stockton, a National Academies intern from Georgetown University.

January 17 Collaborative members held a WebEx meeting and started outlining goals and priorities for the year.

January 4 & January 13 Business case/evidence and strategic partnerships/alignment working groups held joint calls to prioritize the development of a 2-page document articulating the business case for engaging in building healthy communities.

2016

October 20 Collaborative members held their first in-person meeting in Washington, DC. At this meeting, members discussed the draft of the US Chamber Foundation report, shared updates on activities and participated in an interactive case scenario that will be developed for distribution to others.

May 31 Business case and evidence working group held a call to prioritize US Chamber Foundation scan of the current state of business engagement in building healthy communities.

May 27 Alignment, strategic partnerships, education, and dissemination working group held a call to prioritize scan being developed by US Chamber Foundation to aid in articulating the business case to a range of stakeholders

April 26 Business Collaborative Launched during a WebEx meeting.

March 8 Business Collaborative Co-Chairs and Vice Chair held conference call to plan launch of the Collaborative during an April 26th WebEx meeting.

2015

May 27 Held an in-person strategy meeting in Washington DC with invited guests to discuss establishment of a Business Collaborative. Idea of Collaborative endorsed.

June 4 Held a Workshop in Irvine, CA on *Applying a Health Lens II: The Role and Potential of the Private Sector to Improve Economic Well-Being and Community Outcomes*.

December 1 *Applying a Health Lens to Business Practices, Policies and Investments: Workshop Summary* released.

December 7 & 17 Business Collaborative prospectus developed and reviewed during two conference calls held with participants and other key stakeholders in May 27th meeting. Decision to move forward with Collaborative confirmed.

2014

July 30 Roundtable held workshop in New York City on *Business Engagement in Achieving Population Health*. Roundtable discussion on establishing a Business Collaborative first explored.

December 18 *Business Engagement in Building Healthy Communities: Workshop Summary* released.