

## **The Value of Worksite Health Promotion**

Chronic illnesses such as cardiovascular disease, cancer, diabetes and obesity are the leading causes of death in the United States and impact the lives of working-age adults, resulting in billions of dollars lost to employers and to the larger economy. These life-style related illnesses can be alleviated through the implementation of worksite health promotion programs. Individual-targeted programs often focus on reducing risk factors among those considered to be at "high risk" and may include such options as individual health coaching and the presentation of targeted educational materials. Organizational-level health promotion programs often aim to affect the more general employee population and may include more policy and environmental changes. This article describes both the financial and the organizational value of implementing worksite health promotion programs.