

Rewrite a Health Literate Press Release

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HWM325

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Introduction

In this assignment, I learned to evaluate a press release using the Fry formula for assessing readability that I practiced last week. I chose to review an article which reports how the government is helping people to stay healthy, “NIOSH Work and Family Balance Press Release.” I rewrote this press release to a lower reading grade level and reflected on the process.

Press Release

The NIOSH Work and Family Balance Press Release explains that providing on-site health and wellness programs helps employers cut health costs and provide benefits for employees that use the wellness programs (Sadeghpour, 2012). Using the Fry formula’s readability assessment, this article was assigned a grade of 17 and above, which is not favorable. The article I chose is below:

“NIOSH Total Worker Health Program Explores Employer Support for Work and Family Balance” July 17, 2012 NIOSH Update: Contact: Nura Sadeghpour, (202) 245-0673

The National Institute for Occupational Safety and Health (NIOSH) Total Worker Health™ (TWH™) Program this week published an article emphasizing the link between employer support for work and family balance and the reduction of safety health risks, recognizing employees’ need for quality and flexible childcare, particularly during the summer months. The article is published within *Total Worker Health in Action!* an electronic newsletter dedicated to bringing the latest news from the Total Worker Health Program and partners.

Recent surveys have found that decreased work-family stress is related to reduced injury risk, and increased safety compliance and safety participation among workers. The article, contributed by the Oregon Healthy Workforce Center (ORHWC), a NIOSH Center of

Excellence, describes several tips employers can employ to help their teams achieve better work-family balance including training managers and supervisors, increased employee control of work hours, and support of flexible schedules. It can be found at <https://www.cdc.gov/niosh/TWH/newsletter/TWHnewsV1N2.html>

"The protection and improvement of the well-being of all people who work are goals shared by workers, their families, and employers," said NIOSH Director John Howard, M.D. "There is increasing evidence that the work environment and the overall well-being of the workers within it are strongly connected, and many employers are offering family-friendly benefits and programs for their employees."

The Total Worker Health Program is a strategy integrating health protection with health promotion to prevent worker injury and illness and to enhance well-being. Diminished health and injury, whether caused by work or resulting from non-work activities, reduces quality of life, opportunity, and income for workers and those dependent upon them. Conversely, workplaces with low risk of injury and enhanced opportunities for the total health of workers can lead to a vibrant, engaged and highly performing workforce. For more information on TWH™: <https://www.cdc.gov/niosh/TWH/totalhealth.html>"

Re-Written Press Release

The National Institute for Occupational Safety and Health is the United States federal agency. This organization conducts prevention of work-related injury and illness.

The National Institute for Occupational Safety and Health (NIOSH) under Centers for Disease Control and Prevention, published, “Total Worker Health in Action!” at the link:

<https://www.cdc.gov/niosh/TWH/newsletter/TWHnewsV1N2.html>

The author of this article explains that there are some companies providing wellness services to their workers. They are receiving positive results. Workers can work safely, be healthy, be less stressed, and live better.

Examples from this article of wellness programs are:

- The Oregon Healthy Workforce Center helps workers with child care during summer months. This is very helpful for parents that have children attending grade school.
- The author found that employers in Cary, North Carolina provide well organized programs to their workers to balance personal life and work well. “Fortune Magazine’s Best Companies to Work for in 2012,” wrote that child care costs \$410 a month, health insurance coverage is 90%, sick days are unlimited, nurses and physicians are no cost to visit, have a free fitness and aquatic center, and has a summer camp for their children.
- The employees at the Erickson Living retirement community, are receiving health services such as physical exams, vaccinations, skin care, wellness education, and exercise classes within their affordable prices.

Focusing on prevention and providing health and wellness services costs companies a total cost lower than the price paid for worker’s compensation. When compensation costs \$4 to support worker, the cost of an onsite wellness program is only \$1.

The Center for Disease Control and Prevention made the National Healthy Worksite Program. This is a policy that lets employees have a worksite health promotion program. This program is created to help employees live healthier lives and help them stay away from chronic diseases.

From <https://www.cdc.gov/niosh/TWH/totalhealth.html>, the following information is known:

In 2011, NIOSH created the Total Worker Health policy for workers' health and wellness. This policy supports workers in their safety, health, well-being, control in chemical hazards, organization of work, compensation benefits, environment support, leadership, community, demographics, and financial and job security.

Reflection

I chose to review the NIOSH work and Family Balance Press Release using the Fry formula method; the readability score of the article was at a grade of 17 and above. This score indicates that the press release was too difficult to understand. I did not realize that the article had such a high readability score until I used the Fry formula to calculate it. Further reading of the press release shows components that decreased understandability. The purpose of the press release is to show that incorporating health wellness programs in on-site working environments gives benefits in both reduction of cost for workman's compensation and provides health systems for the employees' health.

After reading the press release, a person can know that some employers are incorporating health programs for their workers that give benefits to both employers and

employees but that the specific area of wellness programs such as these are actually helping is not necessarily understood. It did, however, offer additional information on an article that discusses the importance of wellness in the workplace which was helpful to understanding the press release further (Shea. 2018).

I also found that the terms “The National Institute for Occupational Safety and Health,” and “Total Worker Health Program” were not well defined or properly described in the press release. By knowing what these terms mean, a reader would better understand that The National Institute for Occupational Safety and Health is a federal agency whereas the Total Worker Health Program works closely with safety and health policies. Statistics were not fully engaged with in the original press release. To access statistics about the facts listed in the press release, one must view the article provided by the press release. That article states that while it costs \$4 to cover compensation for a worker, the cost of an onsite wellness program is only \$1, lessening the cost per worker by actively working with prevention. Having statistics included in the press release itself would help further understanding by offering easily accessible credibility.

Overall, there was too little information included. The press release could be better organized by using shorter sentences that are more concise, include citations for the vaguely mentioned studies, and provide the link to the original article sooner in the press release. With this analysis of the press release in mind, I rewrote it to address the concerns and maintain the highlights of the original writing.

After rewriting the press release, it had a new score of the 9th grade level. Using the Fry method, my rewrite of the press release scored an average of 5.66 sentences and 153 syllables.

For me, rewriting the press release took me a long time and was not easy to do. To drop the readability level, I went to the original website, read the details, selected important information that I thought people should know, then rewrote it with shorter sentences and simple words. Overall, the original press release was difficult to understand and did not have enough information to aid understanding. Rewriting the press release to plain language was not a simple task. I was aiming to rewrite to a 5th grade level, but I only could drop it to a 9th grade level.

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