

2023 Impact Report

April
2024

Center
for Social
Epidemiology



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CSE 2023 Year in Review from Dr. Peter Schnall Executive Director



Members of the CSE Board,

I hope this finds you and your loved ones well.

Marnie and I want to thank you for your continued support of the efforts of the Center for Social Epidemiology, the 501(c)(3), which initiated and sponsors the Healthy Work Campaign (HWC).

As you know, 2023 was a breakthrough year for labor activity addressing job security, wages, and working conditions, among other things. These were activities which we highlighted in our newsletters and social media.

We successfully met many of our goals in 2023, the most important of which was expanding our activities to provide information, tools, and skills to working people about the relationship between work stress and health. And just recently, in the first quarter of 2024, we have expanded our team to guide our strategic development and fundraising strategies, as well as current website redesign.

I invite you to take a look at our impact summary and let us know how you would like to help guide and support our mission for this year and the years to come.

Respectfully yours,

A handwritten signature in black ink, appearing to read "Peter Schnall".

Summary

We successfully met many of our goals in 2023 including an increased utilization of the Healthy Work Survey, expanding strategic partnerships, and raising our public presence and message.

Our Google Ad non-profit grant and Search Engine Optimization (SEO) activities in 2023, managed by our talented partners at Bander Productions, substantially increased the use of the [Healthy Work Survey](#) by individuals to over 2600, and almost 1500 employees who took the survey as part of an organization.

The survey and website content have been translated into Spanish so that our Spanish-speaking audience has access to this important information. We continue to look for the resources to make it available online.

We expanded our campaign partnerships with like-minded organizations. We increased our public presence through articles, blogs, and press releases, as well as creating new multimedia content and videos that help convince organizations to address sources of work stress and promote healthy work.

As a non-profit, we continue to be dedicated to our mission to raise awareness and educate workers and other workplace stakeholders (employers and unions and worker advocates) about the importance of addressing psychosocial work-related stressors. However, given some challenges with a limited operating budget and staffing, we recognize our efforts may need to be supplemented and pivoted to focus on fundraising strategies.

We hired a development consultant to sharpen our vision, Center infrastructure, and strategies for the next 5 years. As you will see, we have refined our mission and programs and soon to be redesigned website.

We are looking forward to receiving feedback from you about our 2024 goals and programs in this report, and your advice and contributions to our fundraising strategy.

Sincerely,
Marnie Dobson, Ph.D.
HWC Programs Director

Our Story So Far

OUR HISTORY

Center for Social Epidemiology (CSE) is a 501(c)(3) nonprofit foundation based in California, founded in 1988 by Dr. Peter Schnall and his family. For over three decades now, the Center has been conducting and sharing scientific research on workplace stress and its effects on worker mental health and cardiovascular disease.

In 2019, the CSE launched the Healthy Work Campaign.

OUR MISSION

The Healthy Work Campaign is a public health campaign focused on raising awareness in the U.S. about the health impacts of work stress on working people. We provide expert guidance about the positive actions individuals and organizations can take to advance healthy work.

Our goals include educating the public, equipping organizations with tools and strategies to address work stress, and inspiring action on all levels to reduce and prevent the epidemic of work stress.

IN OTHER WORDS

We aim to share knowledge, tools and strategies with working people and other workplace stakeholders to reduce sources of stress at work, and improve working conditions and worker health.



"Stress from
the workplace
is a public health crisis.

It causes
burnout and other
mental health problems.
But it doesn't have
to be this way."

- Dr. Marnie Dobson Zimmerman

Our 2023 Goals



1

Expand

Expand our outreach to decision makers, thought leaders, and working people.

2

Recruit

Recruit organizations and individuals to learn about [healthy work principles](#) and adopt the [Healthy Work Pledge](#).

3

Translate

Translate the [Healthy Work Survey](#) into Spanish and expand our content for Spanish speakers.



4

Serve

Serve organizations who [wish to use](#) the Healthy Work Survey, and increase our direct outreach to more.

5

Grow

Grow our audience and increase our impact, leveraging [web content](#), [social media](#), [video](#), and [press engagement](#).

2023

Accomplishments

We have had an exponential increase in our accomplishments in 2023 with the help of all of our HWC team members and many other talented advisors.

This has led to considering new avenues for growth and more effective ways to meet our goals and sustain the HWC and the Center for Social Epidemiology.

We have taken some time to reflect upon our accomplishments and our challenges.

The project summaries and outcomes below give you a detailed sense of our progress last year, as well as room for growth.

PROJECTS	SUMMARY	OUTCOMES
Finances	Budget, managed by Peter Schnall	<ul style="list-style-type: none">• Operated within our \$250,000 budget
Legal	legal/publishing issue with <i>JOEM</i> & IRB approval for HWS	<ul style="list-style-type: none">• Resolved and published.• BRANY approval
Scientific Writing & Publishing	CSE research associates worked on one primary paper for publication. 	<ul style="list-style-type: none">• APHA policy document on Decent Work*• ITW Federation research study report*• Healthy Work Survey validation paper in JOEM

*Dr. Paul Landsbergis published additional works.

PROJECTS

SUMMARY

Scientific
Conferences,
Presentations,
Webinars

preparation and
presentation of - issues
related to work, worker
health, and the Healthy
Work Campaign



DETAILS & OUTCOMES

- **4-16-23** - United SteelWorkers-Communication Workers of America joint Health & Safety Conference - In April, David LeGrande conducted a work stress workshop with John Oudyk of our partner OHCOW (in Canada).
- **4-27-23** - Mental health in the Workplace: Burnout & Stress at Work (Peter & Marnie for HWC Partner SCERC, co-moderated by Pouran)
- **5-16-23** - Research into Practice: Workplace Mental Health Survey Use Around the World (Marnie for HWC Partner OHCOW)
- **6-18-23** - International Stress Management Association (ISMA) in Puerto Alegre, Brazil - Marnie Dobson presented as part of a two-day workshop on stress, also featuring psychologists, occupational physicians, nurses, social workers, human resource specialists and consultants for both government agencies, NGOs and the private sector.
- **11-8-23** - APA-NIOSH-SOHP Work, Stress & Health Conference (virtual)- Marnie Dobson presented two studies based on the HWS; Peter Schnall presented “Obstacles to Healthy Work”, along with David LeGrande moderating a Labor Perspectives session.
- **11-15-23** - “Decent Work for Public Health” for NIOSH (Paul)
- **11-16-23** - “Health@Work: Supporting Workers w/Chronic Conditions” (Peter)
- **11-29-23** - Labor Unions’ Role in Protecting the Workforce During a Pandemic (Paul at NYU School of Global Public Health)
- **11-30-23** - Satisfacción, Bienestar y Salud en Las Organizaciones (Peter for our HWC colleagues Viviola y Juan Gabriel at Universidad del Rosario)
- **12-7-23** - COSHCON - David LeGrande attended the annual worker activist conference, to educate attendees about the Healthy Work Survey and ways worker groups and others can work with us to improve working conditions—assisted by a generous colleague from our partner Worksafe.

PROJECTS

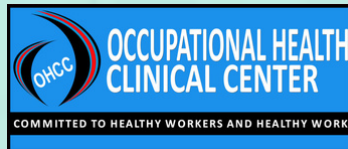
SUMMARY

OUTCOMES

Partnership
Outreach

Partnership
outreach to at
least four
organizations
through meetings,
emails, and more

- Four new
partnerships were
secured - with:



1. Coalition of
Labor Union
Women (CLUW).

2. Occupational
Health Clinical
Center (OHCC).

3. PACES
Connection

4. UCLA Labor
Occupational
Safety & Health
Program (LOSH).

Healthy Work
Survey

- We translated the
Healthy Work
Survey into
Spanish.
- Met our goal of
expanding the
number of
individual Survey
participants to up
to 200+ per month
with SEO strategy
developed by
Bander
Productions

- 15 organizations
(public sector,
nonprofit and labor)
implemented the
Healthy Work
Survey.
- 4,131 total surveys
submitted (a/o the
end of December
2023)–2,676 of
which were
submitted by
individuals
independently and
1,455 through an
organization.

PROJECTS

DETAILS

OUTCOMES

Website

- Maintained our News pages
 - Updated Media page with new content
 - Updated our Healthy Work Strategies
 - Created a strategy and wrote material for an expanded Intervention Toolkit in Q3 & Q4
 - Said goodbye to our cherished web developer Amy Turner & prepared to replace her in Q4
- Increased new traffic pages
 - Added value in an accessible medium
 - Added additional case studies (value)
 - Harnessed the expertise of our intervention specialist Dr. Pouran Faghri
 - Led to recruiting a new web developer in 2024 Q1 for the website redesign

Campaign Content & Promotion



- Continued to build our social media, web, and press presence regularly.
 - Wrote and launched 7 press releases to online media sources (e.g. PRNewswire)
 - 3-17-23
 - 4-27-23
 - 6-7-23
 - 9-4-23
 - 10-24-23
 - 11-29-23
 - 12-21-23
 - Wrote 1 Medium article & 7 Healthy Work Blog articles
- Our LinkedIn audience grew by nearly 400.
 - We had major pickups by Yahoo! Finance, MarketWatch & hundreds of others
 - Increased traffic to our website



PROJECTS

Campaign
Content &
Promotion
(continued)

tctMD



DETAILS

- Produced 6 newsletters ([here](#))
- Participated in 6 news/media interviews
 - 1 live news/SoCal, [Spectrum News 1](#)
 - 2 online newspapers ([TCTMD.com](#) & [The Good Men Project](#)).
 - 3 podcasts (including the [Curiosity Invited Podcast](#))
- Produced video content, including:
 - [“featured partner” video interviews](#) for our newsletters and social media
 - [Business Case for Healthy Work video](#)

OUTCOMES

- Increased traffic to our social channels and website
- Strengthened our reputation as work stress experts and thought leaders
- Reached more people and organizations, as a result of this work
- Continued investing in our existing audience -- via Mailchimp and our social media channels
- Deepened the strength of relationships with our partners and occupational health colleagues



2024 Vision & Goals



1

Outreach

Work Stress Education workshops for workers and trainings for labor unions, worker centers, and occupational safety and health advocates.



2

Guide

Offer tailored, research-based work stress guide, solutions and consulting to public & private sector organizations



3

Develop

Continue to develop strategic partnerships and build a coalition to advocate for work stress prevention regulations.



4

Build capacity

Strategic planning, personnel recruitment, fundraising, website redesign, and new content development

Vision

Through all of these goals and strategies, we aim to continue to expand our reach and increase our impact, in order to fulfill our mission to reduce sources of stress at work, and improve working conditions and worker health.

Ways to Support

1

Join the Movement

Subscribe to our newsletter to get periodic campaign updates and the latest resources.

2

Donate

Power our mission by providing a one-time or monthly donation.

3

Employer Matching

Build our capacity to help workers by leveraging your employer matching program.

4

Partner Giving

Extend the reach of our programs through higher-level donations and resources.

Join us in our mission
to make work healthier for all.



If we want healthy people,
we need healthy work.

Acknowledgments

We acknowledge the ongoing contributions of the people who work tirelessly on the projects mentioned within this report.

David LeGrande
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(Bander Productions)

and our many
Partner Organizations



We thank you for your
continued support of
our programs.

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