Opt-In / Opt-Out: Step-by-Step Instructions

Step 1: Log in to the Index Admin Portal: [https://whsadmin.heart.org](https://whsadmin.heart.org)

Step 2: Click on the “Opt-in/out Confirmation” tab to view recognition level. Organizations qualify for public recognition at the Gold, Silver, Bronze or Completer level.

Step 3: Read about the public recognition available for your organization’s recognition level. See Appendix A for the point categories for each recognition level and for the messaging on each individual tab.
Step 4: If your organization qualifies for public recognition, indicate opt in or out for public recognition. If your organization does not qualify for public recognition, no action is needed. Contact WHS@heart.org with questions.

Step 5: If you select Opt-In for your organization, indicate the exact spelling of your organization/company name as it will be used on the American Heart Association website.

Step 6: Click on “Submit” to register.

The American Heart Association will announce recognition awards for the 2018 Workplace Health Achievement Index nationally in August.
Appendix A. Recognition Level Point Cut-offs and Tab Messaging

Baseline Criteria
Gold, Silver, Bronze and Completer level: all 55 Structure and Process questions were answered.

Points Cut-offs
Gold: 175 or higher Total Index Points
Silver: 130 – 174 Total Index Points
Bronze: 86 – 129 Total Index Points
Completer: 0 – 86 Total Index Points
Incomplete: Did not answer all 55 Structure and Process Questions

Example Messaging for each Recognition Level
Gold Recognition “Opt-in/out Confirmation” tab messaging:

Congratulations!
Your organization has achieved Silver level status.
This recognition level qualifies your organization for:

- Listing on heart.org/whrecognition website
- Resource toolkit, including a template news release for your company’s localized one-time use.
- Congratulatory letter from the American Heart Association CEO, Nancy Brown.
- Physical plaque and/or window decal

Silver Recognition “Opt-in/out Confirmation” tab messaging:

Congratulations!
Your organization has achieved Silver level status.
This recognition level qualifies your organization for:

- Listing on heart.org/whrecognition website
- Resource toolkit, including a template news release for your company’s localized one-time use.
- Congratulatory letter from the American Heart Association CEO, Nancy Brown.
- Physical plaque and/or window decal
Bronze Recognition “Opt-in/out Confirmation” tab messaging:

Congratulations!
Your organization has achieved Bronze level status.
This recognition level qualifies your organization for:

• Listing on heart.org/whrecog website
• Resource toolkit, including a template news release for your company’s localized one-time use
• Congratulations letter from the American Heart Association CEO, Nancy Brown.
• Physical plaque and/or window decal

Completer Recognition “Opt-in/out Confirmation” tab messaging:

Congratulations!
Your organization has achieved Completer level status.
This recognition level qualifies your organization for:

• Listing on heart.org/whrecog website
• Resource toolkit, including a template news release for your company’s localized one-time use.
• Congratulations letter from the American Heart Association CEO, Nancy Brown.

Incomplete “Opt-in/out Confirmation” tab messaging:

Thank you for your interest in the Workplace Health Achievement Index for 2018. We regret to inform you that your organization did not receive Completer, Bronze, Silver or Gold recognition status in 2018. This may be due to the following reasons:

• Your organization did not participate in the Index for 2018 (April 6, 2017 - April 23, 2018).
• Your organization participated in the Index in 2018. However, not all 55 Structure and Process questions were answered. To achieve recognition status, all 55 Structure and Process questions must be answered.

If you have any questions, please contact WHS@heart.org.
The American Heart Association will publicly announce recognition awards for the 2018 Workplace Health Achievement Index in August.
The 2019 Index cycle begins April 24, 2018 and continues through March 31, 2019.
We look forward to your participation!