Establishing a Staff Wellness Program

Step 7: Evaluate Your Program

Evaluation helps quantitatively measure the value of a wellness program. The only way to know if a staff wellness program has achieved any of its predefined goals and objectives is to measure them. An effective measurement and evaluation strategy can help a program foster constant program improvement, present program outcomes to leadership, understand the financial impacts of the program, and understand the impact on employee health and satisfaction. There are many ways to evaluate a staff wellness program, but seven key measurements to a comprehensive evaluation plan are listed here. Depending on the objectives and activities of your wellness program, as well as the program evaluation capacity you have available, you can adjust your evaluation plan to meet your specific needs.

Measurements from an evaluation will provide vital information to assess the success of a program and adapt going forward to ensure it is always meeting staff needs. Some measures will require assessments at both the beginning (baseline measurements) and at the end (outcome measurements) of implementation to measure progress. Others may only require measurement at the end to give a picture of what you were able to provide and what value you were able to create. A well-done program evaluation will allow you to understand where the wellness program was most effective and where there is room for future improvement. Just as populations change, a sustainable and effective staff wellness program will change every year to match the health needs and interest of its participants. Consider the 5 basic steps of evaluation when establishing and conducting your evaluation plan.

Want to know more?

The CDC has information on the steps of evaluation and a template for an evaluation plan and information about how to evaluate a community partnership.

Seven Key Measures of Program Evaluation

- Participation
- Satisfaction
- Organizational Support
- Impact on Health
- Financial Outcomes
- Productivity and Performance
- Value on Investment (VOI)

Five Steps of Evaluation

- **Step 1:** Identify what you know
- **Step 2:** Decide how to collect the information
- **Step 3:** Collect the information
- **Step 4:** Analyze and review
- **Step 5:** Report back