

### Step 5: Evaluation

Evaluating your efforts lets you know if the program is working. What that means depends on what you want from the program. Results can show that the programs are affecting health care costs, getting the right employees to participate, or using your resources appropriately. An evaluation also can show you what is not working and what needs fine-tuning.

Evaluation should be considered early in the planning process. After thinking about what programs or activities to offer, consider how they will be evaluated. Evaluation can be as simple as recording the number of participants who take part in a program or the number of minutes or hours per week each employee dedicates to physical activity. Or evaluation can be a one-time survey where employees provide feedback about a specific event. Evaluation also can be much more complex. An example is collecting data over time and across several areas such as employee performance, health status, or expenses.



Tie your evaluation data to the original assessments done by the Wellness Committee. Consider creating evaluations that can use the assessment data as baseline information and help you get better results. These results can be used by the champion and the wellness committee to show how effective the programs are and why company leadership should continue to support them. Building support and making the case is an ongoing process, and the evaluation can help with this process.

Without evaluation data, it is difficult to determine if the physical activity programs have had any effect on your employees.

## Setting Goals

Goal setting is an important part of the evaluation process. Have the Wellness Committee set goals early in the planning process, and document changes to these goals over time.

Goals can be simple. For example, by the end of June, at least 50 employees will be registered for the walking competition. In addition, goals can be more complex. For example, by the end of the fiscal year, the company will have at least three written and approved policies to support physical activity in our workplace.

For additional goal examples, visit: [http://www.preventionminnesota.com/objects/Resources\\_for\\_Employers/PA/PA2\\_Samplegoals.pdf](http://www.preventionminnesota.com/objects/Resources_for_Employers/PA/PA2_Samplegoals.pdf)

## Types of Evaluation

There are three main types of evaluation that may be helpful to your company. The type of evaluation or evaluations you use should be decided in the planning process. You should consider developing your evaluation questions at this time so that everyone involved understands what will be evaluated at the end of the program.

Information gathered will allow you to see what parts of the program or activity were well received and how you can make them better. Feedback from employees will let you focus on their needs and your company's culture of wellness.

Before you choose the type of evaluation, consider the following:

- How will the information be used? Is it for internal use only? This may determine what type of information you collect.
- What type of information would you like to collect? Descriptive information such as employee quotes or reactions (*e.g.*, "I really like the yoga class")? Quantitative data, such as number of minutes per day used for physical activity or number of policies created? You may decide to collect both types.

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- How often will you collect the information? Is it important to gather data before and after the program to determine if there was a change? Are you only interested in information after the program is complete?
- Who will collect the data, the instructor of the class or one specific person from the wellness committee?
- Where will the information be stored? Will it be stored on a shared drive or in a locked file cabinet? Consider the sensitivity of the information collected, and determine which type of security level is needed.

### Example Types

*Process* evaluation looks at the process of administering the activity, event or program and is considered the most basic level of evaluation. The results of this evaluation may help determine the usefulness of the activity, event or program.

Example questions for a process evaluation might be:

- Time-related: Was the time allotted for the program too much, too little or just right?
- Location: Was the location where the event was held convenient? Was there enough space? Was the room too cold or too warm?
- Materials: Were the materials developed for the physical activity presentation useful? Was the presentation easy to understand?

*Outcome* evaluation looks at whether the goals of the program or activity were met. In outcome evaluation, questions should determine if a goal was or was not met. The results of this evaluation may help you fine tune future programs or activities.

Example questions for an outcome evaluation might be:

- How many people participated in the activity?
- How many started at the beginning of the program? How many completed the program?

- How many minutes of activity did you record last week?
- On a scale of 1 to 5, do you enjoy walking on the trail?
- Would you recommend this program to other employees?
- How many policies were created?

*Impact* evaluation looks beyond the goals set and determines the effects of the program or activity, both intended and unintended. Questions here may be linked directly to a goal, but other open-ended questions should be posed to learn what other benefits may have been achieved. The results may help you revise the goals or expectations for the activity or program going forward.

Example questions for an impact evaluation might be:

- What did you like best about this activity?
- What did you like least about this event?
- How many resources were spent?
- Do you feel more productive after walking meetings?

There are multiple evaluation resources in the *Tools and Templates* section. You can use these templates to support individual activities outlined in this resource or create your own.

For more information and resources about evaluation, visit: <http://www.cdc.gov/physicalactivity/professionals/interventions/index.html>