

Evaluation Tools and Measures

Sample Process Objectives	Year One	Year Two	Change
Number of staff enrolled and participating (participation rates)			
Observation or counts (e.g. track number taking a movement break at noon)			
Participant satisfaction (via survey, focus groups, interviews, etc.)			
Policy or environmental changes/tracking (use Worksite Wellness Assessment Checklist and compare list of policy or environmental changes from initial site assessment with later follow up at one year, two years, etc.)			

Sample Outcome Objectives	Year One	Year Two	Change
Pretest/posttest surveys can measure changes in attitude, knowledge, and current health-promoting behaviors from initial assessment to completion of a specified program or campaign			
Quizzes: test of knowledge on various topics			
Vending items being chosen (coordinate with vendor to track selections)			
Cafeteria menu options			
Health indicators/reduced risk factors. Complete a comparison of company aggregate screening measures such as blood pressure, cholesterol, etc. before and after a specified program or campaign			
Corporate costs and return on investment (the expense side, or what it costs to run your wellness program, can be fairly easy to quantify. However, computing savings from reduced healthcare claims, lost work days or absenteeism may be harder to calculate. Work with your human resources and benefits contracts to determine what can be measured and then set a baseline figure to compare against later)			