

## EVALUATING YOUR PROGRAM

Evaluation of your workplace health and wellbeing program is essential for determining:

- » If you have met your goals and objectives,
- » If your strategies have been successful,
- » How you can improve your program for the future.

It is a common misconception that evaluation occurs only at the end of a program. Evaluation starts at the beginning via the consultation stage (see [Consulting with staff](#) factsheet and [\(Consulting with staff- example consultation questions\)](#)). This is so you can effectively measure whether or not your program has made a difference to the health of your workforce.

### ***Before you get started (pre-evaluation)***

A key first step in evaluation is to take baseline measurements before implementing your program, which forms part of your consultation. Baseline measurements will create a current picture of staff health, awareness levels, attitudes and/or behaviours relating to specific health issues. Once your program strategies have been completed, collecting the same information will allow you to identify if there have been any improvements. Without pre-evaluation, you won't be able to tell if your program has made a difference to the health of your workers. Being able to measure change is vital in demonstrating the success of your program to management.

### ***During your program (process evaluation)***

Once you have begun implementing your program, it is useful to track how your strategies are being received by staff. Questions to ask your workers could include:

- » How satisfied are you with the program?
- » What do you like best about the program?
- » What do you think could improve the program?

It may also be useful to measure participation rates and ask those who didn't participate (or who dropped out part way through) what would encourage them to get involved. It is important to keep an eye out for potential or emerging barriers to participation, as this will allow you to make ongoing improvements as the program develops and will assist in avoiding program failures.

### ***In the long term (impact evaluation)***

Once your program has been implemented, it is important to evaluate whether your strategies have been successful in achieving your goals and objectives. By simply reassessing your baseline measures (obtained during pre-evaluation), you will be able to measure any positive changes achieved as a result of your program. Some changes will take longer than others, so it might be useful to evaluate every six to 12 months.

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Other long term indicators which can be measured include sick leave, injury statistics, productivity, staff engagement and morale, or improvements to supportive environments and or/policy. Just remember to take a baseline measurement of these indicators before implementing your program.

Use your impact evaluation results to:

- » Motivate and re-energise your staff by celebrating their successes,
- » Reward management for their support and leadership,
- » Seek further funding for your program.

Remember, Healthier Workplace WA provides free support to help you plan, do and review your program; for assistance with evaluating your program contact on [hwwa@cancerwa.asn.au](mailto:hwwa@cancerwa.asn.au). All the best for your workplace health and wellbeing program!

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