

## Step 3: Implement Your Program

Now that you've built your case and built your program(s), it's time to implement your initiatives. Even with the most thought-out and well-planned initiative, there will be challenges and unforeseen road blocks during the implementation period. However, because you took the time to plan appropriately, you'll be well-equipped to handle anything that comes your way. During implementation keep your eyes and ears open to employee feedback, concerns and success stories. These will be helpful during the evaluation of your initiative. Also, be flexible with your plan. You may have to make modifications to it as your initiative rolls out.

## Step 4: Evaluate Your Program

When designing a wellness program, be sure to include the following pieces in the overall program plan to ensure you can measure the impact of your wellness program:

- ❖ Measurable goals and objectives
- ❖ Baseline data
- ❖ Staff who are trained to evaluate appropriately
- ❖ Clear rules and fair administration of incentive programs
- ❖ An outlined budget and actual cost data
- ❖ A communications plan

### What are the benefits of evaluating outcomes?

- **To see if your intervention worked**  
Did you achieve your objective? Did employees learn about their health risks, get stronger or more flexible, or use the stairs more often?
- **To demonstrate the cost benefit of the intervention**  
To get the money to repeat a program, you need to be able to show that it was effective enough to justify its expense. That's what cost benefit means — not that the intervention saved money, but that the benefit was worth the cost.
- **To compare different types of interventions**  
You may have tried three different approaches to increasing employees' activity levels. With evaluation of your data, you can see which approach was most effective. You can also compare your outcome with industry standards. For instance, workplace smoking cessation programs are considered very successful if 35% to 50% of participants quit. How did your program compare?
- **To provide information about the program**  
You will produce valuable information about your program through evaluation that you can use in reports and presentations to management, press releases, stakeholders' meetings, company newsletters and meetings.



➤ **To give feedback to participants (and inspire others)**

We've all learned that the first rule in setting goals is to have measurable objectives. By publicizing results of evaluation, you can boost participation and show your interventions work. Participants can be motivated to continue with positive evaluation results. Non-participants can be inspired to join when they hear that a program works. Managers may encourage their departments to participate if you evaluate participation or health status by department.

Reference: Wellness Councils of America, WELCOA

### **Evaluation opportunities**

- Knowledge and skills. What did participants learn from the intervention?
- Risk factors. Can you show risk factors were reduced as a result of the intervention?
- Satisfaction. Would the participant recommend the program to a friend?
- Participation rates. Were participation goals met?
- Costs. Did the program help reduce costs?
- Healthcare claims. Are there changes in the claim trends?
- Absenteeism rates. Have they changed?
- Environment. Is there a perceived change in the workplace environment?

## Appendix:

### Additional toolkits

**Arkansas** – The Healthy Arkansas Toolkit discusses elements of a worksite wellness program from start to finish. Here you can find examples of tobacco, nutrition, physical activity and weight control programs.

[http://www.arkansas.gov/ha/pdf/worksite\\_wellness.pdf](http://www.arkansas.gov/ha/pdf/worksite_wellness.pdf)

**California** – California’s Worksite Program website shows information regarding the California 5 a day-Be Active! campaign, business tips, recipes, and resources to promote healthy worksites.

<http://www.dhs.ca.gov/ps/cdic/cpns/worksite/>

**Leading by Example** – The Leading by Example Initiative shows examples of wellness programs for businesses of every size. This is a great tool for employers.

[http://www.prevent.org/LBE/LBE\\_USCC\\_FullBook.pdf](http://www.prevent.org/LBE/LBE_USCC_FullBook.pdf)

**South Dakota** – The Strides to a Healthier Worksite Toolkit is an effort to promote the benefits of a healthy lifestyle in South Dakota through worksite challenges.

<http://www.healthysd.gov/Documents/WorksiteStrides.pdf>

**Wisconsin** – The Worksite Wellness Resource Kit walks you through the development of a worksite wellness program.

<http://dhfs.wisconsin.gov/health/physicalactivity/>

### Additional links

**Arthritis Foundation** – Provides information and resources on how to increase quality of life when living with arthritis as well as advice and program details.

<http://www.arthritis.org/>

**American Association of Retired People (AARP)** – The AARP website is a resource intended for those 50 years and older. Information about retirement, death and dying, travel, and member discounts are discussed.

<http://www.aarp.org/>

**American College of Sports Medicine (ACSM)** – The ACSM website has information regarding physical activity recommendations and how to incorporate physical activity into your day.

[www.acsm.org](http://www.acsm.org)

**American Council on Exercise (ACE)** – The ACE website is a great resource for health and fitness-related information. Healthy recipes, fitness facts, and research studies are a few of the information categories.


<http://www.acefitness.org/default.aspx>

**American Diabetes Association (ADA)** – The ADA website provides interactive resources such as the Diabetes risk test, Diabetes Personal Health Decisions, health risk calculator, as well as information on nutrition and recipes, weight loss, exercise, and more.

[www.diabetes.org](http://www.diabetes.org)

**American Heart Association (AHA)** – The AHA website displays information regarding blood pressure, cholesterol, heart ailments, body mass index (BMI), weight management, and exercise and fitness information.

<http://americanheart.org/presenter.jhtml?identifier=1200000>



**American Medical Association (AMA)** –The AMA website discusses medical liabilities, insurance coverage, public health resources and more.

<http://www.ama-assn.org/>

**American Public Health Association (APHA)** –The APHA website includes an A-Z HealthTopics page displaying informational articles regarding several aspects of health. Some topics of interest include community health, worksite health, and women’s health.

<http://www.apha.org/>

**American Red Cross** –The Red Cross website lists information about local blood drives, health and safety services, fact sheets, and much more.

<http://www.redcross.org/>

**Centers for Disease Control and Prevention (CDC)** –The CDC website is a good resource for information concerning healthy living, workplace safety, environmental health, diseases and conditions, data and statistics, and body mass index (BMI) information.

<http://www.cdc.gov/>

**Fight Cancer.org** –The Fight Cancer.org website displays tools to assess one’s health, diet and exercise, smoking cessation, and sun safety. It also includes several workplace programs.

<http://www.fightcancer.org>

**Health Finder** –The Health Finder website has a breadth of information including calorie counters, consumer guides, prevention and wellness information, health news and more.

<http://www.healthfinder.gov/>

**Hennepin County’s Stride-o-meter** – Make it easy for employees to know where to walk and how far their route will take them. The Stride-o-meter can be loaned for free to workplaces in Hennepin County. Please visit this site for more information.

<http://wwwa.co.hennepin.mn.us/portal/site/HCIInternet/menuitem.3f94db53874f9b6f68ce1e10b1466498?vgnextoid=2a11c95fa29fc010VgnVCM1000000f094689RCRD&vgnnextfmt=default>

**Mayo Clinic** –This site has a ‘Healthy Living Centers’ section where one can find information on alternative medicine, fitness, food and nutrition, recipes, stress management, and weight loss among others.

<http://www.mayoclinic.com/>

**Minnesota Department of Agriculture** –This site provides information on the benefits of eating 5 or more servings of fruits and vegetables every day.

<http://www.mda.state.mn.us/>

**Minnesota Department of Public Safety** –Visit this site to learn about safe driving, how to use child seat restraints properly and how to keep safe on Minnesota roads.

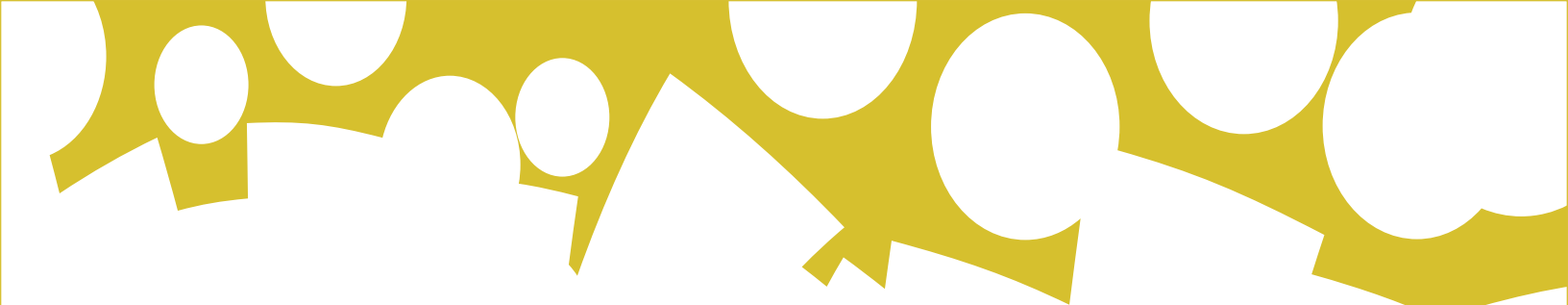
<http://www.dps.state.mn.us/>

**National Cancer Institute** – Information describing common types of cancer, as well as treatment and prevention of those cancers; fact sheets; and smoking cessation information can be found here.

<http://www.cancer.gov/>

**National Center for Bicycling and Walking** –This site discusses how to create bike-friendly and walkable communities. There is also a link to the Active Living Resource Center among other information.

<http://www.bikewalk.org/>



**National Institute of Mental Health** – This site contains information about mental health topics such as anxiety disorders and eating disorders. Mental health concerns specific to men and to women are listed along with a mental health service locator.

<http://www.nimh.nih.gov/>

**National Institutes of Health** – Information offered on this site includes: healthy lifestyle advice, health by age and gender, health categories by body system, nutrition and occupational health advice, and the latest research on health topics.

<http://www.nih.gov/>

**Worksite Health Promotion Group (WHPG)** – The WHPG is open to all Northland Regional Chapter of the American College of Sports Medicine (NACSM) student and professional members who have a professional or personal interest in this area. The WHPG seeks to expand the educational, professional, and networking opportunities for those involved in worksite health promotion.

<http://www.d.umn.edu/~nacsm/>

**The Office of the Surgeon General** – This site offers information regarding public health priorities and strives to provide scientific information to the public to improve America's health.

<http://www.surgeongeneral.gov/>

**Partnership for Prevention** – Information on alcohol abuse, immunization, worksite health, tobacco use, and obesity prevention can be found here.

<http://prevent.org/>

**Quit Net** – All of your smoking cessation questions and needs can be found here.

<http://www.quitnet.com/>

**United States Department of Health & Human Services** – Information regarding disasters and emergencies, diseases and conditions, safety and wellness, smoking cessation, abuse, and much more can be found at this site.

[www.os.dhhs.gov](http://www.os.dhhs.gov)

**University of Minnesota Extension** – This site is an excellent source of information on topics such as: how disease-carrying insects affect outdoor workers; food safety; consumer information on nutrition; and products for sale related to healthy cooking and eating.

<http://www.extension.umn.edu/>

**The Wellness Councils of America** – This site contains beneficial information to your worksite wellness program. The importance of worksite health promotion, as well as key resources and worksite wellness products are discussed in-depth.

<http://www.welcoa.org>

**Winning at Work** – Detecting, preventing and managing Diabetes for a healthy workplace.

[www.diabetes.org/employeehealth](http://www.diabetes.org/employeehealth)

For comments, questions or concerns, please contact: [healthyworkplace@health.state.mn.us](mailto:healthyworkplace@health.state.mn.us)