

What Will You Evaluate?

SurveyMonkey (surveymonkey.com) is a great resource for creating online surveys. The tools below will assist you in gaining feedback on the metrics below.

Metrics	Evaluation Tools	Information Gained
Participation	Program sign-up sheets	Will tell you how many people participated in the program.
Topic Interest	Registration method (employee portal/ link, direct contact with registration personnel)	Indicates how many people registered for a particular topic. Be mindful that it only tells you how many people were interested in the topic, not how many people attended the program related to that topic.
Satisfaction	Program satisfaction surveys	Indicates how the program was perceived and received by employees. This type of feedback will help you to tweak future program offerings.
Knowledge, attitudes, and behaviors	Pre and post quiz	Indicates if there has been a change in knowledge, attitude, and behavior based on activities, education, and information provided in the program.
Behavior change program with a biometric screening component	Depending on the intensity of the program, a six-month to one-year follow-up screening for comparison	This data will demonstrate if the program is impacting specific (outlined in initial program goals) health risk factors
Workplace environment and organizational culture	One-year follow-up organizational assessment	Indicates what organizational and policy changes have been made on the overall organization and its culture and environment.



Adapted from *Worksite Wellness Workbook: A step-by-step guide and resources for developing a worksite wellness program for your organization*. Available at: https://www.hap.org/employers/worksite/pdfs/Workbook_2013.pdf