



# Program-Development Evaluation Model

## Prevention Campaign Fact Sheet

*Vision of the **National Prevention Strategy**: Working together to improve the health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness.*

There are several models available to help conceptualize and plan evaluation efforts.

**The Program-Development Evaluation Model** below is one available model intended to guide agencies through a series of program evaluation steps most likely to yield results that can be used for program improvement.



**ASSESS NEEDS:** Assessing employee needs and interests, the workplace environment, and available resources is critical to ensuring a program will have a meaningful impact for an agency and workforce. A needs assessment can measure and identify:

- Baseline data necessary for evaluation purposes
- Management and programmatic goals and objectives
- Feasibility
- Organizational support at various levels
- Employee needs and interests
- How policies support or present obstacles to healthy lifestyles
- Features of the workplace environment that support or present obstacles to healthy lifestyles
- Cultural aspects that could impact program strategies
- Internal and external resources available
- Current employee lifestyle behaviors
- Medical care costs
- Productivity costs
- Priorities for financial and other resources
- Needs for practices that address specific diseases and conditions
- Needs for practices that enable persons with disabilities or special needs to participate in health promotion programs

There are many available methods & tools you can use to conduct needs assessments, such as **health risk appraisals**, employee surveys, wellness committees, cost calculators, environment audits, and Government data sources (e.g., **FedScope**, WellCheck, etc.).

**PRIORITIZE:** Worksite Health & Wellness Coordinators are encouraged to set priorities for the program based on the needs assessment(s) and design practices to address specific wellness issues. When prioritizing, coordinators may want to consider:

- **Relevance:** Is it related to program success in the agency?
- **Feasibility:** Can it be addressed? Are there current policies that dictate which practices can be implemented and how they are administrated? Does your agency have the needed staff skills and knowledge, leadership support, budget, and other resources?
- **Control:** Can it be changed?
- **Potential Benefits:** Will the change add value?

**PLAN:** The next step is to develop initiatives and programs to meet the prioritized needs. Logic models can be useful planning tools during this phase. A logic model shows a series of linkages that are expected to accomplish the program goals. A logic model can also help maintain focus and accountability, reveal assumptions, guide and focus work, and support continuous improvement. Below is a basic logic model for you to consider in your planning efforts.

INPUTS	OUTPUTS		OUTCOMES		
What we invest	What we do	Who we reach	Short <i>Learning</i>	Medium <i>Action</i>	Long <i>Conditions</i>
Resources, staff, time, funding, technology, research, partners, etc.	Products, activities, trainings, facilitation, services, networking, etc.	Participants, stakeholders, customers, agencies, decision makers, policy makers, etc.	Changes in awareness, knowledge, attitudes, opinion, motivation, skills, etc.	Changes in behavior, policies, decisions, social actions, etc.	Social, health, economic, environmental, civic, cultural or other such changes

**IMPLEMENT:** Organizations should implement a comprehensive worksite health & wellness program to achieve the greatest success in reducing risks for chronic disease and other health concerns. Because organizations may experience difficulty immediately implementing all components of a comprehensive program, organizations may want to take a more viable approach by implementing the program in stages, over a period of time, as conditions permit. The five elements of a comprehensive worksite health & wellness program are as follows:

- Health education (seminars, webinars, educational materials);
- Social and environmental supports (cafeterias, walking paths, lactation rooms);
- Integration (leadership involvement, employee involvement);
- Linkages with related programs (safety programs, ergonomics, FEHBP); and
- Screenings (health risk assessments (HRA), blood pressure checks).

For more details on each element, visit the U.S. Office of Personnel Management's (OPM) webpage on **Worksite Health & Wellness Program Administration**.

**SUSTAIN:** The final step before evaluating the program and then beginning the process again is to sustain your current program. Some program sustainability tips include the following actions:

- Pursue ongoing resources to maintain program (e.g., staff, funding)
- Institutionalize the program (e.g., incorporate it in official policies or operating procedures)
- Collaborate with partners regularly
- Document outcomes – demonstrate the value of the program to your agency

## **RESOURCES GUIDANCE FOR WORKSITE HEALTH WELLNESS COORDINATORS**

### **OPM's Health & Wellness Evaluation Page**

This website describes Federal resources that can be used to evaluate worksite health & wellness programs. Agencies are encouraged to use those that best meet the needs of their agency.

### **OPM's Federal Employee Benefits Survey**

The Federal Employee Benefits Survey (FEBS) results help determine the extent to which Federal employees understand the flexibilities and benefits available to them and shape benefit program design and policy development.

### **FedScope**

This online tool allows customers to access and analyze the most popular data elements from OPM's Enterprise Human Resources Integration-Statistical Data Mart (EHRI-SDM). Customers include Federal Government agencies, researchers, the media, and the general public. Fedscope data is useful during the needs assessment phase.

### **U.S. Department of Health and Human Services (HHS) Centers for Disease Control and Prevention (CDC) "Workplace Health Promotion – Workplace Health Improvement Plan"**

This website provides many resources and information to assist in creating an action plan for worksite health & wellness programs.

### **HHS CDC's "A Framework for Evaluation"**

This website showcases a systematic way to improve and account for public health programs.