



NORTHLAND REGIONAL CHAPTER AMERICAN COLLEGE of SPORTS MEDICINE

Worksite Health Promotion Group Education Session Summary

Best Practices in Health Promotion Program Evaluation

February 20, 2008

Presenters:

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It doesn't matter in what setting you practice health promotion — the demand for measurable results is common throughout. Although evaluation skills are essential for wellness professionals, the foundation necessary for planning, implementing, and using evaluation techniques most effectively may be either rusty or may not have been provided in your formal education or training.

This presentation provided a refresher in the basics of program evaluation design and discussed strategies for ensuring that organizations are measuring and reporting their program's success in a meaningful way for a variety of stakeholders. The presenters also shared information about the HERO Best Practices Scorecard and how organizations can contribute to industry knowledge about the outcomes associated with best practice programs.

Below is an outline of the points discussed during the presentation at the February 20th education session.

- Five questions to ask that can help guide an evaluation approach
 - What is the purpose for the evaluation?
 - What are the stakeholders expecting the program to achieve?
 - What data are available?
 - What *can* we expect the program to achieve?
 - What are the points of alignment between evaluation purpose, stakeholder needs, data sources, and program goals?

- Three tools to identify what to measure
 - Stakeholder Analysis (Who cares and what do they expect?)
 - Program Logic Model (What to measure and when?)
 - Data Element Analysis (How to measure and where to get data?)

- How to present results
 - Examples of measures that matter
 - Using a Dashboard Approach

- HERO Scorecard Measures of Success
 - Aims to define Best Practice EHM program components and associated measurement areas
 - www.the-hero.org

For more information regarding the presentation, contact Erin Seaverson at 651.365.7121 or Erin.Seaverson@staywell.com.