

STEP 4: FIND OUT IF THE PLAN IS WORKING

Once your workplace health promotion activities are up and running, you'll want to know what's working and what isn't. Reviewing your activities can help improve what is already being done and justify continuing or expanding activities. It doesn't have to be difficult or time consuming — in fact, it may be as simple as keeping records of how many people attended activities and asking for their comments and suggestions for change, like in the table below:

Here is an example of what and how you can evaluate the success of your health promotion activities.

What we will measure/activity	How we will measure it
Staff participation in Healthy Mind & Body Club	Track number of active members of Healthy Mind & Body Club
Staff participation in each activity	Attendance sheets
Walking/running club around the world	Track kilometers on shared drive of time physical activity, pedometer usage
Usage of resources	Sign out records for videos and CDs
Staff satisfaction	Staff survey will be conducted to determine staff satisfaction, enrolment in programs outside of work, participation in Blue Nose Marathon, and perceived health benefits as a result of the Healthy Mind & Body Club

Keep the following tips in mind when considering if your team's plan is working:

- Determine if activity objectives have been met.
- Get ongoing feedback from employees, including suggestions for improving initiatives.
- Keep a tally of how many people participate.
- Re-evaluate your plans, taking into account any changes in timing or available resources.
- Adjust your plan, as required.
- Demonstrate your own commitment and enthusiasm by taking part in activities.
- Update your resource list as your community contacts grow!
- Monitor absenteeism and other cost drivers.



Use the following questions to develop an evaluation for your health promotion activities¹⁶.

Did we do what we said we would do? (WHAT - description of activities)

The responses to this question describe the work done in your project and the relevance of this work in meeting your project goals and objectives. Your objectives provide the criteria against which you measure success.

What did we learn about what worked and what didn't? (WHY - reasons for success)

The answers to this question will tell you about people's perceptions of what worked well in your project and what didn't work well, so that you can take action to improve your efforts.

What difference did it make that we did this work? (SO WHAT - outcomes)

The answers to this question measure your project's success in changing knowledge, attitudes, and behavior. Again, your objectives provide the criteria against which you measure change both during and at the end of your project.

What could we do differently? (NOW WHAT - the future of this and other projects)

This question examines the challenges that your project presented, which often provide a rich learning opportunity.

How do we plan to use the evaluation findings for continuous learning?

(THEN WHAT - use of evaluation results)

This question looks at how you will use your evaluation results throughout the project as well as at the end, and whom you will share them with.

If you think about your project in terms of these five questions, it should help you to design your evaluation, so that you capture the information you need, and it will help you choose the most appropriate methods for going about collecting that information.

