

Evaluation of the Alachua County CHOICES Health Education and Wellness Worksite Wellness
Consultation Program
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Abstract

The Alachua County CHOICES Health Education and Wellness (CHOICES HEW) Program provides local employers one year of free consultation to help establish employee wellness programs. A utilization-focused evaluation model (based upon the 1999 CDC *Framework for Evaluation in Public Health*) was used to assess consultation services provided to three recent worksite partners. The specific aims of this evaluation were to: (1) describe the activities of each worksite wellness program (process), (2) compare the sustainability of worksite health promotion activities between worksites (impact), and (3) assess the satisfaction of wellness committee representatives with worksite wellness programs during three time periods (before, during, and after consultation with CHOICES HEW). A retrospective, observational evaluation design was selected for its feasibility and utility by key stakeholders, and findings will be used to review program operations and to provide evidence of program impact to funding agencies. Available data were examined and program sustainability and satisfaction were measured through structured interviews with a wellness representative from each of the three most recent worksite partners and administration of a novel satisfaction instrument. Qualitative theme extraction was performed with interview responses and ordinal data from satisfaction survey responses were analyzed using Wilcoxon Signed-Ranks Tests. As was hypothesized, reported satisfaction with wellness programs at the three sample worksites increased significantly from the period “before consultation” to the period “during consultation” with CHOICES HEW. However, results indicated significantly lower satisfaction with wellness programs from the period “during consultation” to the period “after consultation.” Emergent interview themes suggested that key benefits of consultation services include providing structure to wellness programs and introducing fresh activity ideas and vendor contacts. Because of limited available data, demonstration of more compelling program outcomes (i.e., changes in employee productivity, economic returns on investment, etc.) was not feasible. Future program activities should include improvements to data collection procedures and will incorporate planning for ongoing evaluation into program planning activities.