

University of Massachusetts Medical School

eScholarship@UMMS

Community Engagement and Research
Symposia

2017 Community Engagement and Research
Symposium

Mar 3rd, 8:00 AM

Program Evaluation Approaches, Successes, and Lessons Learned from the Massachusetts Working on Wellness (WoW) Program

Laura A. Sefton
University of Massachusetts Medical School

Et al.

Let us know how access to this document benefits you.

Follow this and additional works at: https://escholarship.umassmed.edu/chr_symposium



Part of the [Civic and Community Engagement Commons](#), [Community-Based Research Commons](#), [Community Health and Preventive Medicine Commons](#), and the [Translational Medical Research Commons](#)

Repository Citation

Sefton LA, Massachusetts Working on Wellness Evaluation Team. (2017). Program Evaluation Approaches, Successes, and Lessons Learned from the Massachusetts Working on Wellness (WoW) Program. Community Engagement and Research Symposia. <https://doi.org/10.13028/6cxp-2e14>. Retrieved from https://escholarship.umassmed.edu/chr_symposium/2017/posters/22

Creative Commons License



This work is licensed under a [Creative Commons Attribution-NonCommercial-Share Alike 3.0 License](#). This material is brought to you by eScholarship@UMMS. It has been accepted for inclusion in Community Engagement and Research Symposia by an authorized administrator of eScholarship@UMMS. For more information, please contact Lisa.Palmer@umassmed.edu.

Overview

The Massachusetts “Working on Wellness” (WoW) program is a two-year capacity building program that provides training and seed funding to employers to expand employee health promotion and prevention activities.

UMass Lowell and UMass Medical School have collaborated to:

- Provide data collection and management support;
- Produce reports for employer wellness planning; and
- Conduct a formal independent program evaluation.

The goals of the evaluation were to:

- Determine if the program was implemented as intended;
- Provide just-in-time feedback to program implementers; and
- Determine if the program had the desired benefits.

Methods

The WoW program evaluation used a mixed-method approach. Qualitative and quantitative data collection instruments were used to measure key program outputs and outcomes, and to make pre/post-intervention comparisons.

Data Source	Key Measures
Application & Onboarding Surveys	Workforce demographics; Organizational characteristics
Needs & Interests Survey	Employee health conditions, health behaviors, & wellness topic interests
Environmental Scan	Employer wellness policies & programs at baseline
Action Plan	Planned interventions; Wellness resources; Community partners
Evaluation Report	Implemented programs; Employee Reach; Costs; Collaborations
All Payer Claims Database	Healthcare utilization & expenditures; Disease burden
Program Delivery Team Interviews	Successes; Challenges; Recommendations
Wellness Champion Interviews	Usefulness; Satisfaction; Challenges; Sustainability

Methods

Data were collected from four cohorts of employers (employees and wellness champions) at specific points along the program development cycle.



Results

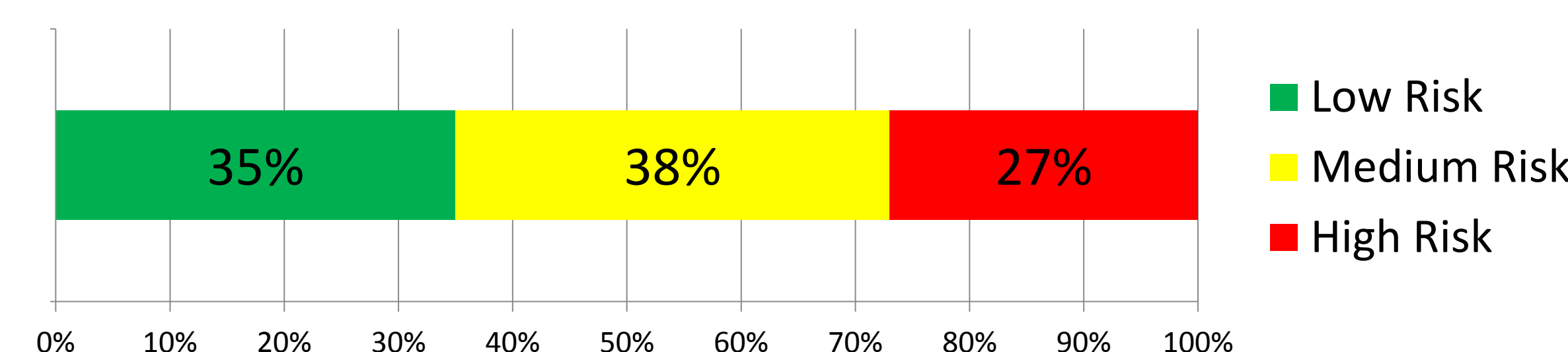
Curriculum and Technical Support

The WoW Program successfully delivered services to employers that did not have comprehensive wellness programs.

- Peer learning opportunities, quality of Expert Series, and online curriculum provided to employers were highly-rated.
- Tools provided by the program delivery team were useful for creating employers’ programs.
- A majority of wellness programs are likely to be sustained after WoW program end.

Actionable Information for Program Development

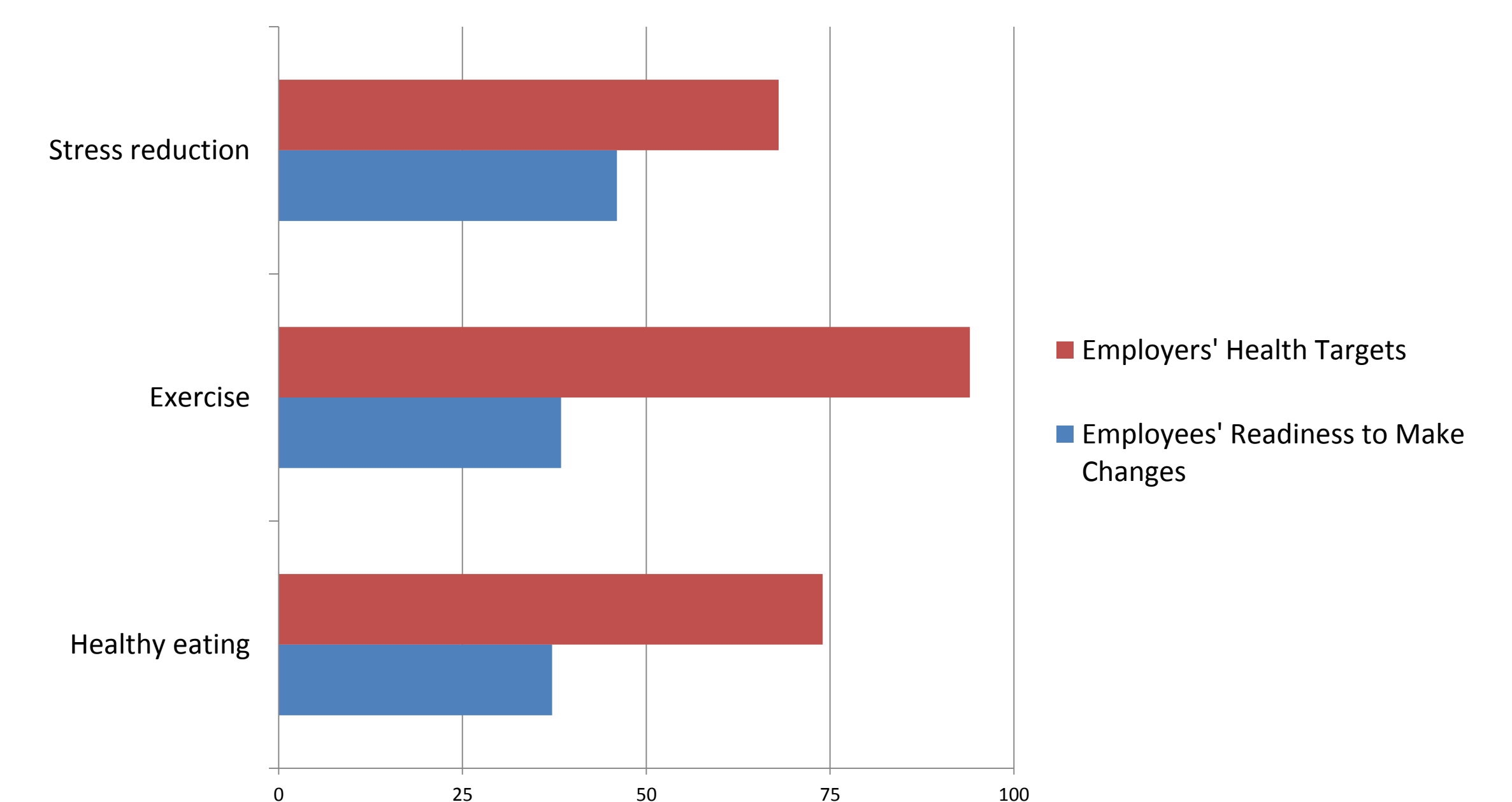
- Data on employee health status and wellness interests guided employers’ program development.
- Two-thirds of employees reported having 2 or more of 9 risk factors, including overweight, insufficient exercise, low fruits/vegetables, hypertension, and stress.



Results

Planned Health Targets for Wellness Interventions

Employers’ planned programs are based on their employees’ reported health risks, wellness topic interests, and readiness to make changes.



Lessons Learned

- The WoW program served as a catalyst for employers to implement evidence-based worksite wellness programs.
- Evaluation was conducted concurrent with implementation and supported both program and employer efforts.
- Diverse outcomes reported in external literature made it challenging to summarize future program benefits.
- Data collection with employers and employees at least 1 year beyond the end of the 12-month WoW program is needed to assess health and business impacts.
- Future analysis will leverage the All Payer Claims Database to evaluate changes in health care utilization and expenditures.

Acknowledgements

Evaluation Team members: Laura Punnett, ScD, Wenjun Li, PhD, Wen-Chieh Lin, PhD, Suzanne Nobrega, MS, Kevin Kane, MS, Laura Sefton, MPP, Robin Toof, EdD, Melissa Wall, MA