

# Evaluating the Massachusetts Working on Wellness (WoW) Program Implementation: Successes, Challenges, and Recommendations for Improvement

Melissa Wall, MA, on behalf of the MA WoW Evaluation Team

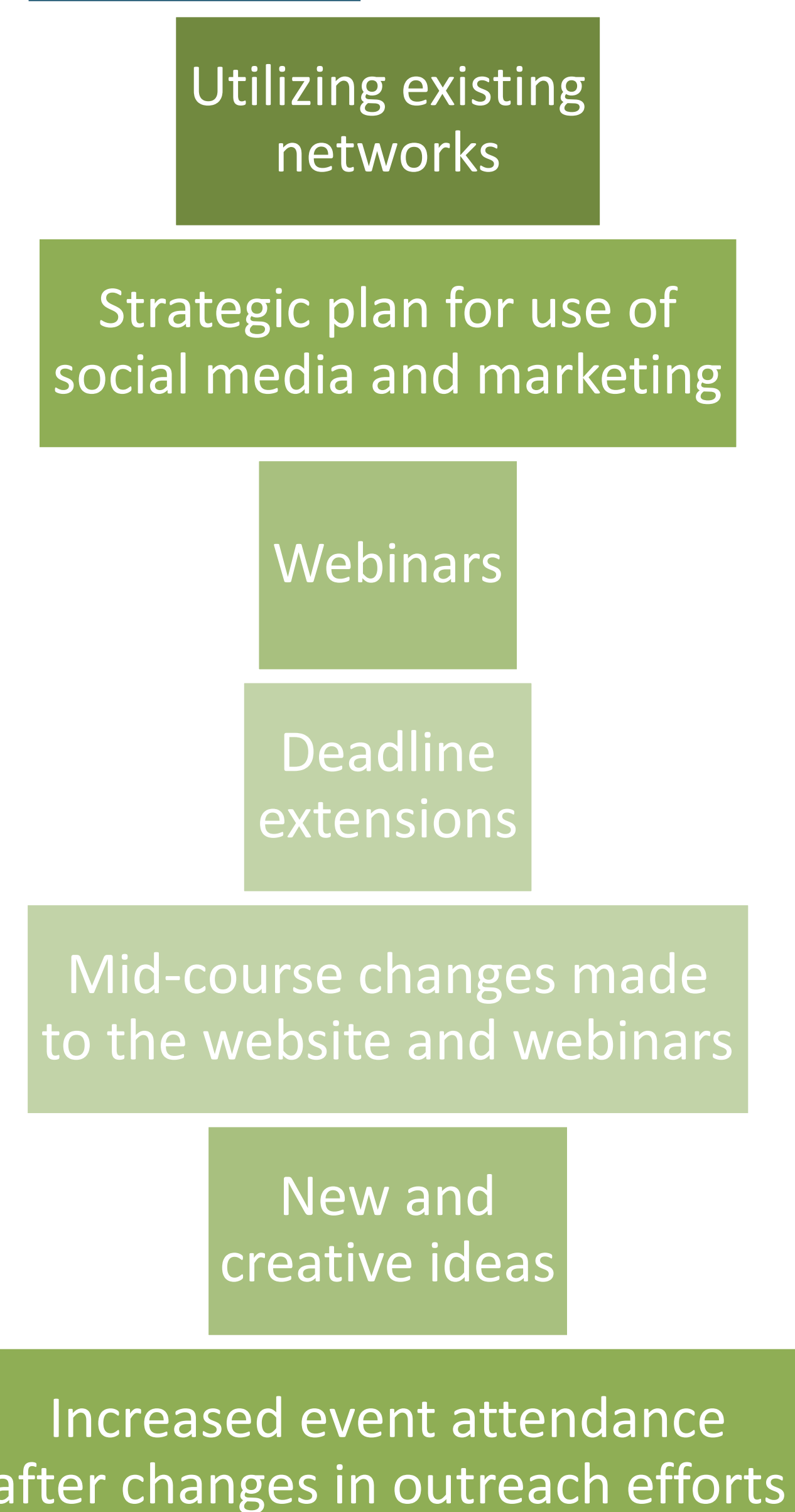


MASSACHUSETTS  
DEPARTMENT  
OF PUBLIC HEALTH

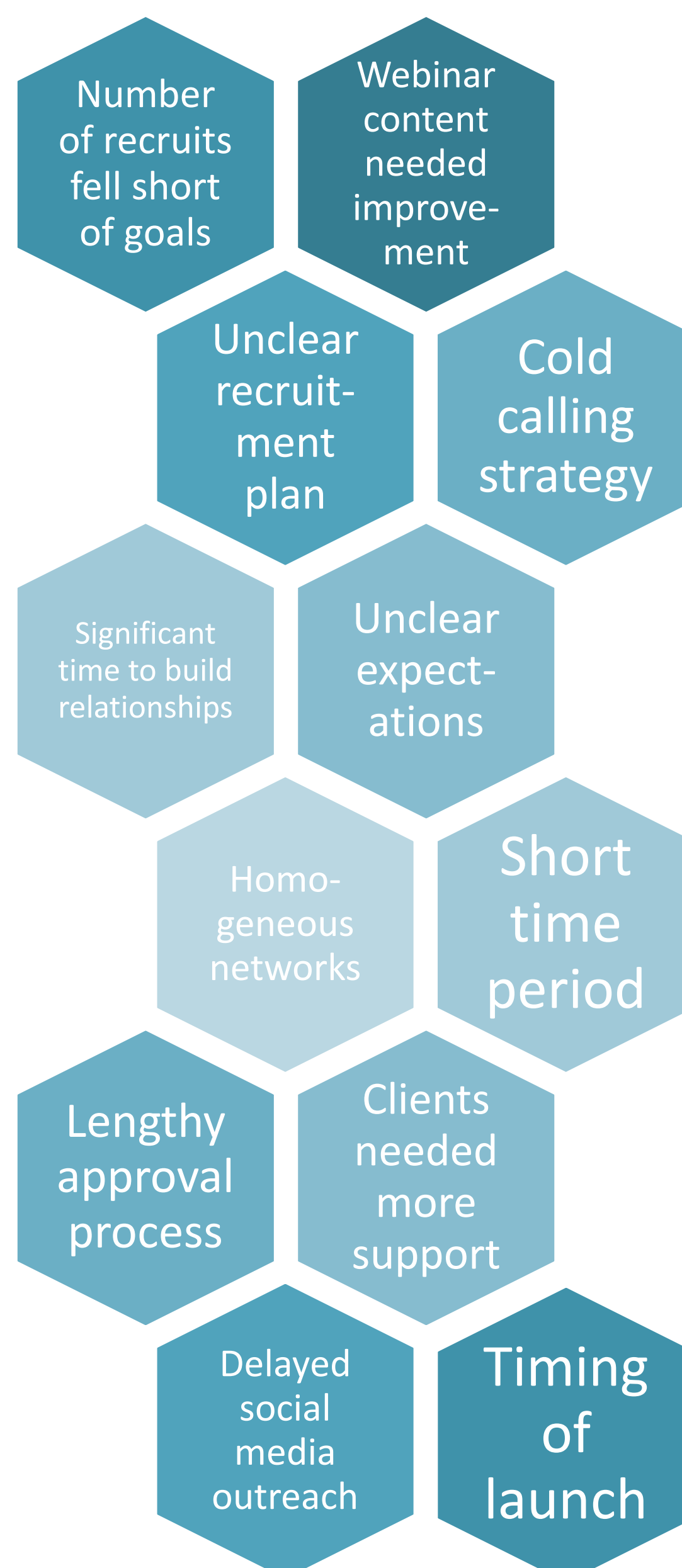


## Employer Recruitment

### Successes:



### Challenges:

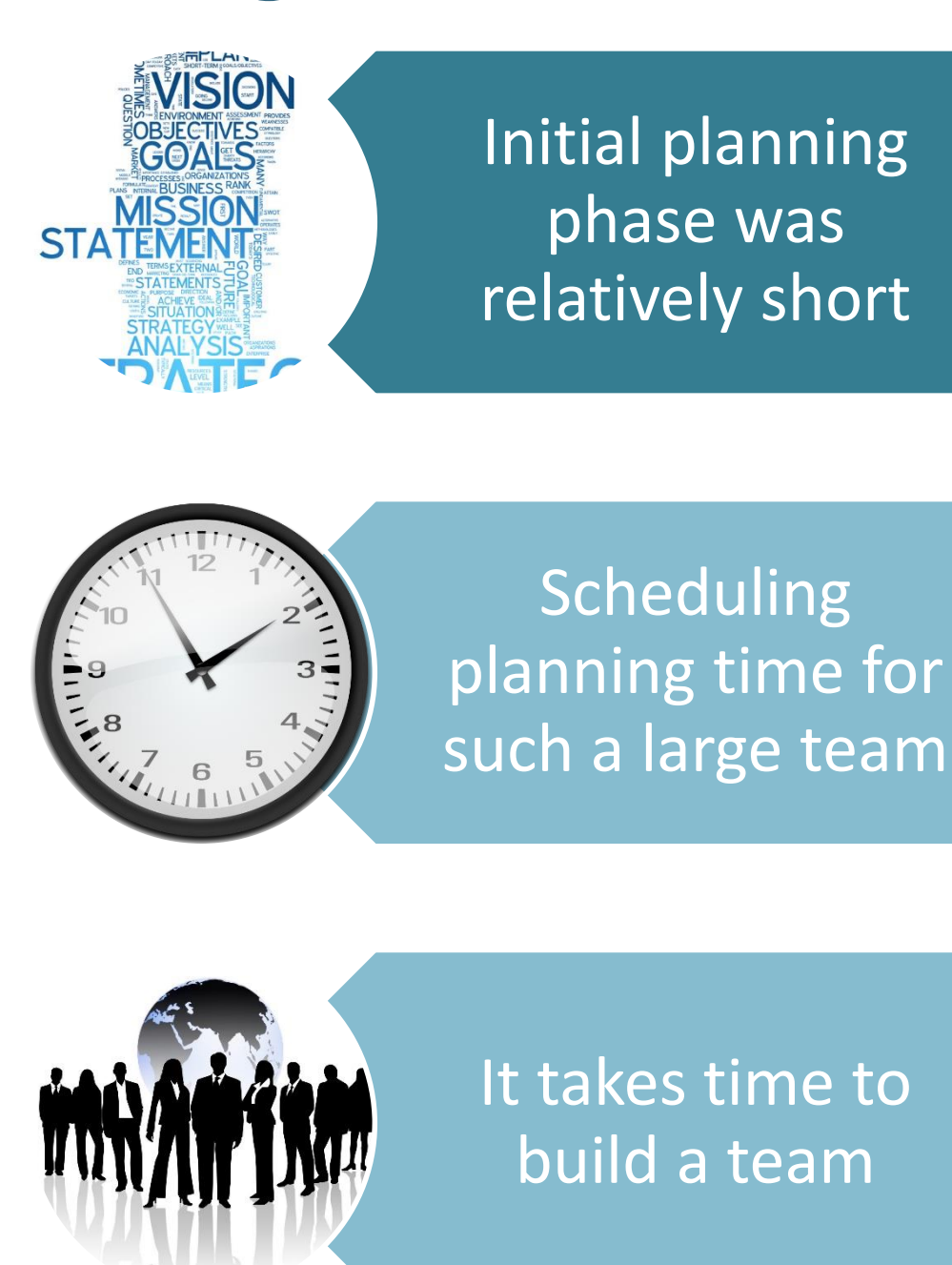


## Planning & Collaboration between Program Delivery & Evaluation Teams

### Successes:



### Challenges:



## Survey Development, Data Collection & Reporting

### Survey Development, Launch & Data Collection

Successes	Challenges
Collaborative process	Benchmarking of questions
Unique skill sets & expertise of team	The timeframe for developing survey questions was short
Comprehensive survey design	Interpretation of results
Evidence-based questions	Gathering location information
Survey was easy to complete	Confusion = increase in work
TAs effectively encouraged survey participation	Organizations needed more time before launching surveys
Good response rates	Organizations needed more time for survey administration
Subsequent organizations had a better understanding	Paper surveys were not cost effective
Efficient, timely updates and work flow	

### Report Development, Testing & Delivery

Successes	Challenges
Reports to employers were meaningful & impactful	Difficult to report meaningful results to smaller organizations
Ability to merge expectations to find common ground	Report development was labor intensive
Reports were generated and delivered on time	The timing of reports and coordinating efforts
The evaluation team was accessible	Customization of reports for smaller organizations
Organizations were amenable	Needed more time for quality control of reports
	Some discrepancies in data

## Source of Evaluation Data

UMass Lowell evaluators conducted group interviews with team members from AW and HRiA to assess the WoW program at three different points in the process: after recruitment of the 1st cohort; after reports were delivered to the 1st cohort; and at the start of recruiting the 3<sup>rd</sup> cohort.

## Program Recommendations

- ✓ Designate a team member to take the lead on the recruitment plan and better coordinate efforts
- ✓ Make program expectations and commitment clearer to participating organizations
- ✓ Build in more time to recruit organizations and plan more optimal launch dates for subsequent cohorts
- ✓ Utilize a more targeted and individualized approach recruiting organizations
- ✓ Develop a marketing plan for social media
- ✓ Improve the content of webinars
- ✓ Leverage relationships with existing companies to recruit new organizations
- ✓ Better assess how survey questions correspond with benchmarks for data analysis
- ✓ Provide organizations with better guidance and interpretation of survey results
- ✓ Modify the onboard survey to gather information and reduce staff effort
- ✓ Improve communication with organizations from the start regarding the magnitude of the program
- ✓ Allow more time for data collection so organizations have more time in the buy-in phase
- ✓ Refine program schedules to address timing and staff resources
- ✓ Allow more time for report generation and quality control

## Acknowledgements

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

Working on Wellness is a program of the Massachusetts Department of Public Health, developed and managed in partnership with Health Resources in Action and Advancing Wellness. Funding is provided by the Prevention and Wellness Trust Fund as established by Chapter 224 of the Acts of 2012. Project evaluation is being conducted by researchers at UMass Lowell and UMass Medical School.