

Evaluation of the Workplace Health Coaching Programme

Researchers

Dr Markus Themessl-Huber, Research Fellow, Social Dimensions of Health Institute, Universities of Dundee and St Andrews

Ms Maggie Butchart, Research Assistant, Social Dimensions of Health Institute, Universities of Dundee and St Andrews

Purpose of Evaluation

The Workplace Health Coaching Programme aims to provide one to one support to help individuals achieve health related behaviour change. The purpose of this evaluation is to assess the outcomes of the Workplace Health Coaching Programme, including benefits to employees, service providers, organisations and the healthcare system. The contribution analysis approach suggested will describe how the programme is delivered and experiences. This will be done with a view to facilitate the transferability of lessons learned. The evaluation will also explain how the any changes were achieved by identifying critical facilitating and impeding factors.

Key questions the study addresses are:

- What were the referral and uptake rates of the Workplace Health Coaching Programme?
- What factors influenced the uptake of the Workplace Health Coaching Programme?
- What worked and did not work to improve a healthy lifestyle within the workplace and why?
- Did the workplace health coaching interventions contribute to a change in health behaviour?
- What was the employees' experience of the programme?
- What was the experience of the service providers?

Evaluation approach

Contribution Analysis (CA) is a theory-led evaluation approach, which will prompt stakeholders to develop and assess a theory of change (ToC) for the programme. The theory of change will illustrate how the Workplace Health Coaching Programme works in practice and why, and to what extent practical applications are implemented in different contexts. CA suggests a systematic and cumulative exploration of links between inputs, planned activities, outcomes, outputs and the context of an intervention. All this information is based on available documents and stakeholders involved in the intervention planning and evaluation processes.

Initially, the evaluation task will be clarified through the collaboration of the evaluation team and the programme stakeholders. Following this, the application of

the theory of change to the Workplace Health Coaching Programme will be sought. Once sufficient agreement is established, observations of processes and outcomes related to the Workplace Health Coaching Programme are used to support or question causal assumptions underlying the theory. The degree to which events and processes, predicted by the ToC, occur over the lifetime of the Workplace Health Coaching Programme will determine the stakeholders' and evaluators' confidence in the theory or the need to develop it further.

Logic models provide the framework for this type of evaluation (see fig 1). The logic models will detail how and to what extent the structures and processes of the Workplace Health Coaching Programme will lead to the programme aims of achieving health behaviour changes.

Fig 1: Results Chain (Theory of change)

7. End results	What is the impact on the programme	
6. Practice & behaviour change	Does the programme influence behaviour change?	
5. Capacity/knowledge, attitude, skills; system capacity	What do people learn, does the system capacity improve?	
4. Reactions	How do users react? Are their needs addressed? Does their awareness change?	
3. Engagement/involvement	Who does it reach? Who uses/ participates?	
2. Activities & outputs	What does the programme offer and how is it delivered?	
1. Inputs	Who is involved in delivering the programme	

Logic models will help stakeholders to determine over which planned programme outcomes they have direct control, direct influence or only indirect influence. The co-creation between the evaluation team and the programme stakeholders as well as the continuing critique of the logic models is therefore essential in terms of informing the success of the programme.

Discussions between the evaluation team and key programme stakeholders will inform the decisions about (a) the nature and extent of evidence required to assess the success of the Workplace Health Coaching Programme in terms of its outputs, outcomes; (b) the level and type of contributions required from different stakeholders at different times; (c) which assumptions, processes or outcomes are contested by

whom and why; and (d) ways of managing areas that may affect the spread or sustainability of the interventions but are beyond the influence of stakeholders.

Building on the agreed logic model, data will be collected to test the theory of change. This data will be used to develop and critique the contribution story.

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For more information about this project contact M Themessl-Huber (m.themessl-huber@dundee.ac.uk)