



# Evaluation

**The Long Term Workforce Plan emphasised the importance of retaining our valued NHS workforce. Employers should be looking at their wellbeing offer and critically evaluating the experience of staff through all stages of their careers.**

**A positive staff experience and a rounded support offer are vital to encouraging staff to remain in the workplace. Our guide provides practical tools that will help NHS health and wellbeing and staff experience leads deliver successful communications campaigns and initiatives to support their colleagues.**

Evaluating is important so that you know what works, what doesn't work and why. Your evaluation should be built into your planning from the very start and form the backbone of all future activities, and initiatives.

Here are some useful ways to plan your evaluation. Being able to evidence your results allows you to determine if the initiative or campaign was successful and if not, why not. Your evaluation should align with your aims and objectives. When thinking about your evaluation, you could consider:

- what is the health and wellbeing campaign or initiative aiming to achieve? What does success look like for you?
- whose behaviour is the campaign or initiative intended to change? Who will you need to engage with to collect statistics or feedback to inform your evaluation?
- what time period do you need to measure impact over?
- identifying performance measures you will use for each activity. You could use these to assess performance against programme objectives, such as:
  - the number/type of activities carried out

- the impact on audience awareness, understanding and intention
- the numbers engaged in or exposed to the initiative
- action taken or changed behaviour as a result of being involved in the initiative
- review performance measures to see if you have, or are able to gather, benchmarking data.

### Tools for evaluating

- **Measure attendance at events** – what proportion of staff did you reach? What was the engagement like? What feedback did you receive on the day?
- **Obtain digital statistics** – how many people read the article on the intranet? Find out who collates intranet web data to find out what statistics are available. It's a good idea to find out a baseline of data – what was traffic like before the initiative compared to after?
- **Get social media statistics** – have you had an increase in followers? How many people used your hashtag, or signed up for your event? Using twitter analytics, for example can be helpful when gathering data.
- **Surveys** – whilst it may feel like survey fatigue, consider carrying out surveys before, during and after the campaign/initiative. They can either be done online (using a tool such as SurveyMonkey) or face to face – it often helps to add an incentive for people to complete surveys.

Effectively analysing your results allows you to assess whether or not the project was a success and whether something should be repeated to feed back to your board/senior management.

**Top tip:** take a look at the [infographics](#) published on our website for inspiration on how to present information on your findings/results.

## Further reading:

- Enhancing the attraction, recruitment and support experience for new healthcare support workers - Analysis of NHS Employers' second healthcare support workers survey covering trusts in Yorkshire and the Northeast.