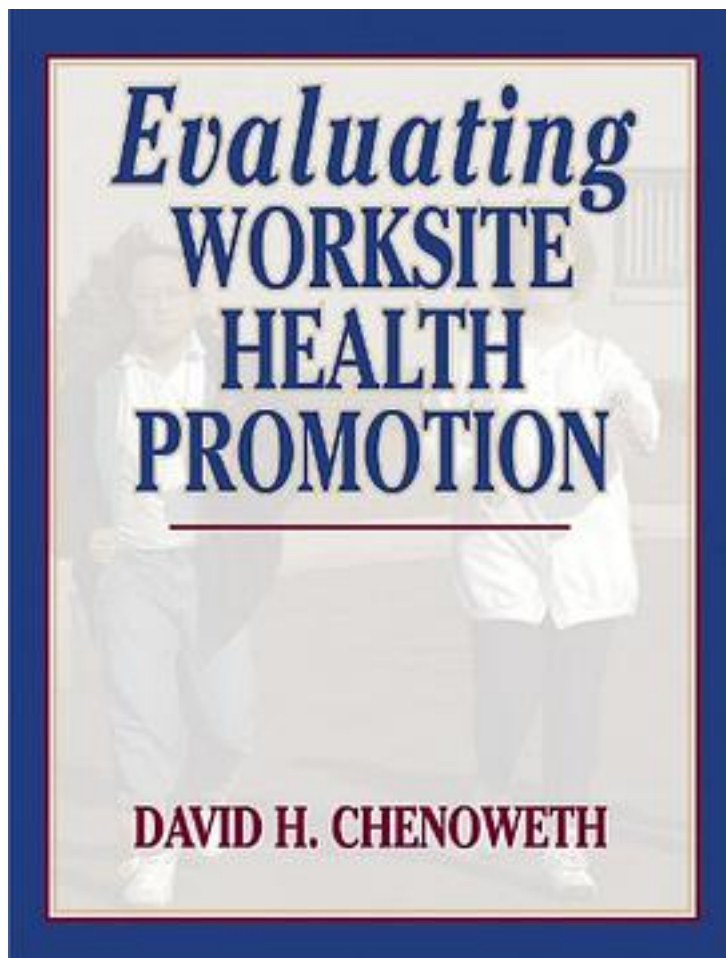


Evaluating Worksite Health Promotion



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Written for both students and seasoned practitioners, this work presents a practical framework for evaluating health promotion in a variety of organizational settings. The text lays a strong theoretical foundation, then builds on it with practical applications

for containing costs and improving the power of programmes. Drawing on more than 20 years of academic and private consulting experience, Dr. Chenoweth includes more than 19 case studies to deepen and broaden readers' understanding of how to conduct programme evaluations in organizational settings. The book's detailed instructions guide readers through the steps of successful worksite health promotion evaluations: working with variables, data, experimental design and other basic concepts; calculating cost-benefit, break-even and cost-effectiveness analyses, risk-factor cost appraisal and forecasting; creating and administering tools for evaluating programme effectiveness, including questionnaires, surveys, interviews and claim data analysis.

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