



**BENCHMARK #7: CONDUCT EVALUATION,  
COMMUNICATE, CELEBRATE, AND ITERATE**

## WELCOA's 5 Reasons Why People Don't Evaluate

1. They confuse evaluation with research
2. They are afraid the weaknesses of their initiatives will be exposed
3. They don't feel like they have enough time
4. They didn't budget for it
5. Their initiatives are poorly organized

**But, evaluation is essential because it allows you:**

- » To obtain feedback that will improve your initiative efforts
- » To demonstrate the value of your initiative
- » To measure change
- » To secure funding
- » To establish accountability
- » To compare the efficacy of interventions (unintended consequences can be unearthed)
- » Provides an opportunity to reflect, recharge and reinvigorate programs/initiatives

The goal is to conduct a critical appraisal for the purpose of **IMPROVING** your health and wellness programs and initiatives.