



Evaluation & Public Reporting

11

Evaluation

Evaluation can help determine the effectiveness of a wellness policy and identify new and changing needs of staff and students. An evaluation of each policy objective should be completed at least once per year. Schools may find it helpful to designate one person to lead the entire evaluation or assign the evaluation responsibilities to the individuals monitoring the different policy guidelines.

There are two types of evaluation. Process evaluation measures whether the activities of the policy are implemented as intended or if improvements are needed. Outcome evaluation measures whether intended outcomes occur as a result of implementing a specific policy.

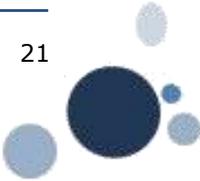
Process Evaluation	Outcome Evaluation
Did the school communicate food and beverage guidelines for food sold on the school campus?	Do the foods being sold in the school store adhere to the food and beverage guidelines?
Did the school provide an opportunity for students to improve their physical activity level?	Did students engage in 15 minutes of physical activity outside of physical education class?

Once the evaluation is complete, it's time to analyze the results. Results should indicate where the school is in relation to meeting specific goals and objectives. The results can also help identify barriers and indicate where improvements can be made. Additionally, the results will allow you to identify what goals and objectives have been successfully accomplished.

Celebrating Success

Celebrating your wellness accomplishments with the broader school community is an important way to keep stakeholders invested and should assist you in securing additional school support. School wellness committees can organize activities to engage students, staff, administration, and the community

[📄 Celebrating Success](#)





Public Reporting

The school needs to determine how it will communicate the evaluation results. Results should be communicated to school staff, school board, parents, students, and the community. When reporting the results, make sure the information is clear and concise. In addition, consider what is most important to the target audience. This will help tailor the message and help determine the delivery technique used.

The school district may want to consider an annual progress report to update the public about the content and implementation of the local school wellness policy. The annual progress report should include:

- The website address for the local school wellness policy and/or how the public can access a copy of the local school wellness policy;
- A description of each school's progress in meeting the local school wellness goals;
- A summary of each school's events or activities related to local school wellness policy implementation;
- The name, position title, and contact information of the designated school official(s) coordinating the school wellness policy team; and
- Information on how individuals and the public can get involved with the school wellness policy team.

Schools may use a variety of methods to distribute the annual progress report including flyers, newsletters, email, website postings, in-person meetings, and newspaper articles. The progress report will help promote public transparency and ensure parents have easy access to information about the wellness environment of the school their child attends.

Sample Goal and Objectives

Goal:

- *The wellness committee will evaluate the wellness policy and report results to the public.*

Objectives:

- *Evaluate the wellness policy at least two times per year.*
- *Report the results of the evaluation to the public at least two times per year using a variety of communication methods.*

Celebrating Wellness Success

It is very important to celebrate your school wellness accomplishments with the broader school community. School wellness committees can organize activities to engage students, staff, administration, and the community. Publicize your wellness activities and successes through various virtual channels (e.g., school website, email, Facebook, Twitter) and more traditional media channels (e.g., mailings, newspaper, radio).

You also may choose to celebrate your wellness success through a state or national program. A variety of recognition programs are available to schools at no charge. Some of the programs can even provide your school with national recognition of your wellness efforts, resources to publicize your success, and financial awards.

- [HealthierUS School Challenge \(HUSCC\)](#) – The United States Department of Agriculture offers the HUSCC as a voluntary certification initiative that recognizes schools that have created healthier school environments through promotion of nutrition and physical activity. Schools may seek certification at one of four levels. Schools that achieve certification receive a HUSCC banner and plaque, national recognition, and a monetary award ranging from \$500-\$2,000.
- [Healthy Schools Program Award](#) – The Alliance for a Healthier Generation offers three levels of recognition to schools who meet their benchmarks for school wellness. Award winners get to enjoy a promotional package of materials that show off their school’s success as well as additional marketing efforts from their team to promote their school’s story through local and national media.
- [Wisconsin School Health Award](#) – The State Superintendent supports the Wisconsin School Health Award as a way to recognize and celebrate schools with policies, programs, and infrastructure to support and promote healthy eating; physical activity; parental and community involvement; and staff wellness. The goal of this award is to motivate and empower Wisconsin schools as they create and maintain healthy school environments.

