

METRICS MATTER:

Law Enforcement Family Wellness Program Tracking and Evaluation

When creating or expanding a wellness program, establishing measurable goals and collecting accurate data along the way make it possible for an agency to evaluate the program's success. Information collected helps agencies address gaps in service and identify areas of growth and impact. In addition, the department can leverage metrics to gain buy-in from agency personnel, elected leadership, and potential program funders.

Structuring the Program and Setting Goals

The SWOT Analysis is a valuable tool to gather information as you develop a family support program. SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats. These four perspectives help an agency capitalize on assets and sidestep potential obstacles. The [Law Enforcement Family Engagement Assessment Tool](#) contains a sample SWOT Analysis and template. A department can use this to define its unique strengths, weaknesses, opportunities, and threats, which will help create attainable long- and short-term goals based on your agency's needs. Short-term goals are immediate action items you can accomplish in the next month as you start your program, though these goals can be adjusted based on new needs and participant feedback. The Law Enforcement Family Engagement Assessment Tool offers guidance on determining short- and long-term goals.



The **Law Enforcement Family Engagement Assessment Tool** offers guidance on determining short and long term goals.

Plan for Data Collection

Once your agency has identified its program goals, determine what data you will need to measure progress. These data points may change as your program evolves, but maintaining consistency to the extent possible allows for easier tracking of progress and growth over time.

Family wellness program metrics may include:

- **Employee Demographics** – What age, gender, marital status, rank, children (with ages and genders), and geographic location (how close do they live to their place of work) are served?
- **Participation Rate** – How many people are engaging with the program? How many people have direct involvement in its implementation? How many times have officers and family members downloaded an app or other family resource?
- **Participant Retention** – Are participants returning for multiple events in the program?
- **Volunteer Time** – How many family members volunteered to help plan events or programming? How many hours did they contribute?
- **Progress Measurement** – Is your agency meeting the milestones you established toward achieving your goals?
- **Family Satisfaction** – How satisfied are families with the services provided?
- **Employee Retention and Satisfaction** – Is the employee retention rate increasing, decreasing, or remaining the same since the implementation of the family wellness program?



MOTOROLA SOLUTIONS
FOUNDATION

Quantitative and Qualitative Measures

Family wellness research can be **quantitative (numerical data)** and **qualitative (narrative data)**. Both are important for capturing a well-rounded picture of a family wellness program's impact.

Open-ended, **qualitative** questions allow respondents to share their thoughts in their own words, which can help your agency gauge satisfaction with existing wellness programs and identify unmet needs. For example:

Q: What types of family wellness programs would you like to see?

A: *I would like the department to sponsor a picnic where partners and children can meet the rest of the department.*

Q: What did you like most about the family event? What could have been better?

A: *I liked the idea of a family bowling night, but for families with young children, a weekend event during the day would be better than a weeknight.*

Once your agency has collected this qualitative data, you can use it to identify needs and preferences and implement ideas identified through the feedback.

Building on this example, if your agency identifies the need for social gatherings in the department and decides to hold a family picnic, you might conduct a follow-up survey to rate the satisfaction and attendance of the event.

Quantitative questions ask for responses in numerical values. Rating scales can assign numerical value to feelings and attitudes.

Q: Did you and your family attend the department picnic?

A: *yes/no*

Q: How satisfied were you with the picnic on a scale of 1 (extremely unsatisfied) to 5 (extremely satisfied)?

A: *4*

Q: How likely are you and your family to attend a similar event on a scale of 1 (not likely) to 5 (extremely likely)?

A: *4*

Additional Notes on Data Collection

- Data collection should be an ongoing effort throughout your family wellness program, not just at the beginning or end. Data collected at each milestone will indicate if the program is meeting its objectives or signal that an adjustment is needed to better serve families.
- Data collection does not have to be complicated or time-consuming. Basic surveys, as described above, can yield a surprisingly large amount of information. However, if a more extensive evaluation is required, consider contacting a survey design consultant or the statistics department at a nearby college or university to develop a comprehensive survey.
- Assurance of anonymity matters when collecting data, especially when data is qualitative. Anonymity inspires confidence in the process and allows for candidness by respondents.
- After conducting a needs assessment or survey, be sure to give feedback on what has changed. If you do not implement a suggestion, explain why, what you are doing instead, or when the change might be possible. Providing this feedback helps convey that the desire for input was genuine and that leadership and the wellness team carefully considered all suggestions. Each department has its preferences on how to best communicate with staff and can use the most appropriate method to reach the intended audience (an email to all staff, families, or the person who made the suggestion, posting in the breakroom, mentioning at roll call, etc.)

Conclusion

Evaluating and measuring the progress and outcomes of your agency's family wellness program will yield valuable information you can use as your program evolves. Suggestions presented here will provide a solid framework to get started. For additional information, contact OSW@theIACP.org.



For more family support resources please visit:
www.theiacp.org/OSW

@ OSW@theIACP.org

 theIACP.org/OSW

 800.THE.IACP



MOTOROLA SOLUTIONS
FOUNDATION