## Evaluation Form A

### Employer Survey

1. When did you start your Monday Campaigns programming? _________ MM/DD/YYYY

2. Is/are your campaign(s) still underway?  
   - [ ] Yes
   - [ ] No
   
   If ‘no’, when did you end your Monday programming? _________ MM/DD/YYYY

3. What is/was the focus of your Monday Campaigns programming? (Check all that apply)
   - [ ] Meatless Monday
   - [ ] The Kids Cook Monday
   - [ ] Healthy Monday
   - [ ] Move It Monday
   - [ ] Quit & Stay Quit Monday
   - [ ] DeStress Monday
   - [ ] Caregiver Monday
   - [ ] Man Up Monday
   - [ ] Other: ___________________________

4. What were your main goals for the program? (Select all that apply). For each goal that you selected, rate your perceived success.
   - [ ] To demonstrate management’s commitment to employee health
     - [ ] Very successful
     - [ ] Successful
     - [ ] Somewhat successful
     - [ ] Not at all successful
     - [ ] Don’t know
   
   - [ ] To bring health to the top of employees’ minds
     - [ ] Very successful
     - [ ] Successful
     - [ ] Somewhat successful
     - [ ] Not at all successful
     - [ ] Don’t know
   
   - [ ] To improve employee health
     - [ ] Very successful
     - [ ] Successful
Somewhat successful
Not at all successful
Don’t know

☐ To lower healthcare costs for the company
  ☐ Very successful
  ☐ Successful
  ☐ Somewhat successful
  ☐ Not at all successful
  ☐ Don’t know

☐ To increase productivity and morale at work
  ☐ Very successful
  ☐ Successful
  ☐ Somewhat successful
  ☐ Not at all successful
  ☐ Don’t know

☐ Other: __________________________________________
  ☐ Very successful
  ☐ Successful
  ☐ Somewhat successful
  ☐ Not at all successful
  ☐ Don’t know

5. Indicate the degree to which you agree with the statements below using the following scale: 4=strongly agree, 3=agree, 2=disagree, 1=strongly disagree.

  ___ The Monday Campaigns programming had strong buy-in from senior leadership
  ___ We received sufficient organizational resources to start and maintain the program (e.g., staff resources, funding, physical space)
  ___ Employees were encouraged by our organization to participate in the campaign
  ___ Employees participated in and were engaged with the campaign
  ___ Campaign materials were easy to use and applicable to our employees

6. Please indicate whether you used any of the following program resources in the Campaigns, how you used them, difficulty in implementing them, and their effectiveness in engaging employees.

6.1. Did you use the Healthy Monday Newsletter? (YES/NO)
If ‘Yes’:
  a. How did you primarily use it?
     ☐ Asked employees to sign up directly through the Healthy Monday...
Emailed the newsletter to employees
Other: __________

b. How difficult was it to implement?
Not at all difficult
Somewhat difficult
Very difficult

c. How effective was this program resource in engaging employees?
Not at all effective
Somewhat effective
Very effective

6.2. Did you use the Healthy Monday website? (YES/NO)
If ‘Yes’

a. How did you primarily use it?
Recommended that employees visit the website themselves
Downloaded content from the website and sent it out to employees
Other: __________

b. How difficult was it to implement?
Not at all difficult
Somewhat difficult
Very difficult

c. How effective was this program resource in engaging employees?
Not at all effective
Somewhat effective
Very effective

6.3. Did you use the Healthy Monday social media content? (YES/NO)
If ‘Yes’

a. How did you primarily use it?
Shared social media content from Healthy Monday on our company video channel
Downloaded social media content from the Healthy Monday website and reposted it on our company channel
6.4. Did you post Healthy Monday messages/creative material around your worksite? (YES/NO)
If ‘Yes’
   a. How did you use it? [Select all that apply]
      ☐ Hung posters
      ☐ Provided flyers/handouts
      ☐ Broadcasted the material on digital displays
      ☐ Other:

   b. How difficult was it to implement?
      ☐ Not at all difficult
      ☐ Somewhat difficult
      ☐ Very difficult

   c. How effective was this program resource in engaging employees?
      ☐ Not at all effective
      ☐ Somewhat effective
      ☐ Very effective

6.5. What other ways did you implement Healthy Monday in your worksite? (OPEN ENDED) ________________________________

7. For each of the following specific campaigns you implemented, please indicate the activities performed, the level of difficulty implementing that campaign, and how effective the campaign was in changing employee behavior.
How, if at all, did you implement the following specific campaigns in your worksite?

7.1. Meatless Monday (MM): □ Yes □ No
   a. Which MM activities did you implement? (Check all that apply)
      □ Encouraged employees to sign up for MM newsletter
      □ Distributed weekly recipe/other MM content directly
      □ Posted/re-posted social media content from MM channels
      □ Declared MM in your worksite dining area
      □ Organized group MM potlucks/meals
      □ Other: ________
   b. How difficult was it to implement the MM activities?
      □ Not at all difficult
      □ Somewhat difficult
      □ Very difficult
   c. How effective was MM in changing employee behavior?
      □ Not at all effective
      □ Somewhat effective
      □ Very effective

7.2. The Kids Cook Monday (TKCM): □ Yes □ No
   a. Which TKCM activities did you implement? (Check all that apply)
      □ Encouraged employees to sign up for TKCM newsletter
      □ Distributed weekly dinner date recipe/other TKCM content
      □ Posted/re-posted social media content from TKCM channels
      □ Organized TKCM cooking demonstrations
      □ Other: ________
   b. How difficult was it to implement the TKCM activities?
      □ Not at all difficult
      □ Somewhat difficult
      □ Very difficult
   c. How effective was TKCM in changing employee behavior?
      □ Not at all effective
      □ Somewhat effective
      □ Very effective
7.3. **Move It Monday/Monday Mile (MIM):**  
   - Yes  
   - No  
   a. Which MIM activities did you implement? (Check all that apply)
      - Encouraged employees to sign up for MIM newsletter
      - Distributed weekly tips/other MIM content directly
      - Posted/re-posted social media content from MIM channels
      - Organized group MIM walks
      - Organized group MIM activities
      - Other: __________
   
b. How difficult was it to implement the MIM activities?  
      - Not at all difficult
      - Somewhat difficult
      - Very difficult
   
c. How effective was MIM in changing employee behavior?  
      - Not at all effective
      - Somewhat effective
      - Very effective

7.4. **Quit & Stay Quit Monday (QSQM):**  
   - Yes  
   - No  
   a. Which QSQM activities did you implement? (Check all that apply)
      - Encouraged employees to sign up for QSQM newsletter
      - Distributed weekly tips/other QSQM content directly
      - Posted/re-posted social media content from QSQM channels
      - Organized QSQM smoking cessation groups
      - Other: __________
   
b. How difficult was it to implement the QSQM activities?  
      - Not at all difficult
      - Somewhat difficult
      - Very difficult
   
c. How effective was QSQM in changing employee behavior?  
      - Not at all effective
      - Somewhat effective
      - Very effective
7.5. DeStress Monday (DSM):  □ Yes □ No
   a. Which DSM activities did you implement? (Check all that apply)
      □ Encouraged employees to sign up for DSM newsletter
      □ Distributed weekly tips/other DSM content directly
      □ Posted/re-posted social media content from DSM channels
      □ Organized group yoga sessions
      □ Organized group meditations
      □ Other: __________
   b. How difficult was it to implement the DSM activities?
      □ Not at all difficult
      □ Somewhat difficult
      □ Very difficult
   c. How effective was DSM in changing employee behavior?
      □ Not at all effective
      □ Somewhat effective
      □ Very effective

8. In your opinion, what was the impact of the Monday Campaigns programming on employees in the following areas:
(Scale: 4= large impact, 3= moderate impact, 2= small impact, 1= no impact)

<table>
<thead>
<tr>
<th>Eating less meat</th>
<th>Adopting a healthier diet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking more with their children</td>
<td>Quitting tobacco use or staying quit</td>
</tr>
<tr>
<td>Becoming more physically active / moving more</td>
<td>Feeling less stressed</td>
</tr>
<tr>
<td>Becoming more involved in health promotion programs</td>
<td>Becoming more engaged in their work</td>
</tr>
<tr>
<td>Becoming more productive at work</td>
<td></td>
</tr>
</tbody>
</table>

9. In your opinion, what effect did the Monday Campaigns programming have on your workers’...

<table>
<thead>
<tr>
<th>Morale at work</th>
<th>Very Negative Effect</th>
<th>Negative Effect</th>
<th>No Effect</th>
<th>Positive Effect</th>
<th>Very Positive Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Job performance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with their job</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with our organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fitness level</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. In your opinion, how successful was the Monday Campaigns in the past 12 months?

- [ ] Very successful
- [ ] Successful
- [ ] Unsuccessful
- [ ] Very unsuccessful

What were the biggest successes of the campaigns? ______________________

What were the biggest challenges you encountered? ______________________
**Evaluation Form B**

**Employee Survey Pre-Test**

1. **Age:**
   - □ Under 18
   - □ 18-34
   - □ 35-54
   - □ 55-64
   - □ 65+
   - □ Prefer not to disclose

2. **Gender:**
   - □ Male
   - □ Female
   - □ Prefer not to disclose

3. **What are your health goals? (Select all that apply)**
   - □ Improve my overall health
   - □ Eat less meat
   - □ Eat healthier
   - □ Cook more with my kids
   - □ Quit smoking
   - □ Get more exercise
   - □ Feel less stressed
   - □ Other: _______________

4. **Please rate your agreement to each of the statements below using the following scale:**
   - 4=strongly agree, 3=agree, 2=disagree, 1=strongly disagree.
     
     ___ I feel confident that I can improve my health.
     ___ I feel motivated to improve my health habits.
     ___ I feel knowledgeable about how I can improve my health.
     ___ I feel like I have the skills needed to improve my health.
     ___ I see Monday as a day to dread.
     ___ I see Monday as a fresh start.
     ___ I see Monday like any other day.
     ___ A healthy start on Monday leads me to act healthier the rest of the week.
     ___ I feel more motivated to change my health behaviors on a Monday than any other day of the week.
     ___ If I engage in unhealthy behaviors over the weekend, I use Monday to get back on track with my health goals.
5. On average, how many servings of meat do you eat each day?
   - 0
   - 1-2
   - 3-4
   - 5+

6. How many days of the week do you eat a healthy diet?
   - 0 days/week
   - 1-3 days/week
   - 4-6 days/week
   - Every day

7. How many days of the week do you cook and eat with family members?
   - 0 days/week
   - 1-3 days/week
   - 4-6 days/week
   - Every day

8. On average, how many cigarettes do you smoke each day?
   - I don’t smoke
   - 1-9
   - 10-19
   - 20 or more

9. How many days each week do you get moderate to vigorous physical activity? (e.g., brisk walking, swimming, yard work, stair climbing)
   - 0 days/week
   - 1-3 days/week
   - 4-6 days/week
   - Every day

10. How well do you handle stress at work?
    - I’m usually able to cope effectively
    - At times I have problems coping
    - I often have problems coping

11. What is the best way to get health information to you? (Select all that apply)
    - Newsletter
    - Website
    - Social media
    - Posters
<table>
<thead>
<tr>
<th></th>
<th>Group activities</th>
<th>Other: __________</th>
</tr>
</thead>
</table>

□  Group activities
□  Other: __________
Evaluation Form C

Employee Survey Post-Test

1. Age:
   - [ ] Under 18
   - [ ] 18-34
   - [ ] 35-54
   - [ ] 55-64
   - [ ] 65+
   - [ ] Prefer not to disclose

2. Gender:
   - [ ] Male
   - [ ] Female
   - [ ] Prefer not to disclose

3. Did you participate in the Monday Campaign(s)?
   - [ ] Yes
   - [ ] No

   If yes, select the Monday Campaign(s) you participated in. (Select all that apply)
   - [ ] Healthy Monday
   - [ ] Meatless Monday
   - [ ] Kids Cook Monday
   - [ ] Quit & Stay Quit Monday
   - [ ] Move It Monday
   - [ ] DeStress Monday

4. Rate the helpfulness of the following elements for each campaign you engaged in.

<table>
<thead>
<tr>
<th>Element</th>
<th>Not helpful at all</th>
<th>A little helpful</th>
<th>Helpful</th>
<th>Very helpful</th>
<th>Did not use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. Please rate your agreement to each of the statements below using the following scale:
   4=strongly agree, 3=agree, 2=disagree, 1=strongly disagree.

   ____ I feel confident that I can improve my health.
   ____ I feel motivated to improve my health habits.
   ____ I feel knowledgeable about how I can improve my health.
___ I feel like I have the skills needed to improve my health.
___ I see Monday as a day to dread.
___ I see Monday as a fresh start.
___ I see Monday like any other day.
___ A healthy start on Monday leads me to act healthier the rest of the week.
___ I feel more motivated to change my health behaviors on a Monday than any other day of the week.
___ If I engage in unhealthy behaviors over the weekend, I use Monday to get back on track with my health goals.

6. **[Relevant items will come up based on which campaign were selected from Q3]**

Rate the items below based on health changes since the start of the program using the following scale: 4=strongly agree, 3=agree, 2=disagree, 1=strongly disagree.

- [ ] My overall health has improved
- [ ] I eat less meat
- [ ] I eat healthier
- [ ] I cook more with my kids
- [ ] I quit smoking
- [ ] I get more exercise
- [ ] I feel less stressed

**[Relevant items for the next 6 question will come up based on what is selected from Q3]**

7. On average, how many servings of meat do you eat each day?
   - [ ] 0
   - [ ] 1-2
   - [ ] 3-4
   - [ ] 5+

8. How many days of the week do you eat a healthy diet?
   - [ ] 0 days/week
   - [ ] 1-3 days/week
   - [ ] 4-6 days/week
   - [ ] Every day

9. How many days of the week do you cook and eat with family members?
   - [ ] 0 days/week
   - [ ] 1-3 days/week
   - [ ] 4-6 days/week
   - [ ] Every day
10. On average, how many cigarettes do you smoke each day?
   □ I don’t smoke
   □ 1-9
   □ 10-19
   □ 20 or more

11. How many days each week do you get moderate to vigorous physical activity? (e.g., brisk walking, swimming, yard work, stair climbing)
   □ 0 days/week
   □ 1-3 days/week
   □ 4-6 days/week
   □ Every day

12. How well do you handle stress at work?
   □ I'm usually able to cope effectively
   □ At times I have problems coping
   □ I often have problems coping

13. How effective do you feel the Monday Campaigns programming was at changing your overall health behaviors?
   □ Not at all effective
   □ A little effective
   □ Effective
   □ Very effective

14. What effect did the Monday Campaign(s) have on your...

<table>
<thead>
<tr>
<th></th>
<th>Very Negative Effect</th>
<th>Negative Effect</th>
<th>No Effect</th>
<th>Positive Effect</th>
<th>Very Positive Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morale at work</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job performance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with your job</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with our organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
15. Do you plan to continue to practice Healthy Monday activities on your own now that the campaign is over?
   - Yes
   - No

   If YES, what are your plans? ________________

16. Would you participate in another Monday campaign?
   - Yes
   - No

   Why or why not? ________________________

17. How satisfied were you with the Monday Campaigns?
   - Very Satisfied
   - Satisfied
   - Unsatisfied
   - Very unsatisfied

18. Please use the space below to write how we could improve campaign elements.