Using visualization objects to secure employee commitment and measure intervention progress

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THE CHALLENGE
When implementing preventive interventions before - and after measurements to measure the effect of interventions is often used. Unfortunately they do not tell much about the progress or setbacks during the intervention. To meet this challenge we used a visualization object during our latest intervention in four case companies.

WHAT IS A VISUALIZATION OBJECT?
An object that can evaluate and communicate the progress and results of an intervention on an ongoing basis.

THE PURPOSE OF VISUALIZATION
The overall purpose of using visualization objects during an intervention is to make the process visible for everybody and secure continuous support from both managers and employees. By measuring the progress or setbacks of the intervention on a regular basis the participants are forced to consider the intervention and are thus more likely to engage in the activities.

METHOD

A. Wooden bricks, painted and tagged with employee initials
B. Sticks with colored ribbons and employee initials
C. Pipes with colored balls with employee numbers
D. Company product with colored ribbons and employee initials
E. Christmas three with colored ribbons and employee initials

The PoWRS program was implemented in four Danish small and medium sized companies. Data was collected by observation, surveys and interviews. The study is mainly qualitative.

OTHER VISUALIZATION MEANS
Making the intervention visible aside from the visualization object is also important. E.g. kick-off meeting, posters, coffee cups with the message of wellbeing.

THE DESIGN CRITERIA FOR OBJECT
- Simple and accessible system - easy to explain rules
- Built-in voting system
- Make criteria for how to evaluate change - when is good, good enough?
- Decide how often the intervention should be evaluated
- Use binary voting scale (improved vs. not improved)

RECOMMENDATIONS FOR PROCESS
- Consider anonymity
- Place it in a “public” place - everybody needs to see it
- Make an event out of designing the visualization object
- Make rules explicit e.g. poster explaining them
- Vote at existing department meetings

CONCLUSION
The visualization object helps to:
- Stay focused in the intervention goal
- Indicate when adjustments of the intervention activities should be made to secure that the goal is reached
- Remind the participants about the current intervention and their engagement in which secures employee commitment