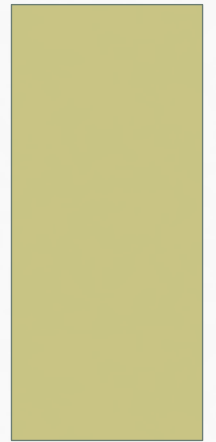


EVALUATION

A PRACTICAL APPROACH FOR COMMUNITY HEALTH PROGRAMS
ERIN A. BILLS, MPH



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- Project Coordinator, Montana Office of Rural Health and Area Health Education Center
- Background in biology, environmental health, health program evaluation, and public health
- Recent publication
 - Social Capital in Libby, MT: Barriers to Forming Social Support Networks.
<http://www.nwpublichealth.org/archives/s2011/social-capital-in-libby-montana-barriers-to-forming-support-networks/view>

PRESENTATION OVERVIEW

- What is evaluation, why evaluate, and when?
- Types of evaluation
- Creating an evaluation plan
 1. Evaluation purpose and organization
 2. Study design
 3. Presentation of study findings
 4. Economic analysis and evaluation budget
- Questions

EVALUATION

What? Why? When?

- WHAT is community health program evaluation?
 - The use of social sciences to determine program effectiveness
(Issel, 2009)
- WHY should you evaluate?
 - Identify need
 - Determine program effectiveness
 - Ensure program sustainability
 - Meet funding requirements
 - Program promotion
- WHEN should you evaluate?
 - Evaluation should NOT be an afterthought and should be included DURING the program planning phase
 - Dependent upon what you need or want to know

TYPES OF EVALUATION

- Formative
 - What does the community need?
- Process
 - What was learned from the process of implementing a community health program?
 - Was the community health program implemented as planned?
- Summative
 - What impact did the community health program have on the target population?
 - Was the program cost effective?
 - Was this program utilized? By whom?

CREATING AN EVALUATION PLAN

A 4 Step Practical Approach

Step 1: Purpose and Organization

Step 2: Study Design

Step 3: Presentation of Study Findings

Step 4: Economic Analysis and Evaluation Budget

STEP 1: PURPOSE & ORGANIZATION

Background

1. Describe the community health program
2. Program goal
3. Stakeholders
4. Target population
5. Measurable objectives

STAKEHOLDERS

COMMUNITY-BASED PREVENTION WHEEL

*Developed by the
Minnesota Department of
Health as an aid to build
productive community
connections*

Link

<http://www.health.state.mn.us/divs/hpcd/chp/ciss/docs/cpwheel.pdf>



STEP 1: PURPOSE & ORGANIZATION

Measurable Objectives

Measurable objectives establish criteria for determining community health program success or failure.

S – Specific

M – Measurable

A – Appropriate

R – Realistic

T – Timebound

STEP 1: PURPOSE & ORGANIZATION

Measurable Objectives

Determine **WHAT WILL CHANGE** by implementing a community health program **NOT WHAT THE PROGRAM WILL DO** during implementation.

Example...

What will a community garden CHANGE?

- A community's connection to food sources

What will the community garden program DO?

- Plant 100 radishes, 25 potato plants, and 1 acre of sweet corn

STEP 1: PURPOSE & ORGANIZATION

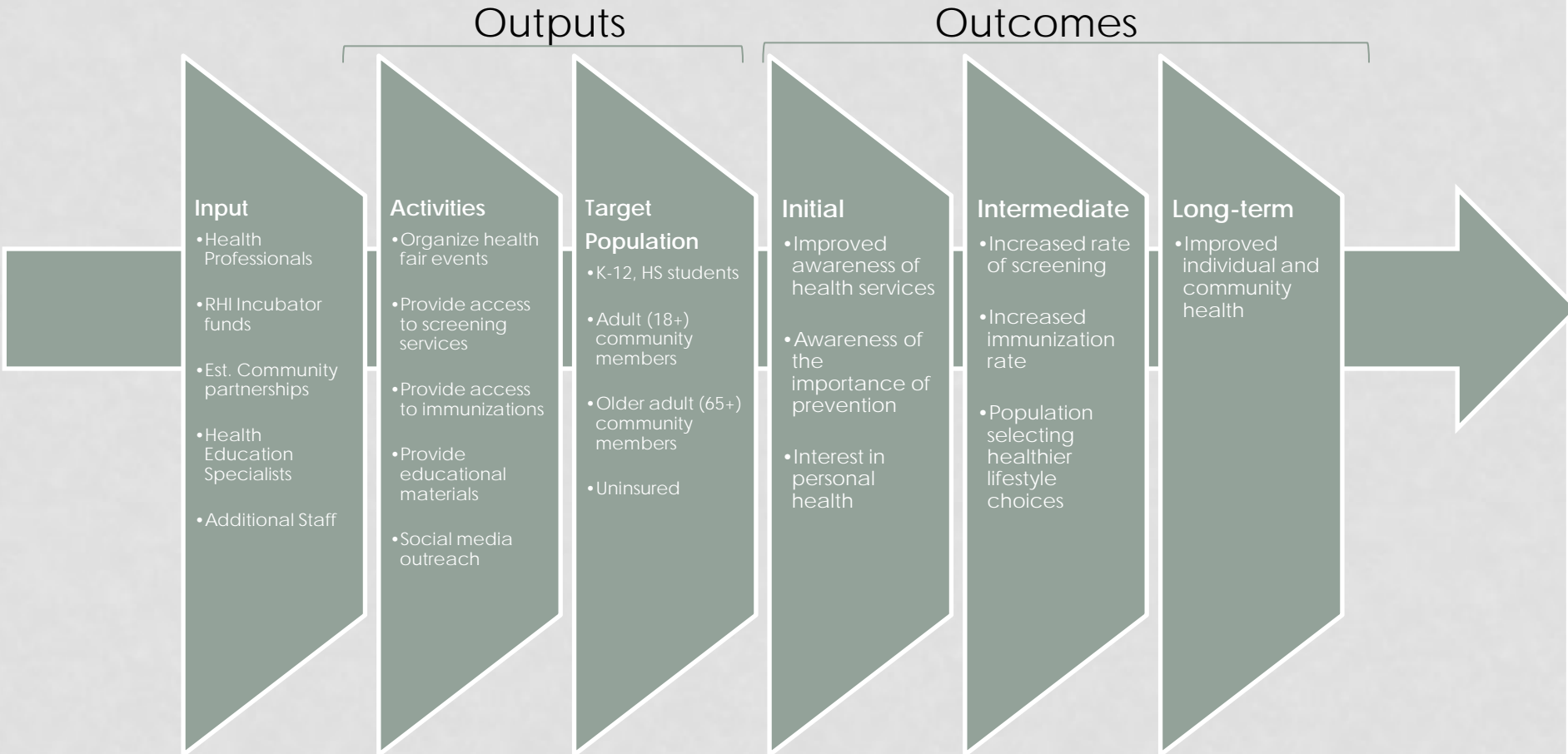
Conceptual Framework

Identifying program elements

1. **Inputs** – resources such as staff, equipment, \$\$, and facilities
2. **Activities** – identifies the process or the activities that will be carried out to achieve program goals
3. **Target Population** – the population that will benefit from the activities
4. **Outputs** – the # of activities, products delivered, and the services provided to achieve the program goal
5. **Outcomes** – three outcome phases; initial, intermediate, and long-term.

LOGIC MODEL

Community Health Fair Example



STEP 2: STUDY DESIGN

Selecting An Appropriate Design

1. Formative, Process, or Summative
 - What do you need to know?
 - What stage of the program will be evaluated?
2. Qualitative Vs. Quantitative
 - What type of data will or can be collected?

STEP 2: STUDY DESIGN

Data Sampling and Analysis

1. Sources of data
2. Subject recruitment
3. Data collection and handling methods
4. Methods of data analysis
5. Timeline for evaluation

STEP 3: PRESENTATION OF STUDY FINDINGS

1. Accurate and timely reporting of findings is key to the success of any intervention or program.
2. Describe how results will be presented to key stakeholders.
3. If promoting community awareness about a community health program , identify alternative methods of communication that will be used to achieve this goal.

STEP 4: ECONOMIC ANALYSIS

A Brief Overview

- State how the community health program will impact the target population
- Identify perspective of analysis
- Determine economic objective
 - Was the program economically effective?
- Cost-effectiveness Analysis (CEA)
- Summarize

MAY AID IN FUNDING PROCUREMENT

STEP 4: EVALUATION BUDGET NARRATIVE

Key Components

- Evaluation Period
- Evaluator
- Research Assistant(s)
- Data Analyst
- Contracted Services
- Equipment
- Supplies
- Communication
- Travel
- Training

THANK YOU

Questions?

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