EVALUATION

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

- 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.
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

Physical Activity

Schools
Public health
Recreational Programs
Media
Measurable objectives establish criteria for determining community health program success or failure.

**S** - Specific

**M** - Measurable

**A** - Appropriate

**R** - Realistic

**T** - Timebound

John Hopkins Bloomberg School of Public Health
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

Input
• Health Professionals
• RHI Incubator funds
• Est. Community partnerships
• Health Education Specialists
• Additional Staff

Activities
• Organize health fair events
• Provide access to screening services
• Provide access to immunizations
• Provide educational materials
• Social media outreach

Target Population
• K-12, HS students
• Adult (18+) community members
• Older adult (65+) community members
• Uninsured

Initial
• Improved awareness of health services
• Awareness of the importance of prevention
• Interest in personal health

Intermediate
• Increased rate of screening
• Increased immunization rate
• Population selecting healthier lifestyle choices

Long-term
• Improved individual and community health

Outputs

Outcomes
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
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?

Erin A. Bills, MPH
Project Coordinator, MORH/AHEC
Montana State University