



Program Planning Module 8: Evaluation - Findings and Reporting

Presented by:

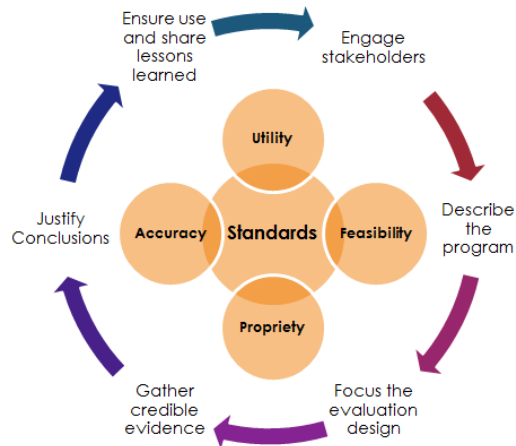
The California-Nevada
Public Health Training Center

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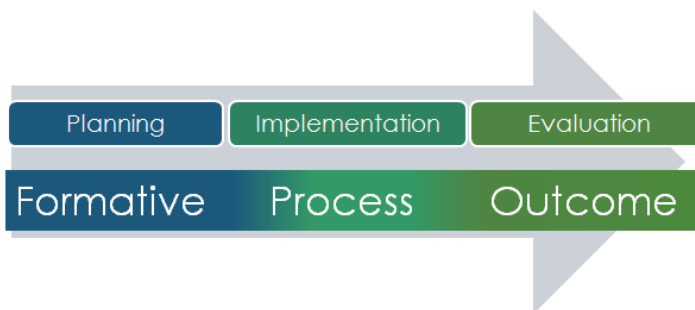
Objectives

- Define 3 types of evaluation and where they fit in the timeline of a program
- Describe the purpose and process of reporting the evaluation findings.

Framework for Program Evaluation

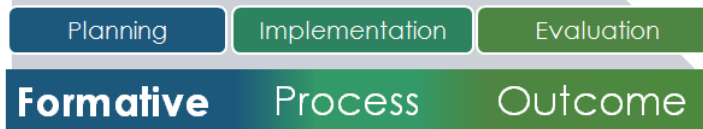


Comparison of Evaluation Types



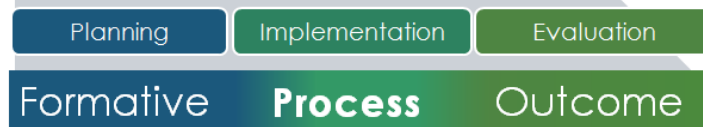
Types of Evaluation: Formative

- Formative Evaluation
 - Before or during implementation
 - Identify the problem: burden and risk factors
 - Who, how, how much?



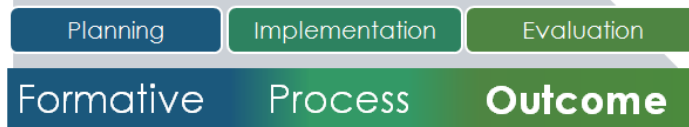
Types of Evaluation: Process

- Process Evaluation
 - During the implementation
 - Are we going according to plan?
 - Why or why not?
 - Is that a good thing?

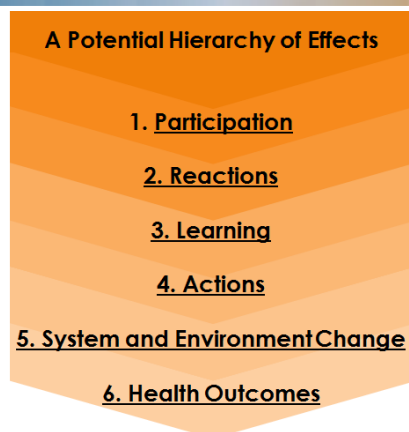


Types of Evaluation: Outcome

- Outcome Evaluation
 - Draw conclusions about benefits of a program or method
 - Compared to objectives and goals
 - Short-term, intermediate, long-term



Possible Outcomes



Source: CDC, "Introduction to program evaluation for public health programs: A self-study guide"

Other Areas of Effectiveness

- Efficiency
- Cost-effectiveness
- Attribution
- Internal vs. External



Other Terms

- Impact
 - Focuses on immediate observable effects of a program, leading to the intended outcomes
- Unintended outcomes

Methods of Evaluation

- Gantt charts
- Budget analysis
- Pre/Post tests
- Surveys
- Focus groups
- Interviews
- Observations
- Clinical measurements
- Reported data



Data Management & Analysis

- Data management: organizing, coding, and cleaning data
 - Essential for analysis and reporting results
- Data analysis: transform and evaluate data to identify conclusions and assist decision making

Why Report Findings?

- Evidence-based health promotion
 - Contribute to the discipline
 - To improve practice



Factors Supporting Successful Dissemination

- **Who?**
 - Key audience
- **How?**
 - Most appropriate methods, mediums, and reporting styles
- **What?**
 - Tailor to each audience

Audience and Recipients

- Participants
- Consumers/general public
- Other health professionals
- Other academics/researchers
- Policy makers/ Government/
Funding agencies

Engaging Multiple Stakeholders

- Types
 - Consumer based / advocacy organizations
 - Faith-based organizations
 - Broad-based or policy-focused organizations
- Roles
 - Promote and disseminate information
 - Connect specific individuals with information when needed
 - Provide, explain, and apply Information to Specific Individuals
 - Provide decision support

Strategies for Local Dissemination of Findings

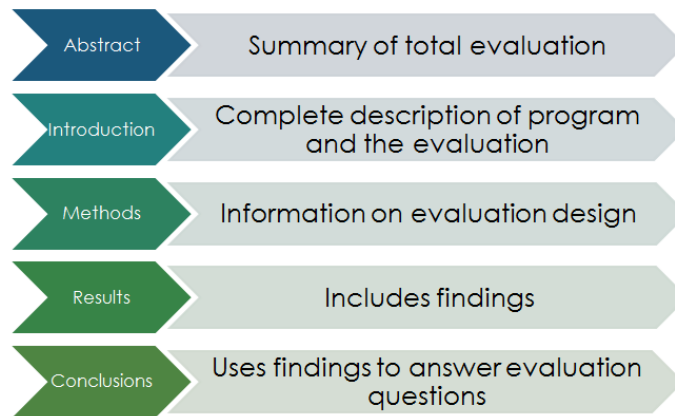
- Local specialist interest groups
- Local newsletters and press
- In house journals and magazines
- Presentations at local meetings, professional groups
- Delivering a report
- Providing the information as a teaching session
- Conducting a seminar as a part of a program of study or course
- Presenting the material at a research seminar
- Local workshops and conferences

Evaluation Reporting

- Applications of evaluation findings
 - Publishing findings
 - Inform program development
 - Revise existing program plan
 - Effectiveness of program activities
 - Future funding support



Designing the Written Report



Conclusion

- Evaluate at all stages of the program
- Use multiple methods
- Form effective dissemination strategies
- Up next: budget