Building Excellence in Evaluation: Examples in Chronic Disease Prevention from Alabama

Satellite Conference and Live Webcast
Tuesday, July 14, 2015
10:00 – 11:30 a.m. Central Time

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Introduction and Call to Action

Faculty

Ross Brownson, PhD
Co-Director and Professor
Prevention Research Center
Brown School
Washington University - St. Louis

Thanks!!

- Peg Allen, PRC-StL
- Karen Atkinson, ADPH
- Carsten Baumann, CO
- Diane Beeson, ADPH
- Carol Brownson, PRC-StL
- Richard Burleson, ADPH
- Anjali Desphande, Washington University
- Glenda Crump, Mississippi Public Health Institute
- Ryan Easterling, ADPH
- Bob Hinds, ADPH
- Rebekah Jacob, PRC-StL
- Ellen Jones, Mississippi Public Health Institute and NACDD
- Jim McVay, ADPH
- Emily Piercefield, CDC Assignee to ADPH
- Sondra Reese, ADPH
- Michael Smith, ADPH
- Nancy Wright, ADPH

Today's Session

Moderator	➡	Jim McVay, ADPH
Introduction and Call to Action	➡	Ross Brownson, PRC-STL
WISEWOMAN Evaluation Framework	➡	Nancy Wright, ADPH
Lessons Learned from Quitline Evaluations	➡	Julie Hare, ADPH
Benefits and Uses of Qualitative Methods	➡	Ellen Jones, Glenda Crump, Mississippi Public Health Institute and NACDD
Q&A/Discussion	➡	Jim McVay and All

Why Evaluate?

- **Improve existing programs**
- **Measure effectiveness**
- **Demonstrate accountability**
- **Share effective strategies and lessons learned**
- **Ensure funding and sustainability**
  - **https://sustaintool.org**

Evaluation is a tool that can both measure and contribute to the success of your program.

Evaluate Evidence-based Programs and Policies to <u>Assess:</u>

- Acceptance - Modify as needed for different settings, cultural beliefs

- Partnerships - Strengthen as needed throughout program stages

- Implementation - Modify procedures as needed in real time (type 3 evidence)

- Reach - Make sure priority population groups are adequately addressed

Evaluate Evidence-based Programs and Policies to <u>Assess:</u>

- Effectiveness- Make sure programs and policies work as intended in different settings and population groups

- Unintended consequences – Other positive or negative outcomes

- Long term Impact – Changes over a longer time period

What is Program Evaluation?

"A process that attempts to determine as <u>systematically and objectively</u> as possible the relevance, <u>effectiveness</u>, and impact of activities in light of their <u>objectives</u>."

A Dictionary of Epidemiology, 2008

- The best evaluations often "triangulate"

Combining quantitative and qualitative methods- Looking into a room from two windows

Formative Evaluation

- Is an element of a program or policy (e.g., materials, messages) feasible, appropriate, and meaningful for the target population?

- Often, in planning stages new or modified program

- Often, examining contextual factors

Formative Evaluation

- Examples:
  - Attitudes among school officials toward a proposed healthy eating program
  - Barriers in policies toward healthy eating

Process Evaluation

- Shorter - term feedback on program implementation, content, methods, participant response, practitioner response

- What is working, what is not working

- Direct extension of action planning

- Uses quantitative or qualitative data

Process Evaluation

- **Example:**
  - **Satisfaction with a diabetes self – management training**

Impact Evaluation

- **Long - term or short - term feedback on knowledge, attitudes, beliefs, behaviors**
- **Mainly uses quantitative data**
- **Probably more realistic endpoints for most public health programs and policies**

Impact Evaluation

- **Examples:**
  - **Number of cigarette packs sold per year in Alabama Smoking rates (BRFSS) and tobacco control funding in Alabama**

Outcome Evaluation

- **Long - term feedback on health status, morbidity, mortality**
- **Uses quantitative data**
- **Often used in strategic plans**

Outcome Evaluation

- **Examples:**
  - **Geographic dispersion of heart disease**
  - **Trends in heart disease mortality over time**

Key Points: Call to Action

- **The needs and progress showcased today:**
  - **The need to systematically develop and follow frameworks**
  - **Build lessons learned across program areas**
  - **Make use of qualitative approaches**

Evaluation Resources

- CDC Framework for Program Evaluation:
  - http://www.cdc.gov/eval/framework/index.htm
- Community Toolbox:
  - http://ctb.ku.edu
- CYFERNetSearch:
  - https://CYFERnetsearch.org

Evaluation Resources

- UNC Program Evaluation Resource Center:
  - http://erm.uncg.edu/oaers/methodology-resources/program-evaluation/
- Online EBPH Modules (including economic, quantitative, and qualitative evaluation):
  - http://www.adph.org/alphtn/