

# 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)

11:00 a.m.-12:30 p.m. (Eastern) ■ 9:00-10:30 a.m. (Mountain) ■ 8:00-9:30 a.m. (Pacific)

*Little is more important in lean budget years than evaluating state and local implementation of evidence-based programs and policies and their impacts on population health. Evaluation helps ensure interventions work as intended in diverse settings and population groups, reach priority populations, and are modified and improved along the way. This program will provide an overview of evaluation types and two examples of evaluation plans from the Alabama Department of Public Health.*

### Program Objectives:

1. Introduce the Brownson evidence-based public health (EBPH) framework.
2. Provide an overview of types of program evaluation.
3. Describe the ADPH WISEWOMAN evaluation framework.
4. Share lessons learned from ADPH Quitline evaluations.
5. Identify benefits and uses of qualitative program evaluation approaches.
6. Promote the online availability of EBPH training modules for further learning.

### Conference Details:

**Target Audience:** Public health and healthcare program planners and evaluators

**Continuing Education:** None for this program

**Registration:** [www.adph.org/alphn](http://www.adph.org/alphn)

**Technical Information:** To receive complete technical information you must register at [www.adph.org/alphn](http://www.adph.org/alphn)

*Satellite* - Live satellite conference on C band (analog).

*Webcast* - Watch with RealPlayer or Windows Media Player. Test your computer with the "test connection link" at [www.adph.org/alphn](http://www.adph.org/alphn)

*Audio* - To listen by phone, call 1-888-557-8511. Enter access code 972-1530 #. Press # again to listen to the conference.

*On Demand* - Available 2-3 business days after the live broadcast from the On Demand page of our website.

**Conference Materials:** Posted on our website approximately one week before the program for registered participants.

**Conference Details Questions:** Call: 334-206-5618 | Email: [alphn@adph.state.al.us](mailto:alphn@adph.state.al.us)

### Faculty:

**Julie Hare**

Director, Public Information Unit  
Tobacco Prevention and Control Branch

**Jim McVay, DrPA**

Director  
Bureau of Health Promotion and Chronic Disease

**Nancy Wright, MPH**

Director  
Cancer Prevention and Control Division

Alabama Department of Public Health

**Ross Brownson, PhD**

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

**Glenda Crump, MS, CPM**

Chief Operations Officer  
Mississippi Public Health Institute

**Ellen Jones, PhD, CHES**

Executive Director, Mississippi Public Health Institute  
Consultant, National Association of Chronic Disease Directors

**Debra McCallum, PhD**

Director  
Institute for Social Science Research  
The University of Alabama

**Jessie Saul, PhD**

President and CEO  
North American Research and Analysis, Inc.