PH 591: Program Evaluation

Instructor: Dr. Marilyn Gardner
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Face-to-face: By appointment only

Email is the easiest way to reach me. I try to respond to all emails within 24 hours (48 over weekends). If you've not heard back from me by then, please re-email me. Please put the course name in the subject line. See course site for additional details on how to reach me.

Pre-requisites
PH587 and PH520 or PH620; or permission of instructor

Required Text/Materials
Consistent access to internet and SPSS
Required readings are provided in Blackboard

Course Description
Application of methods and techniques to evaluate public health programs.

Course Overview
This course is designed to build the knowledge and skills necessary to design, analyze, and interpret program evaluations. This is an applied class that builds on knowledge of the core disciplines of public health.

Course Objectives
Upon successful completion of this course, students will be able to:
1. illustrate fundamental concepts and principles of program evaluation;
2. examine the role of multiple and interprofessional stakeholders in program evaluation;
3. diagram and critically assess a program using systems thinking tools;
4. prepare literature review;
5. choose appropriate indicators and measures for various levels and types of evaluation;
6. assess program methodology with respect to internal and external validity;
7. create assessment tools to measure process;
8. critically evaluate tools that measure impact;
9. design an impact evaluation plan and assess its strengths and weaknesses;
10. prepare, analyze, and interpret data relative to evaluation questions and solutions;
11. prepare evaluation report;
12. present evaluation findings; and,
13. evaluate principles of leadership, teamwork, collaboration, and ethics in self and others.

Course Assessments
Quizzes/Homework: Over the course of the semester, you will be assigned various homework assignments (individual and group) that apply course concepts and help prepare you for exams and

projects. You will also have several unproctored quizzes on Blackboard. You are welcome to use your notes/class lectures for the quizzes, but any narrative responses (short answers, essays, etc.) MUST be in your own words. Quizzes can only be taken once and must be completed once started. *Assesses objectives 1 – 9, 13*

Exams. There are two proctored, non-cumulative, closed-notes exams and a take home final exam. The proctored exams are case-based and require application of course content (*Assesses objectives 1 – 10*). The take home exam is cumulative and applied. *Assesses objectives 1, 3, 5, 11, and 13.*

Evaluation Project. Throughout the semester, you will work on a multi-part group project that culminates in preparing a written evaluation report and powerpoint presentation. The project uses SPSS (or another software package of your choice) to analyze and report data in APA format, and thus applies skills related to data management, data analysis, data reporting, and data interpretation. This project will take a **significant** amount of time, so please plan accordingly. **Each group member is expected to work on each and every section.** The report and presentation should have a unified voice and be free from grammatical errors. *Assesses objectives 1, 3 – 6, and 9 – 12.*

Grading
A standard 10-point scale is used. I do not round up.

Quizzes & Homework	30%
Evaluation Project (Group)	10%
Exam 1	25%
Exam 2	25%
Final Exam	10%

Academic Dishonesty
Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in a course without possibility of withdrawal. The faculty member may also present the case to the Office of Judicial Affairs for disciplinary sanctions. A student who believes a faculty member has dealt unfairly with him/her in a course involving academic dishonesty may seek relief through the Student Complaint Procedure.

Inclusivity
The strength and success of WKU's MPH program is built on the foundation of a wide range of perspectives and experiences. We embrace diverse backgrounds, embodiments, and experiences and are committed to fostering an inclusive environment. Thus, I expect students to demonstrate respect for the many social and cultural differences among us, which may include, but are not limited to: age, cultural background, disability, ethnicity, family status, gender identity and presentation, citizenship and immigration status, national origin, race, religious and political beliefs, sex, sexual orientation, socioeconomic status, and veteran status. Please talk with me right away if you experience disrespect in this class, and I will work to address it in an educational manner.

Disability Accommodations
In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in

Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu . Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX Sexual Misconduct/Assault

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf and Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

MPH Competencies

This course contributes to the development of the following competencies:

Evidence-based Approaches to Public Health	Obj.
1. Apply epidemiological methods to the breadth of settings and situations in public health practice	
2. Select quantitative and qualitative data collection methods appropriate for a given public health context	1,5
3. Analyze quantitative and qualitative data using biostatistics, informatics, computer-based programming and software, as appropriate	10
4. Interpret results of data analysis for public health research, policy or practice	10
Public Health & Health Care Systems	
5. Compare the organization, structure and function of health care, public health and regulatory systems across national and international settings	
6. Discuss the means by which structural bias, social inequities and racism undermine health and create challenges to achieving health equity at organizational, community and societal levels	
Planning & Management to Promote Health	
7. Assess population needs, assets and capacities that affect communities' health	4
8. Apply awareness of cultural values and practices to the design or implementation of public health policies or programs	
9. Design a population-based policy, program, project or intervention	
10. Explain basic principles and tools of budget and resource management	
11. Select methods to evaluate public health programs	1,5-9
Policy in Public Health	
12. Discuss multiple dimensions of the policy-making process, including the roles of ethics and evidence	

13. Propose strategies to identify stakeholders and build coalitions and partnerships for influencing public health outcomes	2
14. Advocate for political, social or economic policies and programs that will improve health in diverse populations	
15. Evaluate policies for their impact on public health and health equity	
Leadership	
16. Apply principles of leadership, governance and management, which include creating a vision, empowering others, fostering collaboration and guiding decision making	13
17. Apply negotiation and mediation skills to address organizational or community challenges	13
Communication	
18. Select communication strategies for different audiences and sectors	
19. Communicate audience-appropriate public health content, both in writing and through oral presentation	11,12
20. Describe the importance of cultural competence in communicating public health content	
Interprofessional Practice	
21. Perform effectively on interprofessional teams	2, 13
Systems Thinking (waiting on technical assistance paper from CEPH)	
22. Apply systems thinking tools to a public health issue	3
WKU MPH Program Competencies	
1. Apply health behavior theories and models to address public health problems.	5, 8, 10
2. Describe the role of budgeting; methods of seeking extramural funding; and methods of financial analysis in making decisions about policies, programs and services.	
3. Describe the roles of history, power, privilege and structural inequality in producing health disparities.	
4. Integrate social determinants into public health science, practice, and research.	
5. Identify the direct and indirect population health effects of environmental hazards (biological, chemical and physical) on humans, animals and the ecology.	

Course Topics

Class #	Topic(s)/ Readings	Assignments
Class 1	Lectures Overview of Evaluation Overview of CDC's Framework Program Theory Readings Kreitner chapter: Groups and Teamwork Delnero article: Steps to Problem Solving.	DB Class 1: **Due noon Wednesday; respond by noon Saturday. See participation policy.** DB Introductions: **Due Noon Wednesday** Self-Assessment: **Due Noon Friday** Quiz C1: **Due Noon Sunday**
Class 2	Readings Guide pgs 3 – 41 Lectures Step 1: Engage Stakeholders Step 2: Describe Program Logic Models	DB Class 2 Case Homework 1: **Due Sunday** Quiz C2: **Due Noon Sunday**
Class 3	Readings Guide pgs 42-56 Cost Benefit/Cost Effectiveness Article Optional Articles Lectures	DB Class 3 Quiz C3: **Due Noon Sunday** Case Homework 2 (Group): **Due 5 p.m. Sunday (upload to group page)**

	Types of Evaluations	
Class 4	<u>Lectures</u> Designs and Internal Validity -- Experimental -- Quasi-experimental -- Non-experimental <u>Readings</u> Campbell & Stanely, pgs 6 - 36	DB Class 4 Quiz C4: **Due Noon Sunday** Case Homework 3**: Due Noon Sunday**
Class 5	<u>Lectures</u> Sampling and External Validity	DB Class 5 Quiz C5: **Due Noon Sunday**
Class 6	Exam 1	
Class 7	<u>Lectures</u> Collecting Credible data <u>Readings</u> Guide pgs 56 - 73	DB Class 7 Quiz C7: **Due Noon Sunday** Case Homework 4 (Group): **Due 5 p.m. Sunday. Upload to Group Page.**
Class 8	<u>Lectures</u> Overview of Data Management Making Measures Data Codebooks Creating data shell in SPSS Coding Data Data Entry Using SPSS	DB Class 8 Case Homework 5: **Due Noon Sunday**
Class 9	<u>Lectures</u> Descriptive Statistics: The Basics Communicating Descriptive Results Scaled Data	DB Class 9 Case Homework 6: **Due noon Sunday**
Class 10	<u>Lectures</u> Inferential Statistics: The Basics Levels of Measurement Inferential Analysis Communicating Analytical Results Examples of Tables	DB Class 10 Quiz C10: **Due Noon Sunday** Case Homework 7: **Due 5 pm. Sunday**
Class 11	<u>Readings</u> Guide pgs 74 – 90 Using Graphs and Charts <u>Lecture</u> Creating Presentations	DB Class 11 Case Homework 8: **Due 5 p.m. Sunday**
Class 12	Exam 2	
Class13	<u>Lecture</u> Evaluation Reports	DB Class 13
Class 14	Group Presentations	Group Presentation: Upload to DB and through assignment link**: Due Noon Monday.** Presentation Critiques: **Due Noon Sunday** Report: **Due Noon Saturday**

		Group 360: **Due Noon Sunday**
Finals Week 12/4	Final Exam (Takehome)	**Due Noon Thursday**