

# Conference on Public Health and Inauguration of the World Association of Chinese Public Health Professionals

## Summaries of Presentation:

### "Workshop I: Effectiveness of Health Promotion Programmes: How to Evaluate?"

09:30 – 12:30, James Kung Room, 2/F., 6 March 2004

**Conductor : Prof. Albert Lee**

#### **Aims:**

To provide knowledge and skills related to planning, designing, choosing and accessing evaluation methods.

#### **Objectives:**

1. To identify evaluation stakeholders (their interests / questions / expectations regarding acceptable evidence and process)
2. To understand how to design (time, costs, methods) a comprehensive evaluation, based on the specific program context and stakeholder interests / questions / expectations.
3. To understand and select the appropriate evaluation methods (i.e., which method is suitable for what purpose).
4. To be familiar with the qualitative and quantitative methods used to understand and evaluate health promotion programs.
5. To be able to interpret and critically assess the significance of results for planning and decision-making purposes.

#### **Contents:**

The workshop provides an overview of key concepts and methods to assist health and health related workers in the development and implementation of program evaluation. This workshop will focus on designing evaluations and interpreting evaluation results. In addition, this workshop provides participants with the knowledge and skills to select and design the most appropriate evaluation for a health project.

Stepwise approach to planning health promotion programs is recommended. The 6 steps are briefly described below.

#### **Preplanning & project management**

In planning a health promotion project, the planner must manage a number of elements, including: Meaningful participation of key stakeholders; Time; Money and other resources; Data-gathering and interpretation and Decision-making. Each of these elements must be managed throughout the remaining 5 steps.

## **Needs assessment**

A need assessment influences planning in significant ways-by examining the legal and political environment, stakeholders, the health needs of the population, the literature and previous evaluations, as well as the overall vision for the project.

## **Identify goals, audiences and objectives**

This involves creating a hierarchy of goals and objectives. It is important to understand the relationships between the goals, audiences, and objectives to plan a good program.

## **Develop Strategies, Activities and Resources**

In this step, the task is to identify the activities that will achieve your objectives and determine what resources are required to implement the activities.

## **Develop Indicators**

Here, we take the time to develop measurable indicators associated with the overall goal, each objective and each strategy.

## **Review the Program Plan**

In this step, we review our plan by putting it into a logic model and examining the logical relationships between goals, audiences, objectives, strategies, activities and resources.

At the end of the workshop those attending will be able to: contribute to the design of a comprehensive evaluation based on the specific program context and stakeholder interests; select the right evaluation methods for a specific project; and interpret and critically assess evaluation results.

This workshop uses a mix of presentations and hands-on exercises. A number of examples will be examined throughout the workshop. There will be brief discussions around data collection and development of measurement tools.