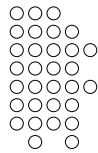


Process Evaluation

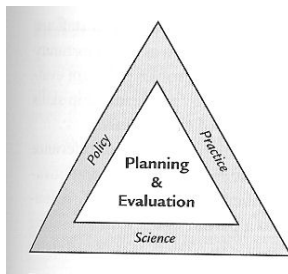


Phases of Evaluation



Phase 1	Phase 2	Phase 3	Phase 4
Evaluation Research		Program Evaluation	
Formative Evaluation	Efficacy Evaluation	Effectiveness Evaluation	Impact Dissemination Evaluation
Internal Validity of Health Policy, Program, and/or Practice		Internal and External Validity of a Health Policy, Program, and/or Practice	
Meta → Qualitative → Process → Cost Evaluations and Meta-Analyses			

Domains for Planning and Evaluation



Domains for Planning and Evaluation



- Science
 - The evidence base for health promotion interventions derived from a meta-evaluation or meta-analysis
 - How valid, reliable, representative, and conclusive is the evidence confirming the feasibility, efficacy, and cost of the program for a well-defined population, health problem, and setting?
 - Documents the validity of the theoretical behavior change model for an intervention and its evaluation.

Domains for Planning and Evaluation

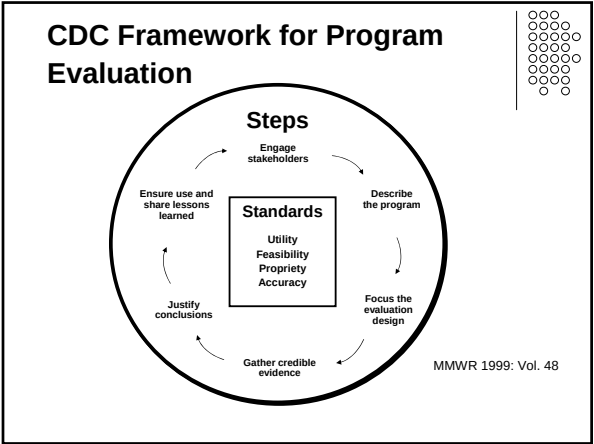


- Policy
 - The philosophical, political, financial, and organizational base of support for an intervention and its evaluation
 - Who really supports or opposes the intervention and its evaluation?
 - Is the intervention and its evaluation politically sensitive?
 - Who will define the questions to be answered and the type(s) of evaluation to be or not to be conducted?

Domains for Planning and Evaluation



- Practice
 - The current "state of the art" in a health promotion specialty area and for providers and agencies
 - What is the infrastructure and capacity for the new intervention, or is a significant revision of an existing program planned?
 - What are the competencies and attitudes of the program staff about the existing or new program, its target population, and its evaluation?
 - What are the salient characteristics of the population at risk and the setting that need to be considered?



CDC Framework for Program Evaluation

- Standards
 - Utility
 - An evaluation serves the needs of intended users.
 - Feasibility
 - An evaluation is realistic, prudent, and efficient.

CDC Framework for Program Evaluation

- Standards
 - Propriety
 - An evaluation is conducted ethically and with due regard for the welfare of the evaluation participants and people affected by the results.
 - Accuracy
 - An evaluation produces technically adequate and valid information about the measures that define program worth and merit.

Process Evaluation



- Primary Objective:
 - To document what a health promotion program has provided to a client, patient, employee, student, or consumer and how well it was provided.
- Assesses how changes were produced rather than significant cognitive, skill or behavior impact.

Process Evaluation



- Defines structure, process, and content to be delivered
- Documents the delivery of each of the procedures
- Conducts observational assessments and analyses of program sessions
- Monitors program-staff effort or activity

Quality



- A measure of the level of appropriateness of a set of well-defined (replicable) professional procedures—participant assessment and intervention methods—for a specific health problem.

Quality Control



- The application of process evaluation methods to document the delivery and perceived value or worth of a program

Performance Standard



- The specification of a minimum acceptable level of competency set by experts in a specialty area.
- Can also be used to judge the quality of an individual's level of progression practice or to assess the degree of successful implementation of a program's procedures

Quality Assurance Review (QAR)



- Multidimensional process, including documentation of the level of technical competence and professional preparation of the program-service provider, and the application of quality control methods to assess critical components of the health promotion practice.
- Defines strengths and weaknesses
- Identifies practical solutions to problems or barriers

Type III Error



- Failure to implement a health education intervention as planned.
 - Relates to degree of program feasibility and fidelity.

Process Evaluation



- Providers' technical competence
- Cultural and linguistic competence
- Program/Site flow analysis
 - Implementation and provision of services
- Quality control methods
- Administrative and fiscal review

Quality Control Methods



- Expert panel review
- Program utilization and record review
- Community and participant surveys
- Program/session observation
- Component pre-testing
- Readability testing
- Content analysis
