

CONTENTS

Figures and Tables	vii
Preface	xi
The Author	xv
1 AN INTRODUCTION TO PUBLIC AND COMMUNITY HEALTH EVALUATION	1
The Links Among Community Assessment, Program Implementation, and Evaluation	3
Overview of Evaluation	5
Preassessment Evaluations	5
Community-Based Participatory Research	6
The Participatory Model for Evaluation	8
Cultural Considerations in Evaluation	13
2 THE COMMUNITY ASSESSMENT: AN OVERVIEW	19
Theoretical Considerations	22
The Ecological Model	22
Data Collection	25
Process	25
Data Sources	33
Reviewing the Scientific Literature	35
The Report	36
Stakeholders' Participation in Community Assessments	39
3 DEVELOPING INITIATIVES: AN OVERVIEW	41
The Organization's Mission	43
Planning the Initiative	44
Goals and Objectives	45

The Initiative Activities	52
Using Existing Evidence-Based Programs	54
The Program's Theory of Change	56
The Logic Model Depicting the Theory of Change	56
Criteria for Successful Initiatives	58
4 PLANNING FOR EVALUATION: PURPOSE AND PROCESSES	61
The Timing of the Evaluation	62
The Purpose of Evaluation	63
Establishing the Contract for Evaluation	65
The Evaluation Team	65
Creating and Maintaining Effective Partnerships	67
Evaluation Standards	68
Managing the Evaluation Process	69
Factors That Influence the Evaluation Process	75
Involving Stakeholders	76
5 DESIGNING THE EVALUATION: DESCRIBING THE PROGRAM	79
The Context	81
Justifications for the Initiative	83
The Initiative's Goals, Objectives, and Activities	84
The Initiative's Theory of Change and Logic Model	84
6 DESIGNING THE EVALUATION: DETERMINING THE EVALUATION QUESTIONS AND THE EVALUATION DESIGN	87
Bases for Selecting the Evaluation Questions	89
Approaches to Selecting the Evaluation Questions	92
Types of Evaluations	93
Process Evaluation	94
Outcome Evaluation	97

7	COLLECTING THE DATA: QUANTITATIVE	107
	Choosing a Data-Collection Approach	108
	Using Surveys	110
	Designing Survey Instruments	116
	Pilot Testing	120
	Triangulation	121
	Institutional Review Boards	122
	Stakeholder Involvement	123
8	ANALYZING AND INTERPRETING THE DATA: QUANTITATIVE	127
	Analyzing and Reporting Quantitative Data	128
	Reaching Conclusions	133
	Stakeholder Involvement	134
	Steps in Quantitative-Data Analysis and Interpretation	134
9	COLLECTING THE DATA: QUALITATIVE	137
	Qualitative Data	138
	Ensuring Validity and Reliability	139
	Interview-Format Approaches	140
	Document and Record Review	146
	Observational Approaches	147
	Case Reviews	148
	Digital Approaches	148
	Geographic Information Systems	150
	Training Data Collectors	150
	Pilot Testing	151
	Managing and Storing Qualitative Data	151
	Stakeholder Involvement	151
10	ANALYZING AND INTERPRETING THE DATA: QUALITATIVE	153
	Analyzing Qualitative Data	154
	Interpreting the Data and Reaching Conclusions	158
	The Role of Stakeholders	161

11	REPORTING EVALUATION FINDINGS	163
	The Content of the Report	166
	The Timing of the Report	171
	The Audience for the Report	171
	The Format of the Report	172
12	CASE STUDY	177
	The Community Assessment	177
	The Intervention	182
	Design the Evaluation	186
	Collect the Data	195
	Analyze and Interpret the Data	200
	Report the Results	203
	GLOSSARY	205
	REFERENCES	211
	INDEX	215

FIGURES AND TABLES

FIGURES

1.1 Evaluation in Context	5
1.2 Framework for Program Evaluation in Public Health	9
1.3 The Participatory Model for Evaluation	10
2.1 The Community Assessment as a Component of the Participatory Model for Evaluation	20
2.2 The Community Assessment, the Initiative, and the Evaluation	21
2.3 The Ecological-Model Framework	24
2.4 Framework for Summarizing a Literature Review	37
3.1 The Hierarchical Relationship of Goals and Objectives	46
3.2 Verbs for Writing Objectives	50
3.3 Components of Evidence-Based Programs	54
3.4 Classification System for Evidence-Based HIV/AIDS Interventions	55
3.5 Basic Framework for a Logic Model	57
5.1 The Participatory Framework for Evaluation: Design the Evaluation	80
5.2 Organizational Chart	82
5.3 Logic Model for a Program to Train Older Adults as Companions	85
6.1 Logic-Model Framework for Identifying Evaluation Questions	88
6.2 Relationship Between Outcome and Activity Objectives and Outputs	90
6.3 Two-by-Two Table	93
6.4 Performance of the Indicator Following an Intervention	97
6.5 Mean Scores Before and After an Intervention	101

7.1 The Participatory Framework for Evaluation: Collect the Data	108
8.1 The Participatory Framework for Evaluation: Analyze and Interpret the Data	128
8.2 Bar-Chart Format for Presenting Quantitative Data	132
8.3 Pie-Chart Format for Presenting Quantitative Data	132
10.1 Screen Shots of Qualitative-Data Coding from NVivo® QSR	155
11.1 The Participatory Framework for Evaluation: Report the Findings	164
12.1 Theory of Change	184
12.2 Two-by-Two Table	191

TABLES

1.1 A Comparison of Evaluation and Research	3
2.1 Commonly Used Theories and Models in Public Health	23
2.2 The Community-Assessment Team	27
2.3 Example of a Data-Collection Plan	31
3.1 Goal Analysis	46
3.2 Applying the SMART Attributes	48
3.3 Writing Time Lines into Objectives	51
4.1 A Basic Action Plan	72
4.2 An Action Plan for Team Recruitment and Development	72
4.3 Sample Budget	74
6.1 Identifying Evaluation Questions	91
7.1 Questions and Response Formats	118
8.1 Single-Variable Table Format for Presenting Quantitative Data	131
8.2 Multiple-Variable Table Format for Presenting Quantitative Data	131
12.1 Potential Contributions of Team Members	178
12.2 Program Goals, Expected Outcomes and Intervention Approaches	186
12.3 Outcome Objectives and Initiative Activities for Healthy-Weight Goal	187

12.4 Outcome Objectives and Initiative Activities for Affordable-Produce Goal	188
12.5 The Logic-Model Components and Healthy Soon Project Activities	189
12.6 Evaluation Questions	192
12.7 Indicators and Data Sources	193
12.8 Addressing the Threats to Internal Validity	196
12.9 Sample Site-Visit Report	197
12.10 Sample Attendance Sheet	198
12.11 Site-Visit Report at Two Weeks	201
12.12 Intervention Group and Control Group at Baseline on Knowledge About Physical Activity and Nutrition	202
12.13 Intervention Group and Control Group at Baseline on Attitude Toward Diabetes	202

