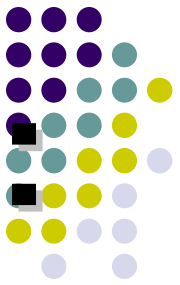


Part I:



Zen approach to program evaluation: A personal matter

**A transformational journey with
Dr. Mo**

<http://4drmo.com>

Attitude is Gratitude



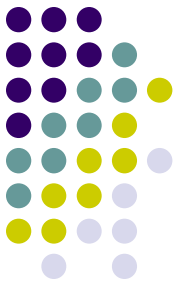
Logistics of technology



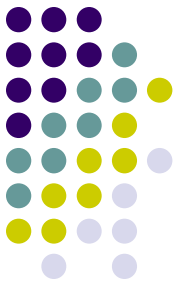
Note the following:

1. Emailing me and you
2. Raising hands
3. Talking
4. Taking polls
5. Visiting the web

Workshop goals and objective



Goal	To learn program evaluation
Objective	Within 90 days, workshop participants will be able to apply evaluation strategies for program improvement
Strategy	Using webinar to reach & teach
Activity	Dr. Mo's workshop on evaluation
Output	You will fall in love with evaluation
Outcome	By August 7, 2009, you will actually evaluate one program



I don't want you to enter the house of my wisdom, but rather lead you to the threshold of your own imagination.

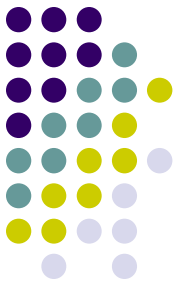
Workshop Question #1



What is your level of understanding of being able to define a program?

1. Poor understanding
2. Fair understanding
3. Good understanding
4. Excellent understanding

Public Health



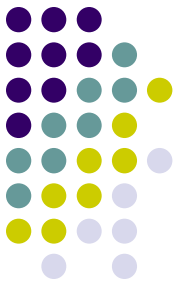
- *Program evaluation is 1 of 10 essential public health services and a critical organizational practice in public health.*

CDC



- In 1999, CDC published *Framework for Program Evaluation* and some related recommendations.

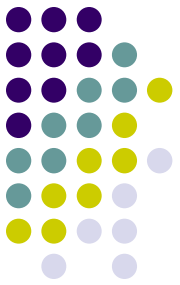
Program & Evaluation: What are they?



To fully practice “Zen Evaluation” you need to ask the universal questions:

1. What is a program?
2. What is evaluation
3. What is program evaluation?

Success



- Successful programs are nothing more than bringing together the right people, at the right time, with the right strategies, to reach an attainable goal.

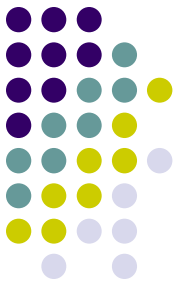
Program



- Once you put several strategic activities or actions together to reach common objectives you have a program.
- When you put these activities or actions into a written plan you have an action plan.
- Once implemented, these actions working together will produce an outcome.
- An outcome is a promise.

What is a program?

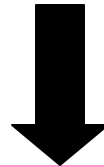
A program is like a marriage



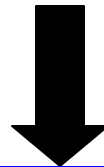
Process=Wedding



Input=Caring



Output=Love



Outcome=Financial stability, a house,
children...

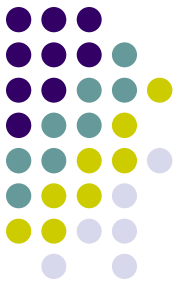
Program Objectives



Each objective has logical components:

- Processes
 - Inputs are activities and actions
- Outputs (impacts)
- Intermediate performance outcomes
- Long term outcomes

Example



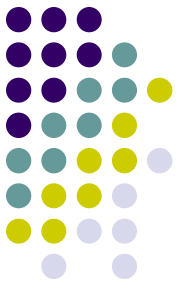
Goal	To have financial stability
Objective	Save \$30,000 for a down payment for a house.
Strategy	Develop a savings plan.
Activity	Regularly save \$500 per month
Output	Save \$6,000 per year = \$30,000 in 5 years
Outcome	Be in your own house by 2014

Example



Goal	Complete a “Public Health” degree in 4 years
Objective	To take 15 units per semester.
Strategy	Take the right classes, meet with advisor monthly, and volunteer 10 hours/week to serve public health.
Input (Activity)	1) Study 4 hours/day and 2) Join student organization (s).
Output	1) Good grades and 2) Student leader
Outcome	1) A degree and 2) A job

Understanding Outcomes



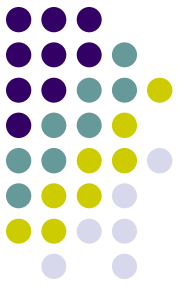
To understand outcomes ask the birds

- The outcome is not “How many worms the bird feeds its young, but ***how well the fledgling (babies) flies***”.

United Way of America (2002)

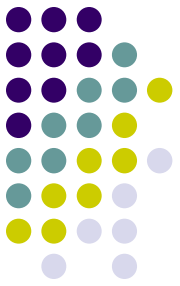


What is evaluation?



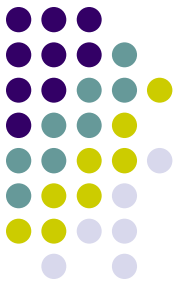
- A systematic determination of:
 - Merit
 - Worth
 - Value
- You can evaluate the process, the input, the output and the outcome.

Examples of Benchmarks & Standards



- BMI
- Cholesterol
- # of prenatal visits
- # of childhood immunizations given
- Duration of exercise
- GPA

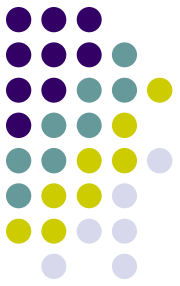
Benchmarks and Standards



- Examples of benchmarks and standards to be achieved:
 - [Healthy People 2020](#)
 - [Physical Education Model Content Standards for California Public Schools](#)
 - [10 Essential Public Health Services](#)



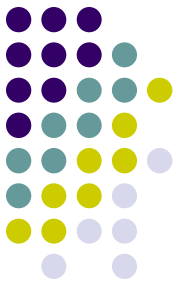
Assessment (posttest)



What is your level of understanding of being able to define a program?

1. Poor understanding
2. Fair understanding
3. Good understanding
4. Excellent understanding

Evaluation



Please rate the overall effectiveness of the Part I workshop?

1. Extremely effective
2. Moderately effective
3. Fairly effective
4. Not effective at all

Any questions?



- Any suggestions
- How am I doing?
- Are you sitting on a question? Let me know!

