Program Development, Assessment, and Evaluation in Public Health
PBH 324 (Spring 2017)

Dr. Pamela Pinahs-Schultz
Charles House 302
Office Hours T,W,TH, 12:00
E-Mail: pschultz@carrollu.edu
T&R 10:00-11:50 (4 credits)
Preequisites:PBH101, 102, 210, GRC106 (strongly recommended)


Course Description and Objectives:

This course presents methods for the identification of population-based needs for public health intervention, development of programs to meet those needs, and evaluation of the effectiveness of these public health interventions. The course integrates several knowledge and skill areas including: research methods, epidemiology, biostatistics, proposal writing, budget planning, project management, and program evaluation.

Course Objectives:

1. Explain the role of needs assessment, program planning, and evaluation in public health research and practice;
2. Understand the role of theory and appropriately apply theories and conceptual models in program planning and evaluation;
3. Develop conceptual and logic models for public health interventions;
4. Write program goals and objectives that are clear, specific, and measurable;
5. Apply the PRECEDE-PROCEED framework to a particular public health problem in a specific population and setting;
6. Prepare and deliver professional presentations describing the problem, intervention, and evaluation plan;
7. Offer constructive written and verbal feedback to peers on program and evaluation plans;
8. Outline intervention activities to be included in a program below;
9. Write clear, specific, and measurable objectives for both process and outcome evaluations;
10. Develop a budget for a program and evaluation plan;
11. Prepare a written program plan for a particular health problem that includes a needs assessment, intervention activities, and evaluation plan.
Core Competencies

1. Professionalism
The ability to demonstrate ethical choices, values and professional practices implicit in public health decisions; consider the effect of choices on community stewardship, equity, social justice and accountability; and to commit to personal and institutional development.

2. Program Planning
The ability to plan for the design, development, implementation, and evaluation of strategies to improve individual and community health.

**PROGRAM PLANNING**
The ability to plan for the design, development, implementation, and evaluation of strategies to improve individual and community health

**Accreditation Competencies: Upon graduation a student should be able to...**

1) Describe how social, behavioral, environmental, and biological factors contribute to specific individual and community health outcomes

2) Describe the tasks necessary to assure that program implementation occurs as intended

3) Explain how the findings of a program evaluation can be used

4) Explain the contribution of logic models in program development, implementation, and evaluation

5) Differentiate among goals, measurable objectives, related activities, and expected outcomes for a public health program

6) Differentiate the purposes of formative, process, and outcome evaluation

7) Differentiate between qualitative and quantitative evaluation methods in relation to their strengths, limitations, and appropriate uses, and emphases on reliability and validity

8) Prepare a program budget with justification

9) In collaboration with others, prioritize individual, organizational, and community concerns and resources for public health programs
Class Format:
Lectures, class exercises, blackboard assignments, group discussion, group projects and presentations.

Topics to be Covered:
- Defining Public Health Problem (needs assessment)
- Designing Interventions (program design)
- Implement Program (methods)
- Evaluate Program (instrumentation)

Course Requirements:
Develop a plan to implement and evaluate a public health intervention to address a health need in a setting of your choosing. The assignments outlines below will build from one to another. Your final portfolio will include all assignments.

Written

Assignment #1- Defining the Problem
(See chapters 1, 2, 3)

Purpose: The purpose of this assignment is to develop the skill of defining a public health problem by conducting a needs assessment.
Assignment #1: Public health problem definition and focus population description (generally between 10 and 15 pages + references).
Topics to cover: Secondary data collection for background on the public health problem

Assignment #2- Describing the Intervention
(See chapters 4, 5, 7)

Purpose: The purpose of this assignment is to deepen the skill of designing a program or project designed to address the public health problem identified in assignment #1.
Assignment #2: Program plan including detailed description of possible interventions; vision, goals, objectives and logic model, in addition to key community sectors for involvement (generally no more than 10 pages, double-spaced, plus references).
Assignment #3- Select Strategies and Activities
(Chapters 5,6,8,9)
**Purpose:** The purpose of this assignment is to select/design strategies and activities that help to achieve the program objectives.

**Assignment #3:** Strategies for how the objectives are going to be met to include individual behaviors, and organization and community development (no page limit).

Assignment #4- Summative Evaluation
(Chapter 10, plus power points)
**Purpose:** The purpose of this assignment is to develop the skills necessary to effectively evaluate the effectiveness of strategies designed to achieve health outcomes. In addition this assignment should include a reflection section on proposed changes as a result of evaluation.

**Oral**

Each person will formally present a summary of two assignments using power point slides. Time limits do not apply, however this presentation will be graded and should be professional quality.

Attendance, participation, and professionalism are expected and required. Individuals not meeting these criteria will be penalized.

Late assignments will be penalized one letter grade per day.

**Grading:**

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<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Objectives</th>
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<tbody>
<tr>
<td>Class participation (required)</td>
<td>10%</td>
<td>(objectives 1-11)</td>
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<tr>
<td>Project Assignment 1</td>
<td>20%</td>
<td>(objectives 5-7, 11)</td>
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<tr>
<td>Project Assignment 2</td>
<td>10%</td>
<td>(objectives 3-9)</td>
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<td>Project Assignment 3</td>
<td>25%</td>
<td>(objectives 2, 3, 5-8, 10)</td>
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<tr>
<td>Project Assignment 4</td>
<td>15%</td>
<td>(objectives 5-7, 11)</td>
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<td>Exams</td>
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The instructor and the College reserve the right to modify, amend, or change the syllabus (course requirements, grading policy, etc.) as the curriculum and/or program require(s).

Statement on Academic Integrity:
The Carroll University Academic Integrity Policy is located in your student handbook (pages 17-22). (http://www.carrollu.edu/studentlife/handbook.pdf). Please familiarize yourself with it. If a student is found in violation of the Carroll University Academic Integrity Policy, I reserve the right to fail the student on the assignment/exam or even FAIL the student in the course.

Accommodations for Disabilities:
Students with documented disabilities that may need accommodations, or any student considering obtaining documentation should contact Martha Bledsoe at the Walter Young Center no later than the first week of class. She can be reached by calling 524-7335 or contacting her via email at mbledsoe@carrollu.edu. I will make the appropriate accommodations once I receive notification.
Week 1

Needs Assessment

Week 2

Precede/Proceed
Social
Epidemiological

Planning models

Week 3

EXAM 1
Behavioral
Environmental
Educational
Organizational
Barrier

Week 4

Causal Theory

Week 5

Content

Week 6

mental health
sexuality
nutrition

Week 7

Week 8

Week 9

Week 10

Week 11

Week 12

Week 13

Summative Evaluation

Week 14

Week 15

FINAL EXAM 2
Formative
Summative

Graphic Syllabus of PBH 324

Defining the Problem Presentation

Describing the Intervention

Strategies and Activities Presentation

Scope and sequence
Methods
Budget

Evaluation Presentation