

Program Planning and Evaluation
Course Syllabus: Spring 2007
Department of Nutrition, Food Studies and Public Health
Mondays 4:55 – 6:35

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Course Description

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.

Prerequisites: At least one course each in Biostatistics, Epidemiology, and Research Methods.

Course Objectives

By the end of the course students are expected to be able to:

1. Describe the basic elements of program planning in public health: needs assessment, goals, objectives, activities, timeline, budget, and evaluation.
2. Identify barriers to successful implementation of program plans.
3. Identify methods for overcoming barriers to program implementation.
4. Describe methods for process, effect, and impact evaluation of public health programs.
5. Demonstrate the ability to develop, implement, and constructively evaluate public health program and evaluation plans.

Class Format

Lectures, class exercises, blackboard assignments, group discussions, group projects and presentations.

Assignments

Develop a plan to implement and evaluate a public health intervention to address a health need among a defined immigrant community in NYC or in another setting of your choosing. This assignment can follow the work undertaken during Assessing Community Needs, or students can choose a new topic. The memos outlined below should build from one another. Your final paper will include revisions to memos #1 and #2 as you like, along with your memo #3. Students must work in groups of 3-4. When possible, some time will be given in class for groups to meet.

Written

1. Memo #1: Public health problem definition and focus population description (6-8 pages double spaced + references).
2. Memo # 2: Program plan including detailed description of intervention; goals, objectives and activities; and logic model. A timeline for the interventions should be appended (8-11 pages double-spaced, plus references if warranted).
3. Memo #3: Evaluation plan, program timeline and description of resources for program. This section should include a description of the type of evaluation that would be needed. Plan should

include evaluation questions to be addressed, identification of a design (including a comparison group), and plan for data collection. Program timeline should include major activities of program by time frame (to be discussed in class). Description of resources should include a brief description of the personnel, including their roles, and materials needed for the program. (8-10 pages double-spaced).

Oral

1. Each group will present a summary of their first memo in no more than 5 minutes, using powerpoint slides. Each group should prepare no more than 8 slides to talk from, including the title slide. Time limits will be strictly adhered to, so practice before hand. You do not all have to present; your group may choose to divide the work however you like.
2. Each group will present their logic models as a summary of their memo #2 to the class in presentations of no more than 7 minutes. You may use powerpoint slides, or distribute handouts of the logic model to the class. Again, your group may choose to divide the work as you wish, but remember: time limits will be strictly adhered to.

Grading

Class Participation (includes blackboard assignments) 15%

Project memo 1: 20%

Project memo 2 25%

Project memo 3 25%

Class Presentations 15%

Note: any assignment not turned in on time will receive a 10% reduction in grade for every day past the due date.

Required texts:

Brownson, Ross C, EA Baker, TL Leet, KN Gillespie. (2003) Evidence-Based Public Health. Oxford University Press.

Hodges, Bonni C, DM Videto. (2005) Assessment and Planning in Health Programs. Jones and Bartlett Press.

Required Readings:

Abascal L, Bruninn J, Wizelberg A. (2004). Combining universal and targeted prevention for school-based eating disorder programs. *International Journal of Eating Disorders* 35(1):1-9.

Cole BL, Fielding JE. (2007). Health impact assessment: a tool to help policy makers understand health beyond health care. *Annual Review of Public Health*.28:393-412.

Cunningham LE, Michielutte R, Dignan M, Sharp P, Boxley J. (2000) "The value of process evaluation in a community-based cancer control program". *Evaluation and Program Planning*. 23:13-25.

Dannenberg A et al (2006) Growing the field of Health Impact Assessment: An Agenda for Research and Practice. *American Journal of Public Health*. 96(2): 262-70.

Davenport C, Mathers J, Parry J. (2006). Use of health impact assessment in incorporating health considerations in decision-making. *Journal of Epidemiology and Community Health*. 60(3):196-201.

Fielding JE, Briss PA. (2006). Promoting evidence-based public health policy: can we have better evidence and more action? *Health Affairs*. 25(4):969-78.

Florin P et al. (2006). Cultivating Systemic Capacity: The Rhode Island Tobacco Control Enhancement Project. *American Journal of Community Psychology*. 38:213-220.

Forsberg B, Hansson HC, Johansson C, Areskoug H, Persson K, Jarvholm B. (2004) Prospects for health impact assessment in the United States: new and improved environmental impact assessment or something different? *Journal of Health, Politics, Policy and the Law*. 29(6):1153-86.

Gakidou E, Oza S et al. (2007). Improving child survival through environmental and nutritional interventions – the importance of targeting interventions toward the poor. *Journal of the American Medical Association* 298(16): 1876-1887.

Gomez BJ, Greenberg MT, Feinberg ME. (2005). “Sustainability of Community Coalitions: An Evaluation of Communities that Care”. *Prevention Science*. 6(3):199-202.

Julian DA, Clapp J. (2000) “Planning, investment and evaluation procedures to support coordination and outcomes based funding in a local United Way system” *Evaluation and Program Planning*. 23: 231-240.

Krieger N et al. (2003). Assessing health impact assessment: multidisciplinary and international perspectives. *Journal of Epidemiology and Community Health*. 53(9):659-662.

Kristal, AR, Glanz K, Tilley BC, Li S. (2000). “Mediating Factors in Dietary Change: Understanding the Impact of a Worksite Nutrition Intervention” *Health Education and Behavior*. 27(1): 112-125.

Leviton L, Finnegan JR, Zapka JG, Meischke H, et al. (1999) “Formative research methods to understand patient and provider responses to heart attack symptoms” *Evaluation and Program Planning*. 22: 385-397.

Levy S, R Baldyga, Jurkowski, et al. (2003). Developing community health promotion interventions: selecting partners and fostering collaboration. *Health Promotion Practice* 4(3): 314-22.

Lytle LA, Perry C. (2001) “Applying Research and Theory in Program Planning: An Example From a Nutrition Education Intervention” *Health Promotion Practice*. 2(1) 68-80.

McFarlane DR, Meier KJ. (1998). "Do Different Funding Mechanisms Produce Different Results? The Implications of Family Planning for Fiscal Federalism" *Journal of Health Politics, Policy and the Law*. 23(3):

McNall MA, Welch VE, Ruh KL, Mildner CA, Soto T. (2004) "The use of rapid-feedback evaluation methods to improve the retention rates of an HIV/AIDS healthcare intervention" *Evaluation and Program Planning*. 27:287-294.

Mindell J, Sheridan L, Joffe M, Samson-Barry H, Atkinson S.(2004) Health impact assessment as an agent of policy change: improving the health impacts of the mayor of London's draft transport strategy. *Journal of Epidemiology and Community Health*. 58(3):169-74.

Minkler M, Vasquez VB, Warner JR, Steussey H, Facente S. (2006). "Sowing the seeds for sustainable change: a community-based participatory research partnership for health promotion in Indiana USA and its aftermath" *Health Promotion International*. 21(4):293-300.

Northridge ME, Sclar E (2003). A joining urban planning and public health framework: contribution to health impact assessment. *American Journal of Public Health*. 93:118-21.

Renger R, Hurley C. (2006). "From theory to practice: Lessons learned in the application of ATM approach to developing logic models" *Evaluation and Program Planning* 29: 109-116.

Rimer B, Glanz K, Rasband G. (2001). "Searching for Evidence About Health Education and Health Behavior Interventions" *Health Education and Behavior* 28(2)231-248.

Rissel, C, Bracht N. (1999). "Assessing Community Needs, Resources, and Readiness: Building on Strengths" in N. Bracht, ed. *Health Promotion at the Community Level: New Advances*. Thousand Oaks, CA: Sage Publications.

Robinson. KL, Dreidger MS, Elliott SJ, Eyles J. (2006). "Understanding Facilitators of and Barriers to Health Promotion Practice" *Health Promotion Practice*. 7(4):467-476.

Sadof, MD, Boschert KA, Brandt SJ, Motyl AP. (2006) "An analysis of predictors of sustainability efforts at the Inner-City Asthma Intervention sites: after the funding is gone". *Annals of Allergy, Asthma and Immunology*. 97:31-35.

Saunders RP, Ward D, Felton GM, Dowda M, Pate RR.(2006). "Examining the link between program implementation and behavior outcomes in the lifestyle education for activity program (LEAP)" *Evaluation and Program Planning*. 29:352-364.

Scheirer M (2005). "Is Sustainability Possible? A review and commentary on empirical studies of program sustainability" *American Journal of Evaluation*. 26(3) 320-347.

Schilling, RF, Fernando D, Fontdevila J, El-Bassel N. (2000) "HIV risk reduction among injection drug users: explaining the lack of anticipated outcomes in a community-level controlled comparison study" *Evaluation and Program Planning*. 23: 301-313

Silver D, Weitzman BC, Brecher C.(2002). Setting an Agenda for Local Action: The Limits of Expert Opinion and Community Voice. *Policy Studies Journal*.30(3): 362-378.

Smith R, Mackellar L. (2007). Global public goods and the global health agenda: problems, priorities and potential. *Global Health*. 3(9).

Stadler J, Hlongwa L.(2002) "Monitoring and evaluation of loveLife's AIDS prevention and advocacy activities in South Africa, 1999-2001" *Evaluation and Program Planning*. 25:365-376.

W.K. Kellogg Foundation. (2004) *Using Logic Models to Bring Together Planning, Evaluation, and Action*.

Class Schedule: Program Planning and Evaluation Spring 07 section 001

| Date | Topic | Readings Due | Assignment Due |
|-------------|--|--|--|
| January 28 | An introduction to program planning: models and approaches | a) Brownson ch 1,2 b) Fielding c) Smith | |
| February 4 | Assessing community needs | a) Brownson Ch 3, 4 b)Hodges ch 1, 2 c) Silver d) Rissel e) Leviton | Sign up in groups for semester project |
| February 11 | Defining the problem | a) Brownson ch 5, 6,7 b) Gakidou | |
| February 18 | NO CLASS – Presidents Day | | |
| February 25 | Case Study: Applying Evidence in Program Design | a) Rimer b) Lytle c) MORE TO COME | Blackboard assignment based on class lecture: Due Feb 28 by 5pm. |
| March 3 | Targeting, pilot programs, interventions, and evaluation | a) Stadler b) Robinson c) Levy d) Abascal | Memo #1 due Class presentations on Memo 1. |
| March 10 | Heath Impact Assessment: looking across sectors | a) Northridge b) Mindell c) Krieger d) Davenport e) Dannenberg f) http://www.ph.ucla.edu/hs/health-impact/whatishia.htm | Blackboard assignment using Health Impact Assessments listed on ucla website |
| March 17 | Spring Break – NO CLASS | | |
| March 24 | Goals and Objectives for program planning | a) Hodges ch 3,4 b) Brownson ch 8 | |
| March 31 | Activities and strategies | a) Hodges ch 5 b) Saunders | Blackboard assignment |
| April 7 | Logic Models and program implementation | a) Kellog b) Renger c) Florin | |

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| April 14 | Program Evaluation and program planning | a) Brownson ch 9 b) McNall c) Cunningham | Memo #2 due Class Presentations of Logic Models |
| April 21 | Program Evaluation: impacts and outcomes | a) Schilling b) Kristal c) Issel ch 10, ch13 | |
| April 28 | Program resources, budgeting and funding | a) Julian b) McFarlane | |
| May 5 | Program Funding and sustainability | a) Scheirer b) Sadof c) Gomez d) Minkler | Final paper (i.e. revised #1 and #2) and Memo #3 due |