

Evaluating Effectiveness in Public Health at the Individual and Organizational Level

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Course Description

This presentation will highlight the importance of a systematic approach in evaluating the effectiveness of public health programs, practices, and policies. The presentation will provide applied examples of key concepts and principles and emphasize practical approaches for developing and implementing these evaluation efforts. In this way participants will be able to more effectively plan public health evaluation strategies, better ensure continuous quality improvement of public health programs, practices, and policies, and demonstrate accountability and return on investment at both the individual and organizational levels.

Learning Objectives

- Define key concepts in systematically evaluating public health programs, practices, and policies
- Name the essential elements of evaluation in public health practice to ensure on-going improvement throughout the public health system
- Review the elements of the logic model and its role in guiding subsequent evaluation efforts
- Describe the importance of evaluating effectiveness at the individual and organizational levels
- Explain the use of a 360 Degree evaluation process to measure individual and organizational effectiveness including considerations regarding each major stakeholder
- Distinguish between objective and subjective measures including guidelines to create standardized measures of effectiveness
- Identify the major pitfalls to evaluating effectiveness of public health programs, practices, and policies
- Describe the use of social network analysis for evaluating effectiveness among public health workers and entities

Core Competencies for Public Health Professionals **Council on Linkages between Academia and Public Health Practice*

- 2A8: Identifies mechanisms to monitor and evaluate programs for their effectiveness and quality
- 2C12: Implements organizational and system-wide strategies for continuous quality improvement
- 7B8: Evaluates program performance
- 8C7: Ensures the measuring, reporting and continuous improvement of organizational performance

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