

# PBHL 519: Introduction to Program Evaluation II

Government agencies and private organizations have implemented multiple health programs. Usually, labor and resources are spent developing and implementing these programs. But, how do we know if public needs are being addressed? How can we tell if it works? If it does work, how well does it work? If it does not work, what is the reason for it? Can it be fixed? The answers to these questions are at the heart of program evaluation. This has led to program evaluation rapidly gaining visibility and prominence as an objective basis for program and policy decision making. This course will introduce students to program evaluation approaches and methodological tools that can be used to evaluate public health programs and research.

## Learning Objectives

- Explain major concepts, approaches, and key elements of program evaluation, and how to apply these to public health practice and research
- Identify standards for conducting good program evaluations (i.e., utility, feasibility, propriety, and accuracy)
- Describe five aspects of health program evaluation—its relevance, progress, efficiency, effectiveness, and impact
- Identify evaluation-design techniques, and how these compare to methods used in traditional research
- Design a basic program evaluation plan that includes measurable program objectives, evaluation questions, logic model, timeline, evaluation measures, budget, and a plan to enhance utilization of findings

**Credits:** 2

**Class Type:** Graduate Course

**Prerequisites:**

PBHL 518

The above course(s) or permission from the instructor.

**Program:** Public Health

**Availability** Currently Not Available