

ESSENTIAL SERVICE #9: Evaluate and Improve Programs

KS-TRAIN courses: <http://ks.train.org>. Enroll by the course number. **Public Health Learning.com (PHL) courses:** <http://www.publichealthlearning.com/Personal/>. Enroll by the course number. **The Community Tool Box courses (CTB):** <http://ctb.ku.edu>. Links to chapters and sections within the Tool Box are provided.

All **Core Public Health Competencies** are ideally found at the **Advanced level** in each local health department. The Competencies highlighted in yellow below could be met at the **Advanced level regionally vs. locally** when the Essential Service is being provided as a **regional effort**.

TRAINING FOR ESSENTIAL SERVICE

Awareness Level training for many competencies in Essential Service #9

PHL PH 441 What is Public Health Program Development and Evaluation?

Knowledgeable Level training for many competencies in Essential Service #9

CPH Course, KU School of Med - W

Indicators for Essential Service # 9

Conduct regular community health assessments to monitor progress towards health related objectives

Analyze data obtained from community health evaluations

Disseminate evaluation data to appropriate parties

Meet regularly with departments to evaluate progress of quality delivery of health care

Utilize data related to accessibility and quality of health services

TRAINING FOR COMPETENCIES

Analytic/Assessment Skills

CTB, Chapter 36, Section 1, **A Framework for Program Evaluation: A Gateway to Tools**, http://ctb.ku.edu/en/tablecontents/sub_section_main_1338.htm

CTB, Chapter 1, Section 5, **Our Evaluation Model: Evaluating Comprehensive Community Initiatives**, http://ctb.ku.edu/en/tablecontents/sub_section_main_1007.htm

PHL PH 443 Developing Public Health Programs

PHL PH 445 Evaluation of Public Health Programs

1	Defines a problem
2	Determines appropriate uses and limitations of both quantitative and qualitative data
4	Identifies relevant and appropriate data and information sources
5	Evaluates the integrity and comparability of data and identifies gaps in data sources
6	Applies ethical principles to the collection, maintenance, use, and dissemination of data and information
7	Makes relevant inferences from quantitative and qualitative data
8	Recognizes how the data illuminates ethical, political, scientific, economic, and overall public health issues

Policy Development/Program Planning Skills

PHL PH 431 What is Public Health Policy, Advocacy & Law?

4	Collects, summarizes, and interprets information relevant to an issue
8	Decides on the appropriate course of action
11	Develops mechanisms to monitor and evaluate programs for their effectiveness and quality

Communication Skills

CTB, Chapter 16, Section 2, Developing Facilitation Skills, http://ctb.ku.edu/en/tablecontents/sub_section_main_1154.htm

KS-Train: Improving Interpersonal Communication and Relationships, Course # 1012709

PHL PH 456 Communications and Marketing

1	Communicates effectively both in writing and orally, or in other ways
2	Solicits input from individuals and organizations
3	Advocates for public health programs and resources
4	Leads and participates in groups to address specific issues
5	Uses the media, advanced technologies, and community networks to communicate information
2	Effectively presents accurate demographic, statistical, programmatic, and scientific information for professional and lay audiences
6	Listens to others in an unbiased manner, respects points of view of others, and promotes the expression of diverse opinions and perspectives (attitude)

Cultural Competency Skills

KS-TRAIN: WALD: Cultural Competency Module I, Course # 1010194

KS-TRAIN: WALD Cultural Competency Module II, Course # 1010197	
1	Utilizes appropriate methods for interacting sensitively, effectively, and professionally with persons from diverse cultural, socioeconomic, educational, racial, ethnic and professional backgrounds, and persons of all ages and lifestyle preferences
2	Identifies the role of cultural, social, and behavioral factors in determining the delivery of public health services
3	Develops and adapts approaches to problems that take into account cultural differences
4	Understands the dynamic forces contributing to cultural diversity (attitude)
5	Understands the importance of a diverse public health workforce
Community Dimensions of Practice Skills	
KS-TRAIN: Community Partnerships and Perspectives - Intermediate Level, Course # 1005185	
1	Identifies how public and private organizations operate within a community
Basic Public Health Sciences Skills	
KS-TRAIN: Orientation to the Essentials of Public Health: Intermediate Level, (Course # 1005183)	
KS- TRAIN: E is for EPI, Session I, Part 1: Epidemiology in the Context of Public Health, (Course # 1004036)	
KS-TRAIN: E is for EPI, Session IV, Part I: Surveillance, (Course # 1004046)	
KS-TRAIN: Environmental Health Online, An Introduction to Environmental Health, (Course # 1010234)	
PHL PH501 Infectious Disease Overview	
1	Defines, assesses, and understands the health status of populations, determinants of health and illness, factors contributing to health promotion and disease prevention, and factors influencing the use of health services
2	Understands the historical development, structure, and interaction of public health and health care systems
3	Identifies and applies basic research methods used in public health
4	Applies the basic public health sciences including behavioral and social sciences, biostatistics, epidemiology, environmental public health, and prevention of chronic and infectious diseases and injuries
Financial Planning and Management Skills	
KS-TRAIN: Public Health Financial Management, Course # 1012722	
CTB Toolkit, Writing a Grant Application For Funding, http://ctb.ku.edu/en/dothework/tools_tk_14.htm	
PHL PH 451 What is Public Health Administration?	
1	Develops and presents a budget

2	Manages programs within budget constraints
3	Applies budget processes
4	Develops strategies for determining budget priorities
5	Monitors program performance
6	Prepares proposals for funding from external sources
7	Applies basic human relations skills to the management of organizations, motivation of personnel, and resolution of conflicts
8	Conducts cost-effectiveness, cost-benefit, and cost utility analyses
Leadership and Systems Thinking Skills	
CTB Toolkit, Developing Strategic and Action Plans , http://ctb.ku.edu/en/dothework/tools_tk_content_page_193.htm	
PHL PH 457 Public Health Leadership	
Kansas Public Health Leadership Institute(KPHLI) , http://www.waldcenter.org/kphli/index.html	
1	Creates a culture of ethical standards within organizations and communities
2	Identifies internal and external issues that may impact delivery of essential public health services (.e., strategic planning)
3	Facilitates collaboration with internal and external groups to ensure participation of key stakeholders
4	Contributes to development, implementation, and monitoring of organizational performance standards

RESOURCES FOR ESSENTIAL SERVICE #9

Evaluate effectiveness, accessibility, and quality of personal and population-based health services

1. **The Centers for Disease Control and Prevention's "Framework for Program Evaluation in Public Health"**
http://www.asaging.org/cdc/module1/phase5/phase5_2.cfm
is a six-step process to guide you through all phases of an evaluation.
 2. **Program Evaluation Framework developed by CDC Evaluation Working Group.** <http://www.cdc.gov/eval/framework.htm>
This framework summarizes and organizes the basic elements of program evaluation.
 3. **CDC's Evaluation Resources.** <http://www.cdc.gov/eval/resources.htm>
 4. **The Inventory of Evaluation Websites,**
<http://www.slu.edu/colleges/sph/slusph/centers/prc/>, CDC PRC Program Evaluation Committee
- The Community Tool Box:**
5. **Chapter 36. Introduction to Evaluation**
http://ctb.ku.edu/en/tablecontents/chapter_1036.htm
 6. **Chapter 37. Some Operations in Evaluating Community Intervention**
http://ctb.ku.edu/en/tablecontents/chapter_1038.htm
 7. **Chapter 38. Some Methods for Evaluating Comprehensive Community Initiatives** http://ctb.ku.edu/en/tablecontents/chapter_1039.htm
 8. **Chapter 39. Using Evaluation to Understand and Improve the Initiative**
http://ctb.ku.edu/en/tablecontents/chapter_1047.htm
 9. Centers for Disease Control and Prevention (September 17, 1999) "**Framework for Program Evaluation in Public Health.**" MMWR Weekly 48(RR11):1-40. Available at CDC on the World Wide Web:
www.cdc.gov/mmwr/preview/mmwrhtml/rr4811a1.htm.
 10. Dietz, S. (2005) "**FAQ: Focus Group Questions.**" U.S. Department of Education, Planning and Evaluation Services. Available at ED on the World Wide Web: www.ed.gov/offices/OUS/PES/efaq_focus.html.
 11. McNamara, C. (1998) "**Basic Guide to Program Evaluation: Overview of Methods to Collect Information.**" Authenticity Consulting, LLC. Available on the World Wide Web:
www.managementhelp.org/evaluatn/fnl_eval.htm#anchor1585345.
 12. McNamara, C. (1999) "**Basic Guide to Program Evaluation.**" Authenticity Consulting, LLC. Available on the World Wide Web:
www.managementhelp.org/evaluatn/fnl_eval.htm.