



THE UNIVERSITY OF ARIZONA

Mel & Enid Zuckerman
College of Public Health

**Mel and Enid Zuckerman College of Public Health
University of Arizona**

HPS 532A Applied Aspects of Program Planning, Implementation and Evaluation I

Catalog Description: This course focus is on the planning, implementing, and evaluating of health education/health promotion programs. This course will focus on the theory and processes of planning, implementing, and evaluating health education and promotion programs. While the PRECEDE-PROCEED model will be used as the framework, other models will also be presented and discussed. This course focuses on the practical applications of planning, implementing, and evaluating public health programs. (4 units)

Course Topics:

- Program Planning Steps
- Using Theory to Plan, Implement and Evaluate Programs
- Role of Community Assessments in Program Planning and Evaluation
- Community Engagement and Evidence-Based Approaches to Program Development
- Evaluation Methods

Course Objectives: During this course, students will:

- Develop the skills to conduct a limited community assessment for their community partners.
- Work with community partners to analyze the results of the community assessment and develop a program plan in collaboration with the community partners.
- Enhance their ability to effectively work in community based/led participatory action and research.
- Develop an implementation and evaluation plan.

Learning Outcomes (Competencies Obtained): Upon completion of this course students will be able to:

1. Discuss the leading public health theoretical perspectives, how theoretical perspectives are used to guide community assessments and frame public health program plan development and evaluation
2. Identify the key components and methodology to conduct a community assessment integrating research method skills developed in previous coursework and this course
3. Identify and integrate the principles of Community Based Participatory Action and Research into a community assessment, program plan and evaluation
4. Conduct a comprehensive literature review to guide and inform community assessment and identify potential evidence-based interventions and promising practices for program planning
5. Identify the key components of a program plan, importance of a community assessment utilizing CBPA/R, how to engage community stakeholders in all aspects of program planning and assessment
6. Use theory to frame program design
7. Use community assessment results to inform program design
8. Write SMART Objectives
9. Develop a draft program plan
10. Articulate how to integrate sustainability considerations into the program planning process.
11. Describe issues to consider when developing an evaluation plan

12. Be familiar with basic evaluation design and components
13. Integrate community participation in evaluation design
14. Develop a basic evaluation design and discuss the merits and issues associated with different evaluation methods
15. Finalize program, implementation and evaluation plans