



THE UNIVERSITY OF ARIZONA

## Mel & Enid Zuckerman College of Public Health

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

#### HPS 532E Evaluation of Public Health Programs

**Catalog Description:** This course is part two of a two-course sequence on the planning, implementing, and evaluating of public health programs. This course will focus on the theory and processes of evaluating public programs. This course serves as an overview of evaluation tools most commonly used to assess the performance of public health programs, including implementation and process assessment, methods of outcome evaluation, and evaluation of public health initiatives such as community coalition and advocacy work. (3 units)

#### Course Topics:

- Ethics and Cultural Competence
- Engaging Stakeholders
- Describing the Problem
- Evaluation Designs
- Needs Assessments
- Process Evaluation and Performance Measurement
- Qualitative Methods
- Quantitative Methods
- Mixed Methods
- Analyzing and Interpreting Evaluation Data
- Reporting Evaluation Results
- Evaluation Design

#### Course Objectives: During this course, students will:

- Apply the principles and logic of program evaluation.
- Understand the difference between research vs. evaluation.
- Define the key questions addressed in evaluations.
- Develop multiple methodologies available for the evaluation of public health programs.
- Prepare a program evaluation design for an existing public health program.

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

1. Select quantitative and qualitative data collection methods appropriate for a given public health context
2. Assess population needs, assets and capacities that affect communities' health
3. Apply awareness of cultural values and practices to the design or implementation of public health policies or programs
4. Select methods to evaluate public health programs
5. Propose strategies to identify stakeholders and build coalitions and partnerships for influencing public health outcomes
6. Select communication strategies for different audiences and sectors