



THE UNIVERSITY OF ARIZONA

## Mel & Enid Zuckerman College of Public Health

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

#### HPS 544 Fundamentals of Evaluation

**Catalog Description:** Evaluation is essential to all research and service based programs. The course provides all students interested in pursuing an advanced public health degree with the fundamentals of planning and evaluation. In addition to core issues surrounding evaluation (e.g., measurement and design) the role of the evaluator in the planning and implementation phases of research and service-based public health programs is highlighted. The relationship between areas of specialization and evaluation will be a central theme throughout the course. (3 units)

#### Course Topics:

- Ethics and Cultural Competence
- Engaging Stakeholders
- Evaluation Designs
- Needs Assessments
- Process Evaluation and Performance Measurement
- Outcome Evaluation: Qualitative and Quantitative Methods
- Analyzing and Interpreting Evaluation Data
- Reporting and Disseminating Evaluation Results

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

- Understand the principles and logic of program evaluation.
- Learn the theoretical justifications of program theory and evaluation.
- Define the key questions addressed in evaluations.
- Learn multiple methodologies available for the evaluation of public policies, programs, and initiatives frequently used in public health practice.
- Understand the difference between research vs. evaluation.
- Prepare a program evaluation design.
- Be prepared to provide program evaluation expertise to program planners and staff.

#### 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