

Planning for Effective Health Promotion Evaluation



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Integrated Health Promotion in Victoria

Integrated Health Promotion

"Agencies and organisations from a range of sectors working in collaboration with local communities, using a mix of health promotion interventions and capacity building strategies to address priority health issues."

Integrated Health Promotion Resource Kit DHS

DHS health promotion funding

- Community and Women's Health Services
- Primary Care Partnerships
- DHS Program areas eg. Public Health, Aged Care, Mental Health
- VicHealth
- Other statewide organisations eg Dental Health Services Victoria

Evaluation Resource

- Works from DHS planning frameworks and the IHP guide
- Evaluation planning grid
- Case studies
 - Agency – mental health
 - Catchment – physical activity
- Additional guides and resources for evaluation

Planning for effective
health promotion evaluation

May 2005



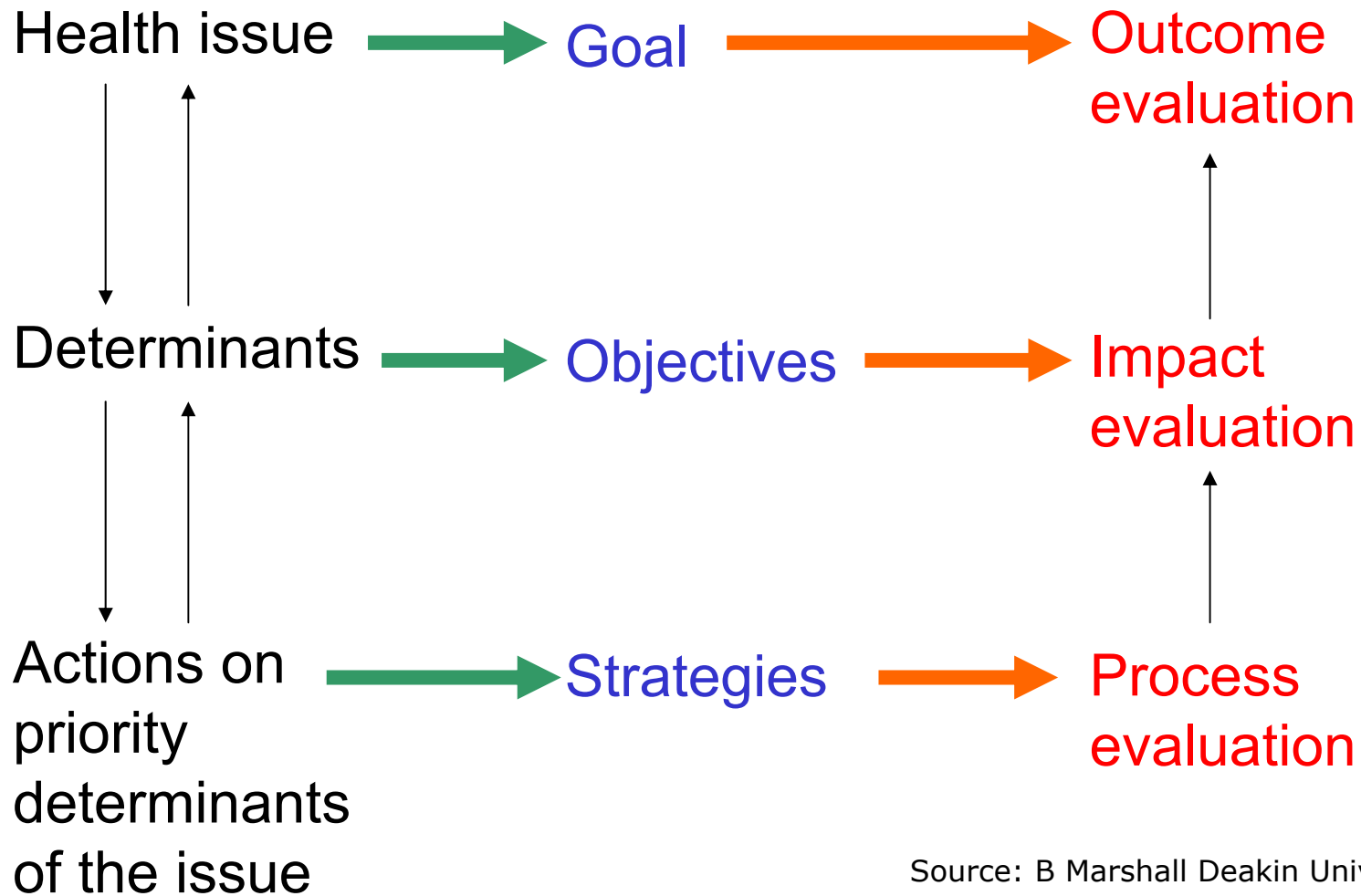
Integrated health promotion planning and evaluation

Figure 2: Program management for integrated health promotion program – linking impacts to outcomes

Program management for integrated health promotion involves managing the total set of actions, including:

1. Planning	Vision setting Priority setting and problem definition	3. Evaluation and dissemination
	Solution generation	
	Capacity building – support and resourcing for quality program delivery	3(a). Process evaluation
	Planning for evaluation and dissemination	
2. Implementation	Implementation of a mix of health promotion interventions and capacity building strategies to achieve the program goal and objectives	
3(b). Impact evaluation including:		
Health literacy	Social action and influence	Healthy public policy and organisational practice
Healthy lifestyles	Effective health services	Healthy environments
3(c). Outcome evaluation including:		
Quality of life, functional independence, equity, mortality, morbidity, disability		

Evaluating health promotion programs



Source: B Marshall Deakin University

When do I use each type?

- **Process** evaluation – use during the life of the program. Includes participant satisfaction, quality of materials, quality of delivery etc
- **Impact** evaluation – use at the completion of specific project stages (i.e. after sessions, at monthly intervals and/or at program completion)
- **Outcome** evaluation – not often used by P&CH sector but include reductions in incidence/prevalence of health conditions, changes in mortality, improvements in quality of life, long-term changes in behaviour (eg smoking rates)

Source: B Marshall Deakin University

Evaluation planning grid

Step 1: Describe the program

- Identify the program plan – program goal, target population, objectives, interventions, process (reach) and impact indicators



Step 2: Evaluation preview

- Engage stakeholders
- Clarify the purpose of the evaluation
- Identify key questions
- Identify evaluation resources



Step 3: Focus the evaluation design

- Specify the evaluation design
- Specify the data collection methods
- Locate or develop data collection instruments



Step 4: Collect data

- Coordinate data collection



Step 5: Analyse and interpret data

- Analysing the data
- Interpret the findings



Step 6: Disseminate lessons learnt



- What reports will be prepared?
- What formats will be used?
- How will findings be disseminated?

Evaluation planning grid



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New evaluation planning grid

Figure 7: Evaluation planning process grid

HP priority goal				
Population target group/s				
Objective:	Key questions (what do we need to know to decide if we have achieved this objective?)	What information do we need to answer these questions?	How will this information be collected, by whom and by when?	Budget
Impact:	Process evaluation Impact evaluation			
Overall aspects of the project				
Preparation of evaluation report				
Dissemination				

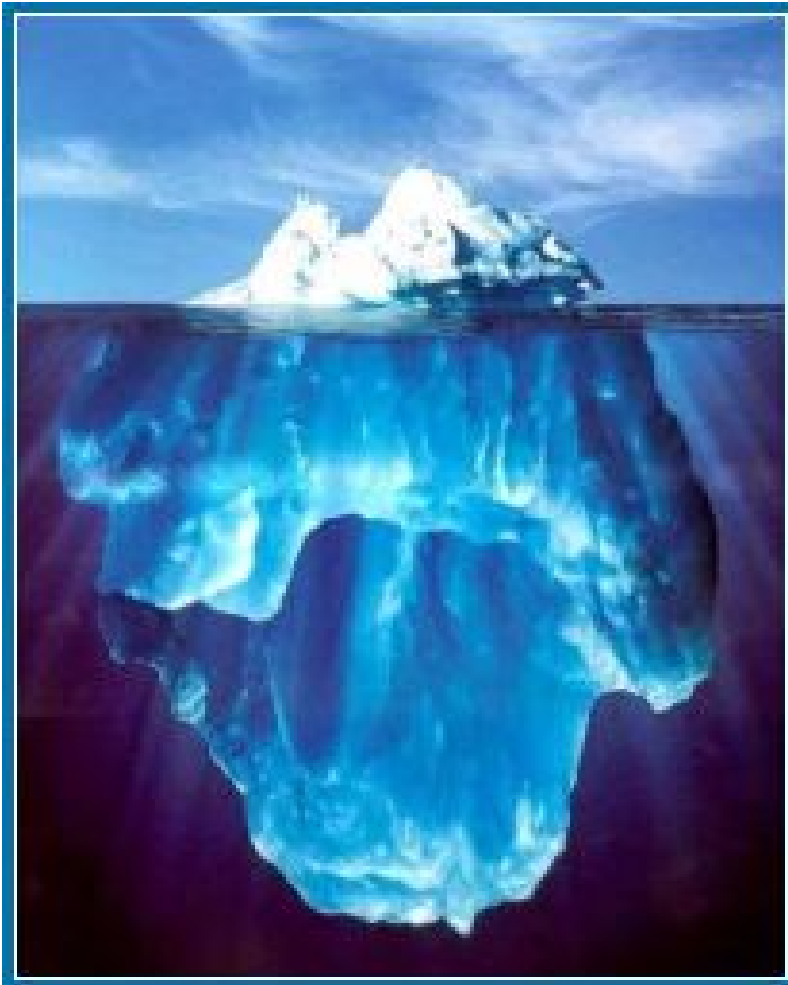
Evaluating your own programs

Activity

- You have a goal “To improve the health and wellbeing of men in Wildovale.”
- Your target group are men 45 – 60 years.
- Undertake an iceberg exercise to identify the contributing factors

The Health Iceberg

(Ryan and Travis (1988) The Wellness Book. Ten Speed Press, Berkeley, California)



States of health
(Presenting illness)
OUTCOMES

Contributing factors

Lifestyle Factors

Social Determinants

Writing Objectives

- Identify one contributing factor and develop an objective and impact measure/s
- Objective Formula: By {X Date}, {No./%} of {target group} will have {desired change}

Making objectives **SMART**

Specific: clear and precise; describes exactly what the desired change will be

Measurable: amenable to evaluation, are the changes described measurable?

Achievable: realistic; is it possible for the organisation to bring about the change?

Relevant: to the contributing factors to the identified issue, the population group and is your organisation the most appropriate to bring about the change?

Time specific: time frame for achieving your objective

Source: Primary Health Care in Action

Evaluation planning worksheet

What are the **key questions** that the evaluation should answer

- Being strategic, rather than doing reach evaluation on every single intervention within a program
- Bigger picture questions – eg sustainability, who is missing out
- **What information** do we need in order to answer these questions?
- **How will we get** this information – who, when, how?
- Planning for **analysis, reporting** and **dissemination**
- **Budget** – being realistic: what can we afford to do; what does DHS/our organisation expect for its investment?

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- Thank you for your participation

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