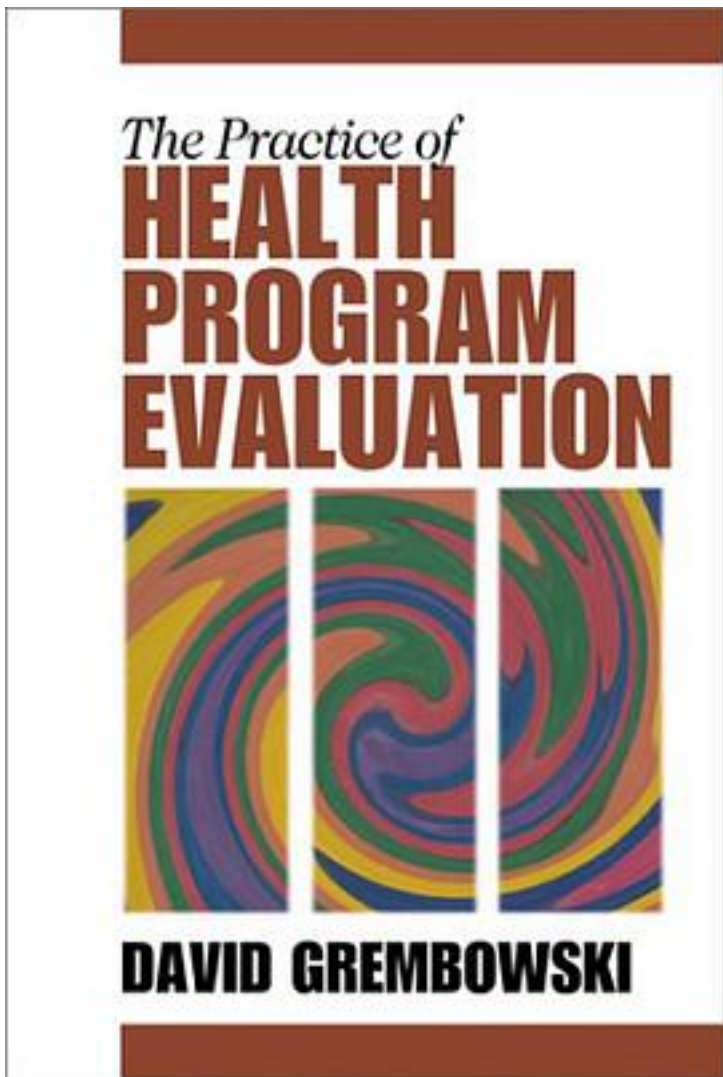


The Practice of Health Program Evaluation



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'This book is useful because it keeps the main concepts of program evaluation in an easy-to-follow format. The way the parts of a program evaluation were put together to resemble the parts of a play allowed me to review familiar material in detail, but at the same time remind me of the structure of an evaluation. This was useful for me to reintegrate, as sometimes when one is involved in particular "scenes" of an evaluation, they lose sight of the "act" or the "play". It gave me a great reminder of the big picture' - Lyn Overman, Program Planning & Educational Research, University of Alabama, Birmingham 'A well organized and readable text on evaluating health programs. It covers the essentials of choosing an evaluation design, planning and conducting the evaluation, and using the results of the evaluation. It is a book that should be on the shelf of persons doing and teaching health program evaluation and should be seriously considered as a text for evaluation classes' - Ronald Andersen, Wasserman Professor in Health Services, UCLA 'I found many instances where I thought students would get key concepts and ideas more quickly than they would from other texts. I was thrilled to see a discussion of ethics and culture in the text! The author provides clear explanations of important concepts and uses examples throughout the text, a strength of the book. I especially appreciate the author's detailed descriptions of program models and how they can be used in Chapter 3' - Robin Lin Miller, Psychology, University of Illinois at Chicago As more and more money is spent developing programs and services to solve health problems, how can one know if a specific health program works or what it would take to improve it? Aimed at addressing this issue, The Practice of Health Programme Evaluation provides readers with the methods to evaluate health programs and the expertise to navigate the political terrain so as to work more effectively with decision makers and other groups. To convey these principles, David Grembowski uses the metaphor of evaluation being a three-act play with a variety of actors and interest groups, each having a role that involves entering and exiting the "stage" at different points in the evaluation process. The first section (Act I) shows evaluators how to work with decision makers and other groups to define the question they want answered about a program and how to develop evaluation questions. Act II covers the methods for selecting among one or more evaluation designs (experimental and quasi-experimental designs, program implementation, sample size, measurement, and cost-effectiveness analysis) to answer questions about the program. And, Act III covers the use of the answers, including methods for developing formal dissemination plans, factors that influence whether evaluation findings are used or not, and major Challenges facing the discipline in the next decade. Through the use of relevant examples and the explanation of each step, this book will enable readers to apply research methods in the practice of health evaluation. This book is written to support students, or anyone else who is undertaking an evaluation of a health programme, in completing their project. This book provides a step by step guide for undertaking an evaluation of a health programme that assists students, and health professionals in completing their project.

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