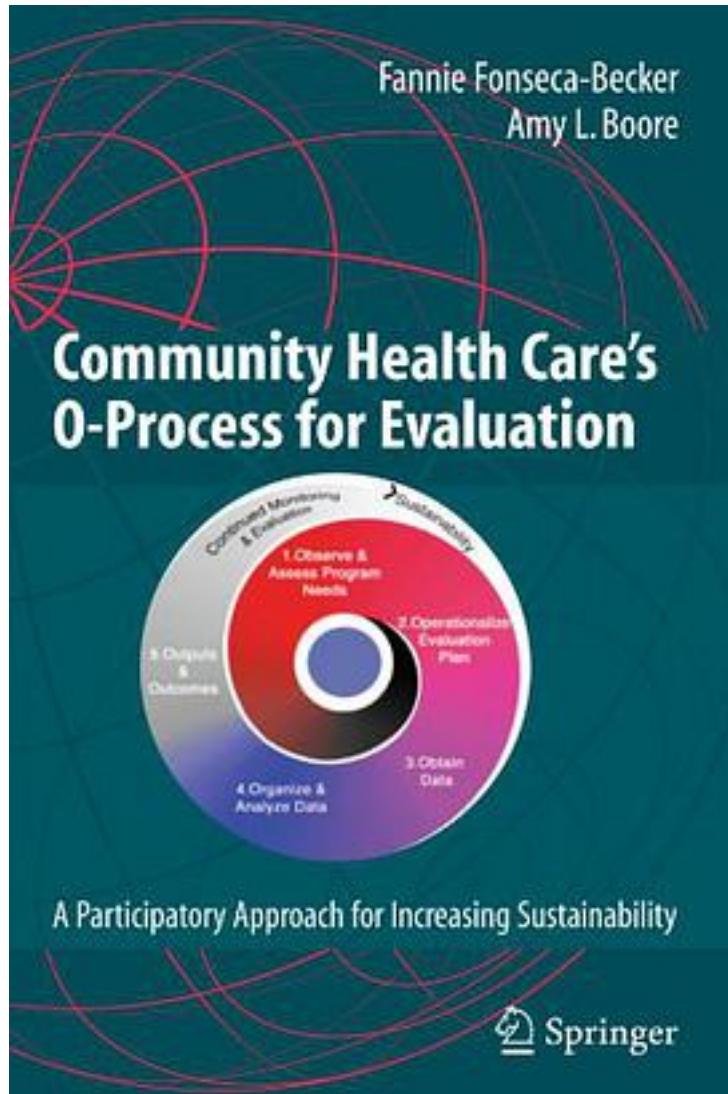


Community Health Care's O-process for Evaluation



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With so much competition for funding, nonprofit and community health care organizations have a pressing need to demonstrate their effectiveness in serving the public, and to communicate those findings with greater transparency. Community Health Care's O-Process for Evaluation offers step-by-step assistance in achieving these goals, from determining areas for assessment to disseminating the results. The steps-observe the program's needs, operationalize the evaluation plan, obtain and organize reliable data, and report on outputs and outcomes-can be conducted in-house or adapted for use with outsiders, laying a solid foundation for a cycle of continuous evaluation and continued improvement for long-term sustainability. The O-Process method offers expert guidance, decision by decision: Assessment essentials: matching the type of evaluation to a program's needs. Planning and follow-through: goals, objectives, methodologies, team-building. Data collection: qualitative versus quantitative methods. The basics of data analysis and interpretation. Presenting findings: from creating graphs to targeting the audience. PLUS a kit of reproducible data collection tools and worksheets. Administrators in community health care face a variety of concerns: ensuring that objectives are met, making the best use of funds and staff, and communicating the validity of their programs. With the support of Community Health Care's O-Process for Evaluation, more time is available for their most important job: providing health care to the underserved.

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