Community Health Education Program Evaluation (Fall 2012)

Course Description
Issues, problems, and techniques involved in evaluation of community health education programs. (Prerequisite: HEA 601 and 602. Corequisite: HEA 603.)

Student Learning Outcomes
- Discuss the principles and theories needed to strategically plan, design, implement, and evaluate health promotion programs.
- Critically evaluate data sources used in needs assessments, process, impact, and outcome evaluations.
- Recognize and translate the needs of communities, program staff, and funding agencies into usable planning and evaluation tools.
- Define the planning and organizational steps needed to successfully plan and carry out needs assessments, process, impact, and outcome evaluations.

Course Materials
- Required text available at UNCG Bookstore:
  - This comprehensive text provides an overview of a wide variety of approaches to evaluation and extensive practical guidelines for carrying out evaluation studies successfully. The text helps both students and professionals who are new to evaluation to understand how the field has evolved, what different approaches an evaluator can take in conducting evaluations, and how to plan and conduct an evaluation.
- Required and reference articles available at Bb CONTENT.
- Access to instructional technology available using UNCG network or other source:
  - Personal or laptop computer, and printer.
  - Internet connection and web browser.
  - MS Word and MS PowerPoint computer software.
- Instructional materials presented during class meetings (e.g., presentation slides, worksheets, and handouts) will be available at Bb COURSE MATERIALS.
Course Synopsis
The following is a brief description of significant course activities. Comprehensive task directions for classroom and homework tasks will be explained during class meetings and available at Bb ASSIGNMENTS:

- Reading logs:
  - Read assigned chapter or article for comprehension.
  - Write spontaneous reactions to ideas in the text.

- Journal club:
  - Read assigned article for comprehension.
  - Write and present summary of article

- Public health evaluation plan:
  - Choose evidence-based health program or practice.
  - Read description of program.
  - Construct and present evaluation plan.

- Learning portfolio:
  - Compile and evaluate products to document progress toward learning outcomes.
  - Analyze academic performance and integrate educational experience.
  - Write self-assessment.
  - Participate in UNCG and course evaluation activities.

Class Meetings
- Attendance will be monitored.
- Instructional activities will begin promptly and end as scheduled by UNCG.
- Cooperative learning activities:
  - Students are expected to participate in instructional activities with peers regardless of academic, personal, or social differences.
  - Products created by small groups will be available at Bb PRODUCTS.
- If necessary, emergency cancellation of class meeting will be announced by email and Bb ANNOUNCEMENTS as early as possible.
Assessment
Homework and classroom products will be evaluated by the instructor using an amendable rating scale. Students are expected to resubmit assignments, if necessary, to demonstrate mastery of knowledge, reasoning, skills, or attitudes:

- The symbol C will signify a product is complete and correct (equivalent to grade of A).
- The symbol R will suggest a product should be revised and resubmitted (equivalent to temporary grade of Incomplete). Soon afterward, review task directions and comments from the instructor, revise the product, and resubmit during class meeting.

Course Grade
- Homework (55%):
  - Homework products are to be delivered at the start of the class meeting designated in the course schedule or the next class meeting at which the student is present.
  - This grade will be calculated by dividing the number of complete and correct homework products by the total number of tasks assigned.
- Participation (30%):
  - Class meetings are designed to be educational experiences in that instructional activities are intended to promote interaction with content and peers to cultivate the cognitive and social construction of knowledge. Absences reduce the opportunity to participate in experiences that are essential for achievement of student learning outcomes.
  - This grade will be determined as illustrated by the table with no exception. Additionally, this grade will be decreased for recurrent late arrival and early departure. [Note: Although a final grade of A+ is only possible with perfect attendance, one absence does not eliminate the possibility of earning a final grade of A.]
- Learning portfolio (15%):
  - A portfolio will exhibit your knowledge, reasoning, skills, and attitudes about community health education program evaluation. Therefore, it is necessary to retain all classroom and homework products until the end of the semester.
  - This grade will be determined by evaluation of the instructor using a published rubric derived from task directions.

Course Schedule (as of August 20, 2012)
The following table illustrates a tentative schedule of class meeting dates, topics, readings, and assignments. Revision of the course schedule will be announced during class meetings and available at Bb SYLLABUS:
<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Homework – Readings and Assignments</th>
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</thead>
<tbody>
<tr>
<td>8/20</td>
<td>Introduction</td>
<td>N/A</td>
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<tr>
<td>8/27</td>
<td>Evaluation’s basic purpose, uses, and conceptual distinctions</td>
<td>Text, Chapter 1 Reading log – Chapter 1</td>
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<tr>
<td>9/3</td>
<td>No class meeting: UNCG Holiday</td>
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</tbody>
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| 9/10  | Clarifying the evaluation request and responsibilities | Text, Chapter 11 Reading log – Chapter 1  
Journal Club  
| 9/17  | Setting boundaries and analyzing the evaluation context | Text, Chapter 12 Reading log – Chapter 12  
Journal Club  
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<tr>
<th>Date</th>
<th>Topics</th>
<th>Homework – Readings and Assignments</th>
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<tbody>
<tr>
<td>10/15</td>
<td>No class meeting: UNCG Fall Break</td>
<td></td>
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<tr>
<td>Date</td>
<td>Topics</td>
<td>Homework – Readings and Assignments</td>
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| 10/22  | Program-oriented evaluation approaches                | Text, Chapter 6  
Reading log – Chapter 6  
Journal Club  
| 10/29  | No class meeting: Annual meeting of SOPHE and APHA @ San Francisco, CA. |                                                                                                                                                                                                                                                      |
| 11/5   | Participant-oriented evaluation approaches            | Text, Chapter 8  
Reading log – Chapter 8  
Journal Club  
| 11/12  | Collecting evaluative information: Design, sampling, and cost choices | Text, Chapter 15  
Reading log – Chapter 15  
Journal Club  

Page 6 of 7
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<th>Homework – Readings and Assignments</th>
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<tbody>
<tr>
<td>12/3</td>
<td>Conclusion</td>
<td>Health Program Evaluation Plan&lt;br&gt;Learning Portfolio</td>
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<tr>
<td>12/12</td>
<td>No class meeting: UNCG Final Exam</td>
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