

**University of Florida**  
**Department of Health Services Research, Management and Policy**

**PHC 6104**  
**Evidence-Based Management of Public Health Programs**  
**Fall, 2008 Syllabus**

Class Time and Place

Tuesday 11:45—2:45 pm  
HPNP G201

Course Instructor

Swathy Sundaram, MPH  
ssunda@phhp.ufl.edu  
Office Hours Tuesday 9:00-11:30 am, HSRMP adjunct room: HPNP 4148

Course Description

This course provides practical guidance on how to monitor achievement of a program's objectives, gather information and evidence of the program's effectiveness, and determine their impact in public health settings. We begin with a review of the structure and functions of the public health system, followed by the rationale and application of an evaluation framework that leads to evidence-based decision-making in public health. The course will then be divided into three fundamental components germane to evaluating public health programs, including: program monitoring, performance appraisal, and evaluation research. Furthermore, the topics covered within these three areas will include: developing evaluation questions, how to select performance measures, research designs, population and sampling, acquiring, measuring, and analyzing the data, and finally, how to utilize the results of evaluation research. The course will then wrap-up with a forecast of trends in public health evaluation. The method of instruction will be comprised of lectures and active student participation in class discussions, followed by exercises using real-world examples that will allow the class to apply the material presented through the lectures while simultaneously demonstrating understanding of the material. Material presented in class will be linked to the reading assignments. Multidisciplinary perspectives will be discussed, and many examples will be provided to illustrate important concepts. Occasionally, speakers will be invited to discuss their experiences with public health evaluation topics. The various components of the course are designed to stimulate thinking about interventions that have been implemented to address public health problems, subsequently deciding on appropriate approaches used to determine the quality and the effectiveness of these interventions.

Course Objectives

By the end of this course, the student should be able to:

- 1) Recognize the need for evidence-based public health
- 2) Explain the role of program evaluation in public health practice

- 3) Understand and apply an appropriate evaluation framework
- 4) Demonstrate skills in program monitoring methods
- 5) Demonstrate skills in performance measurement
- 6) Demonstrate skills in evaluation research methods
- 7) Distinguish the ways in which the three types of program evaluation are interrelated
- 8) Prepare and write components of program evaluations
- 9) Demonstrate an understanding of the political, economic, organizational, interpersonal influences on evaluation processes
- 10) Work with the multiple users of evidence, including public health practitioners, policy makers, the public, interest groups, the media, and other stakeholders

### Course Policies

Students are expected to:

- Attend class regularly, be on time and stay until class is dismissed
- Complete the required reading PRIOR to class and be prepared to participate in class discussion
- Actively contribute to team work, including class exercises
- Submit assignments (class project) on the due date.
- Turn off cell phones, pagers, and computers during class

### Course Textbooks

Rossi, P.H., Lipsey, M.W., & Freeman., H.E. (2003). *Evaluation: A Systematic Approach (7th edition)*. Sage Publications.

Additional readings, including online resources, are listed below.

### Academic Integrity

Students are expected to act in accordance with the University of Florida Honor Code, which recognizes that academic honesty and integrity are fundamental values of the University community. Cheating or plagiarism in any form is not acceptable.

#### The Honor Code:

*“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”*

On all work submitted for credit by the students at UF, the following pledge is either required or implied:

*“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”*

### Students with Special Needs

Students requesting classroom accommodation must first register with the Dean of Students Office, which will provide documentation to the student. The student should then present the documentation to the instructor.

### Course Evaluation

Grades for this course will be determined according to student performance on the requirements described below. In accordance with the University of Florida grading policy for graduate students, letter grades will be assigned as follows: A (90 or more points), B+ (85 to 89 points), B (80 to 84 points), C+ (75 to 79 points), C (70 to 74 points), and E (below 70 points). There will be no redistribution or deletion of course requirements. The same evaluation procedure will consistently be applied to all students.

Exercise 1	30%
Exercise 2	30%
Exercise 3	30%
<u>Attendance/Participation</u>	<u>10%</u>
<b>Total</b>	<b>100%</b>

### Exercise 1

This exercise will allow students to work in groups of 3-4 and evaluate a program/department on campus of their choice. **Due October 28th**

### Exercise 2

This exercise will allow students to, given a scenario, determine the information needed to successfully conduct an economic evaluation. **Due November 18<sup>th</sup>**

### Exercise 3

This exercise will allow students to work in groups of 3-4 students and evaluate a published article (selected from a list provided) by using an Evaluation Article Review Form (also to be provided). **Due December 15<sup>th</sup>**

### Course Schedule

The instructor reserves the right to modify the outline as deemed necessary.

**Aug 26**      **Syllabus and Course Introduction**  
**Overview of the Public Health System**  
**Evaluation and its general importance in public health**

### *Readings*

- Peoples-Sheps et al., Unit 1: Introduction to Program Evaluation & to the Course
- Novick et al., pp. 37-49
- Rossi, Chapter 1, Programs, Policies, and Evaluations
- Grembowski, Chapter 1: Health Program Evaluation: Is It Worth It?

**Sep 2            Getting Started**  
**Introduction to Program Evaluation**  
**How to Develop Evaluation Questions**

*Readings*

- Peoples-Sheps, et al., Unit 2: Getting Started
- Grembowski, Chapter 2: The Evaluation Process as a Three-Act Play
- Grembowski, Chapter 3: Developing Evaluation Questions
- Fink, Chapter 1: Program Evaluation: A Prelude

**Sep 9            An Approach to Program Evaluation: Framework**

*Readings*

- Rossi, Chapter 3: Tailoring Evaluations
- CDC Evaluation Working Group: Framework for Program Evaluation:  
<http://www.cdc.gov/eval/framework.htm#applying>

**Sep 16          Program Monitoring**

*Readings*

- Peoples-Sheps, et al., Unit 3: Program Monitoring
- Rossi, Chapter 4: Program Monitoring for Evaluation and Management
- Grembowski, Chapter 6: pp.147-150: Monitoring Program Implementation

**Sep 23          Performance Measurement Part 1**

*Readings*

- Peoples-Sheps, et al., Unit 4: Performance Appraisal
- Perrin et al., Chapter 1: Introduction (1999)
- Kettner, Chapter 11: Performance Measurement, Monitoring, and Program Evaluation

**Sep 30          Performance Measurement Part 2**

*Readings*

- Perrin et al., Chapter 2: Putting Performance Measurement in Context (1999)
- Mays et al., (2004). Identifying dimensions of performance in local public health systems: Results from the National Public Health Performance Standards Program. *Journal of Public Health Management Practice*, 10, 193-203.

**Oct 7            Evaluation Research: Research Design, Part 1: Impact Assessment**

*Readings*

- Rossi, Chapter 5: Strategies for Impact Assessment, pp.215-243
- Peoples-Sheps, et al., Unit 5.1: Evaluation Research: Research Design

**Oct 14 Evaluation Research: Research Design, Part 2: Pre-experimental Designs, Randomized Designs vs. Quasi-Experimental Designs**

*Readings*

- Rossi, Chapter 5, pp. 243-252
- Rossi, Chapter 6, Randomized Designs for Impact Assessment
- Rossi, Chapter 7, Quasi-Experimental Impact Assessments

**Oct 21 Evaluation Research: Population & Sampling**

*Readings*

- Grembowski, Chapter 7: Population & Sampling
- Fink, Chapter 4: Sampling

**Oct 28 Evaluation Research: Cost effectiveness**

*Readings*

- Rossi, Chapter 9, Measuring Efficiency
- Peoples-Sheps, et al., Unit 6: Cost-Effectiveness Analyses
- Grembowski, Chapter 5: Cost-Effectiveness Analyses

**Nov 4 Evaluation Research: Measurement & Data**

*Readings*

- Grembowski, Chapter 8: Measurement & Data Collection, pp. 201-225
- Fink, Chapter 6: Evaluation Measures

**Nov 11 Evaluation Research: Analyzing the Data**

*Readings*

- Grembowski, Chapter 9: Data Analysis, pp. 246-255
- Fink, Chapter 7, Analyzing the Evaluation Data

**Nov 18 Qualitative Evaluation**

*Readings*

- Grembowski, Chapter 8: Measurement and Data Collection, pp. 225-232
- Grembowski, Chapter 9: Data Analysis, pp. 243-246
- Shaw, Chapter 1, Encountering Qualitative Evaluation
- Shaw, Chapter 5, pp. 81-91, Evaluating Programmes and Policies (in: Qualitative Evaluation)

**Nov 25          Using the Results of Evaluation Research**

*Readings*

- Peoples-Sheps et al., Evaluation Article Review Form (to be discussed in class)
- Grembowski, Chapter 10: Disseminating the Answers to Evaluation Questions

**Dec 1            Using the Results of Evaluation Research: Informing Policy**

*Readings*

- Rossi, Chapter 10, The Social Context of Evaluation, pp. 425-430

**Dec 8            Program Evaluation Trends for the Future of Public Health**

*Readings*

- Rossi, Chapter 10, The Social Context of Evaluation, pp. 430-455
- Framework for Program Evaluation in Public Health. (1999). "Evaluation Trends"  
In: *Morbidity & Mortality Weekly Report*, 48, p.22

**Dec 15          Final Project Due**

*Readings:* None

## Additional sources

### **Public Health Journals**

- American Journal of Public Health, a journal of the American Public Health Association ([www.ajph.org](http://www.ajph.org)).
- Journal of Public Health Management and Practice, a journal of the National Association of County and City Health Officials ([www.jphmp.com](http://www.jphmp.com))
- Morbidity and Mortality Weekly Report, a journal of the Centers for Disease Control and Prevention ([www.cdc.gov/mmwr](http://www.cdc.gov/mmwr))
- American Journal of Preventive Medicine, a journal of the American College of Preventive Medicine and the Association of Teachers of Preventive Medicine ([www.ajpm-online.net](http://www.ajpm-online.net))

### **Public Health Resources**

#### *Government Agencies*

- U.S. Department of Health and Human Services ([www.dhhs.gov](http://www.dhhs.gov)) and its various Public Health Service agencies
  - Centers for Disease Control and Prevention ([www.cdc.gov](http://www.cdc.gov))
  - Food and Drug Administration ([www.fda.gov](http://www.fda.gov))
  - Health Resources and Services Administration ([www.hrsa.gov](http://www.hrsa.gov))
  - National Institutes of Health ([www.nih.gov](http://www.nih.gov))
  - Agency for Healthcare Research and Quality ([www.ahrq.gov](http://www.ahrq.gov))
- U.S. Environmental Protection Agency ([www.epa.gov](http://www.epa.gov))
- Florida Department of Health ([www.doh.state.fl.us](http://www.doh.state.fl.us))

### **Public Health Organizations**

- American Public Health Association ([www.apha.org](http://www.apha.org))
- Association of State and Territorial Health Officials ([www.astho.org](http://www.astho.org))
- National Association of County and City Health Officials ([www.naccho.org](http://www.naccho.org))
- Association of Schools of Public Health ([www.asph.org](http://www.asph.org))
- Florida Public Health Association ([www.fpha.org](http://www.fpha.org))
- Public Health Foundation ([www.phf.org](http://www.phf.org))
- Association of Teachers of Preventive Medicine ([www.atpm.org](http://www.atpm.org))

### **International Health**

- United Kingdom Public Health Association ([www.ukpha.org](http://www.ukpha.org))
- World Health Organization ([www.who.org](http://www.who.org))
- Global Health Council ([www.globalhealth.org](http://www.globalhealth.org))
- Pan American Health Organization ([www.paho.org](http://www.paho.org))
- Family Health International ([www.fhi.org](http://www.fhi.org))

## Public Health Data and Information

- CDC Behavioral Risk Factor Surveillance System ([www.cdc.gov/brfss](http://www.cdc.gov/brfss))
- Healthfinder ([www.healthfinder.gov](http://www.healthfinder.gov))
- National Center for Health Statistics ([www.cdc.gov/nchs](http://www.cdc.gov/nchs))
- National Library of Medicine ([www.nlm.nih.gov](http://www.nlm.nih.gov))
- National Health Information Center ([www.health.gov/nhic](http://www.health.gov/nhic))
- National Women's Health Information Center ([www.4women.gov](http://www.4women.gov))
- Institute of Medicine ([www.iom.edu](http://www.iom.edu)) and National Academy Press ([www.nap.edu](http://www.nap.edu)) –

## Landmark public health books available free to read or skim

- Medline Plus ([www.nlm.nih.gov/medlineplus](http://www.nlm.nih.gov/medlineplus))
- Medscape ([www.medscape.com](http://www.medscape.com))
- Public Health Grand Rounds (national live webcasts) ([www.publichealthgrandrounds.unc.edu](http://www.publichealthgrandrounds.unc.edu))
- Florida CHARTS ([www.floridacharts.com](http://www.floridacharts.com))
- CDC Wonder (<http://wonder.cdc.gov>)
- US Census ([www.census.gov](http://www.census.gov))
- Fedstats ([www.fedstats.gov](http://www.fedstats.gov))
- CDC Mortality and Morbidity Weekly Reports (free subscriptions) ([www.cdc.gov/mmwr](http://www.cdc.gov/mmwr)) and MMWR morbidity and mortality data by time and place ([www.cdc.gov/mmwr/distrnds.html](http://www.cdc.gov/mmwr/distrnds.html))
- State Health Facts ([www.statehealthfacts.kff.org](http://www.statehealthfacts.kff.org)) provides individual state health data.
- State Public Health Information Database ([www.statepublichealth.org](http://www.statepublichealth.org))
- Tuft New England Medical Center. The CEA Registry <https://research.tufts-nemc.org/cear/default.aspx>