



Health Promotion Evaluation

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Advance Training Course for Medical
Worker



Evaluation Defined

- "evaluation is a process of reflection whereby the value of certain actions in relation to projects, programs, or policies are assessed" (Springett, 2003 p. 264)
- "the comparison of an object of interest against a standard of acceptability" (Green & Lewis, 1986, p. 362)

Why Evaluation?

"Why Weight" weight loss
behavior modification program



"Smoke Out Oxford"
Tobacco campaign in a
School



Why Evaluation?

- ❑ Does Health Promotion work?
- ❑ Can we demonstrate the success of Health Promotion?
- ❑ How can do we measure success in Health Promotion?
- ❑ What is evaluation in Health Promotion?



Why Evaluation?

- Making a value judgement about something.
- A critical assessment of the good and bad points of an intervention, and how it can be improved.
- Answers the question: “Have the programme objectives been achieved?”



Why Evaluation?

- Effectiveness
 - what has been achieved

- Efficiency
 - how the outcome has been achieved, and how good is the process (value for money, use of time & other resources)



Why Evaluation?

1. WHAT has been achieved - the outcome
2. HOW it has been achieved - the process



Purpose for Evaluation

- Determine achievement of objectives related to improved health status
 - Did health improve, did morbidity/mortality decline
- Improve program implementation
 - What worked, could have been replaced, where is weak link
- Provide accountability to funding source, community, and other individuals with interest in the program



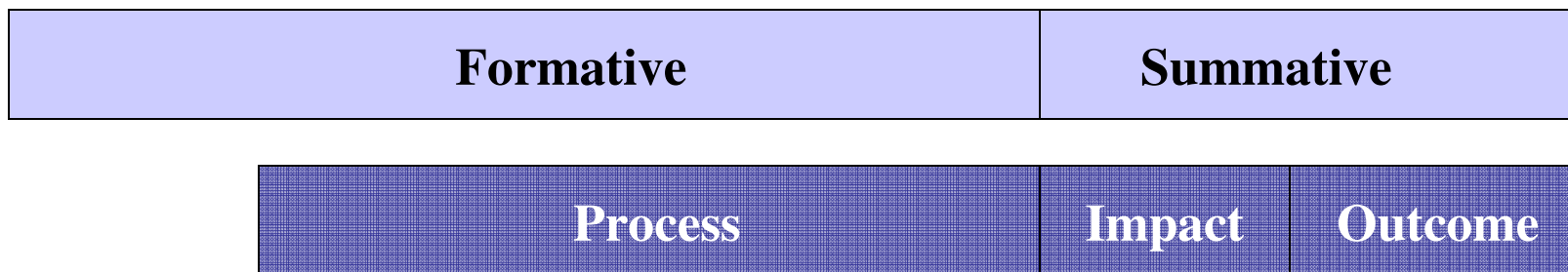
Purpose of Evaluation cont.

- Increase community support for initiatives
 - Positive impact create other funds
- Contribute to the scientific base for community and public health interventions
 - New hypothesis, findings, better programs
- Inform policy decisions
 - Worksite pass insurance break for healthy behavior



Types of Evaluation

- Process
- Impact
- Outcome
- Formative
- Summative





Planning Evaluation

- Develop evaluation early in process of program planning

- Designing evaluation
 - Collaborative effort of **stakeholders**



Stakeholders cont.

Planners

Did the program reach the intended audience?

Was the program effective?

Administrators

Facilitators

Did behavior change?

Was the program cost effective?

Funding Source



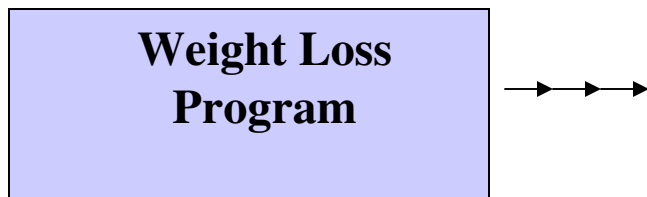
Process Evaluation

- “Any combination of measurements obtained during the implementation of program activities to control, assure, or improve the quality of performance or delivery” (Green & Lewis, 1986, p 364)
- Identify any needed changes to the program so that it will operate as planned or for program improvement



Process Evaluation cont.

- ❑ Was entire program delivered?
- ❑ Did participants view campaign materials?
- ❑ Were brochures printed and distributed on time?
- ❑ Were materials useful?





Process Evaluation cont.

1. Measuring the programme inputs i.e. the resources expended in implementing the programme in order to determine whether the programme was worthwhile (efficient and cost effective)
2. Using performance indicators to measure activity.
PI provide a quantifiable measure activity.
Examples are:
 - Number of health educational materials produced and distributed.

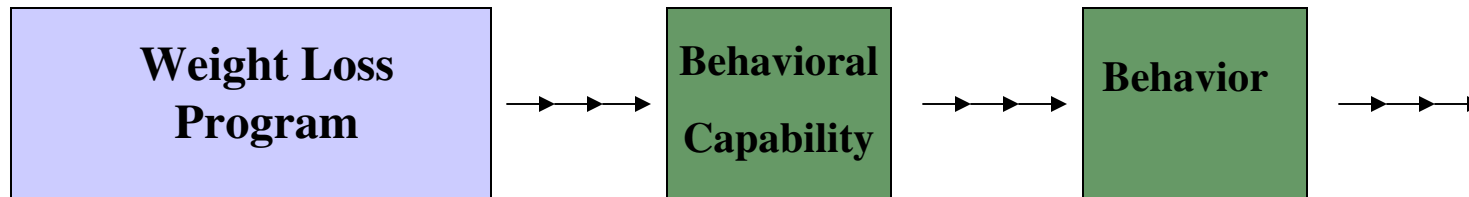


Process Evaluation cont.

3. Obtaining feedback from other people e.g. colleagues and other staff.
4. Obtaining feedback from the clients or participants of HP programmes
 - their reactions, perceptions and suggestions
 - methods include observation, interview or questionnaires
5. Documentation e.g. reports, checklist, diaries, video-taping, slides etc.

Impact Evaluation

- “the immediate observable effects of a program leading to the intended outcomes of a program; intermediate outcomes” (Green & Lewis, 1986, p 363)
- Changes in self-efficacy, awareness, behavioral capability (knowledge & skill), attitude, and behavior





Impact Evaluation

1. Measure changes in health awareness, knowledge and attitudes.
 - Measure interest shown by target groups e.g. uptake of health education materials, phone-ins, participation in activities etc.
 - Observation, questionnaires, interviews, discussions etc.
 - Use of attitude scales.



Impact Evaluation

- 2. Evaluate behaviour change

- Observing what clients do.

- Recording behaviour e.g. number of people attending exercise sessions, health screening, stop smoking etc.

- Interview or questionnaire.

- 3. Evaluate policy changes

Introduction of pro-health policies in schools, workplaces etc. Such as safety policies, healthy food, exercise, No Smoking etc.



Impact Evaluation

4. Changes in the environment

- Cleaner air.
- Less/no littering.
- Creation of no-smoking zones/areas.
- Provision of public toilets.
- Provision of safe water supply and better housing.
- Increase in % of food premises with acceptable hygienic rating.
- Reduction in Mosquito breeding sites.



Impact Evaluation

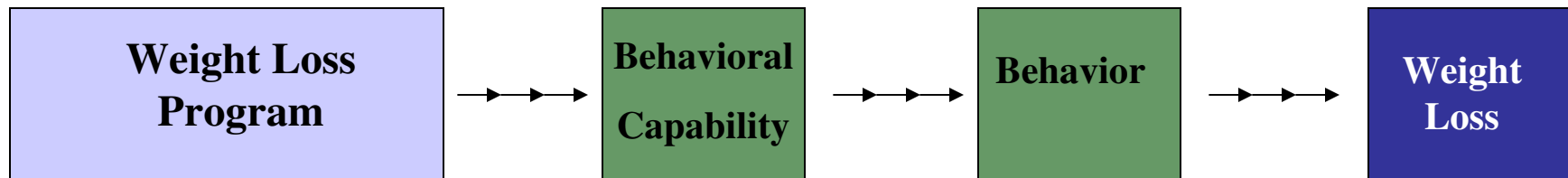
- 5. Changes in health status
 - Improvements in BMI, blood pressure, fitness levels, blood cholesterol levels etc.

Outcome Evaluation

- “an ultimate goal or product of a program or treatment, generally measured in the health field by morbidity or mortality statistics in a population, vital measures, symptoms, signs, or physiological indicators on individuals”.

(Green & Lewis, 1986, p 364)

- Changes in BMI, blood pressure, HDL, vital capacity, physical workload





Outcome Evaluation

1. Behaviour change e.g. safe sexual practices, healthy habits and other healthier lifestyle practices.
2. Policy and legislation changes e.g. lead-free petrol, ban on indirect tobacco advertising, compulsory use of bicycle helmets and rear seat belts, gazetting of No Smoking Areas, establishment of Safety and Health Committees in all work places etc.



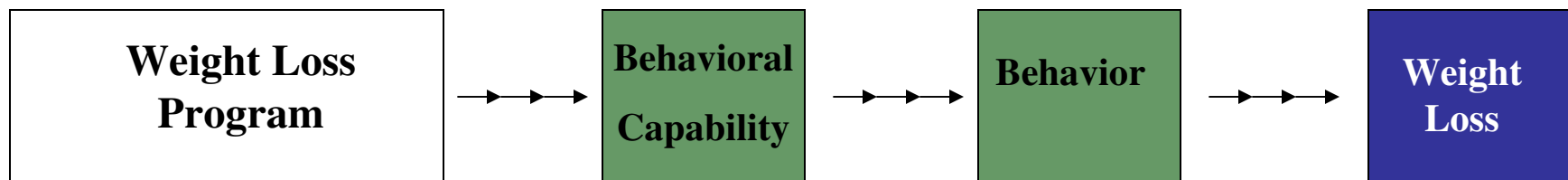
Outcome Evaluation

3. Environmental changes e.g. provision of jogging tracks and playgrounds in housing areas, improved public transportation system, better housing facilities, clean air and water, provision of separate motorcycle lanes at all major roads and highways etc.

4. Changes in health status
 - reduction in morbidity, disability and mortality rate
 - improve life expectancy
 - reduced prevalence of risk factors

Summative Evaluation

- “Any combination of measurements and judgments that permit conclusions to be drawn about impact, outcome, or benefits of a program or method” (Green & Lewis, 1986, p 366)
- Was a group or individual program more effective, Was weight lost? Kept off at 3, 6, 9 months?

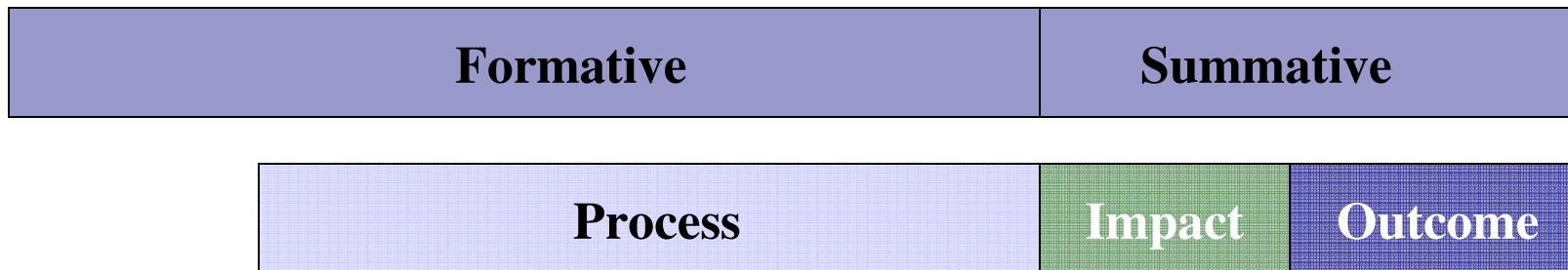




Evaluation Terms

- Some overlap among terms

Planning → Start Implementation → End



- All types of evaluation should be in place prior to or during implementation



Process, Impact, or Outcome?

1. Participant reaction to concepts covered in a behavior modification class.

Process

2. Self-efficacy to refrain from cigarette smoking at 3, 6, and 9 months post intervention.

Impact

3. Analysis of concepts covered during each class session in an alcohol awareness class.

Process

4. Cholesterol level change 4 months post nutrition education program.

Outcome



Barriers in Evaluation

- ❑ Failure to plan
- ❑ Resources
- ❑ Difficult outcome detection
- ❑ Distinguishing between cause and effect
- ❑ Value placed on the evaluation
- ❑ Intervention strategies not delivered as intended

Example

Planning
Evaluation for

Be Smart

Be Sober

Be Safe

