



Introduction to Program Evaluation

Division of Planning, Evaluation and Research
Office of Public Health Support



Program Evaluation is Not...

- **Research** uses systematic studies and standard methods to prove a **hypothesis** or answer a specific question, **generalizable** to a population.
- **Performance** measures progress toward established **goals**. **Performance** does not assess whether **objectives** were met or the context in which programs operate; therefore cannot determine **causal relationships**.



Program Evaluation is...

- Assesses the **efficiency** and **impact** (both expected and unexpected) of a project in relation to **stated objectives** (Fort et al., 2001).
- The systematic collection of **information** about the activities, characteristics, and outcomes of programs to **make judgments** about the program, **improve** program effectiveness, and/or inform **decisions** about future programming (Patton, 1997).



Why Evaluate?

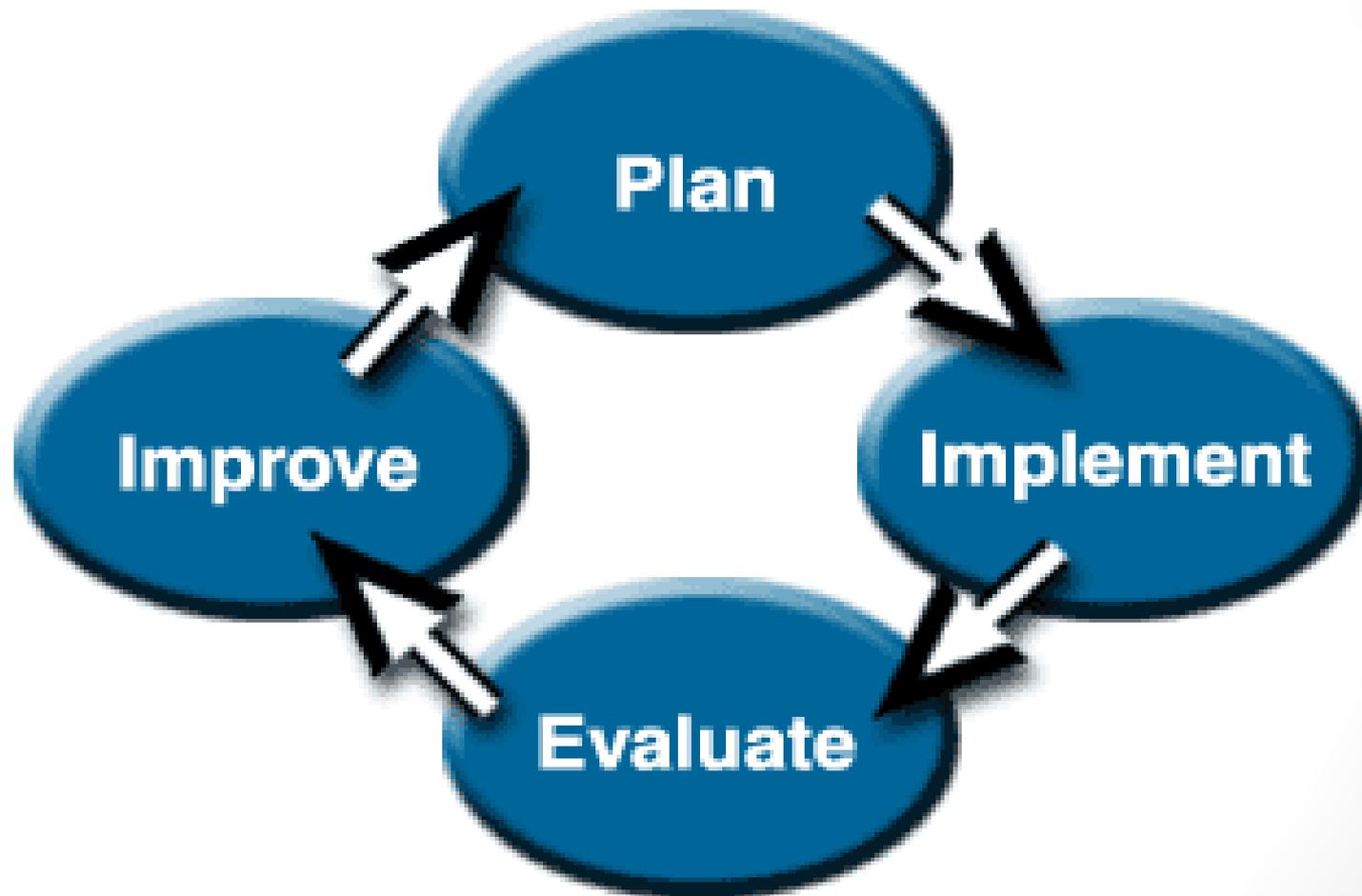
- Requirement

- GPRA 1993
- GPRAMA 2010
- OMB Circular A-11, M-13-17, etc.

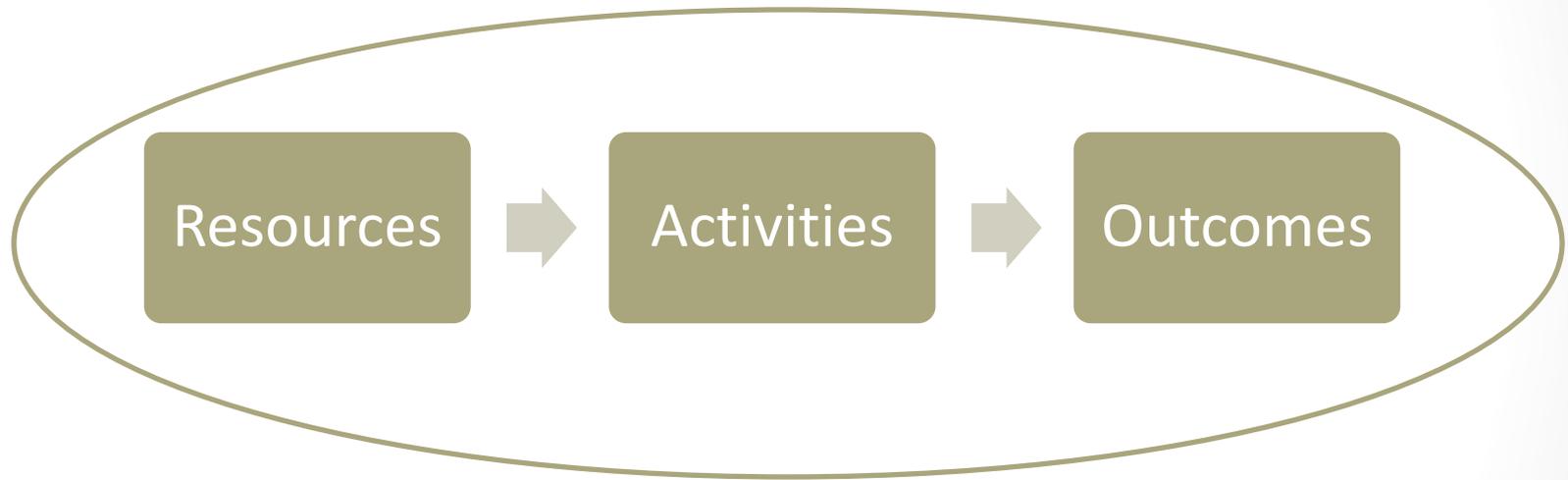
- Culture

- Less resources
- More accountability
- Improve management decision-making
- Clearer impact
- Identify risk

The Evaluation Cycle



Hypothetical Program:



Hypothetical Program:

Resources

- Direct funding
- Indirect funding
- Technical assistance

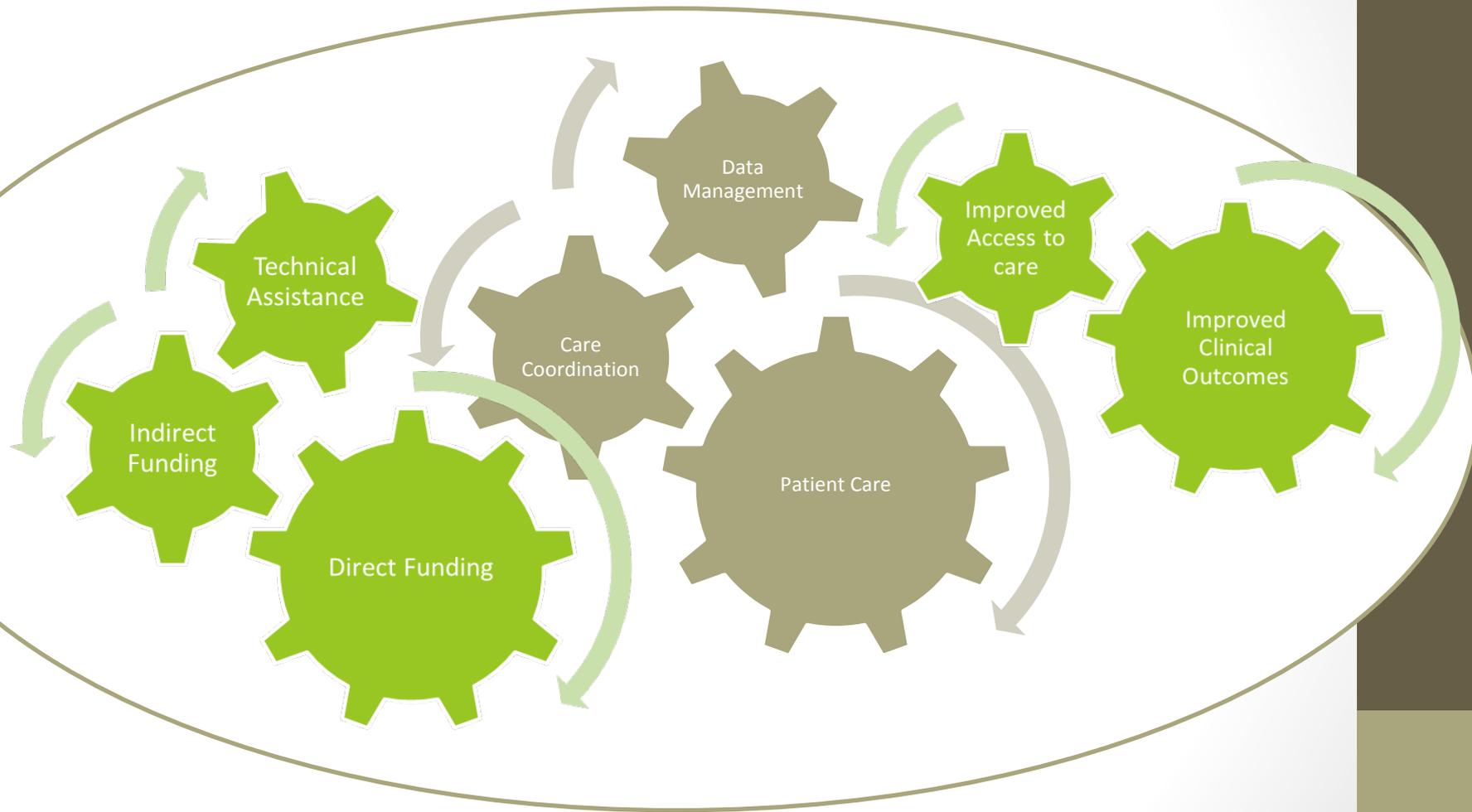
Activities

- Patient care
- Data management
- Care coordination

Outcomes

- Improved access to care
- Improved clinical outcomes

Hypothetical Program:



Hypothetical Program:





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