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

Plan → Implement → Evaluate → Improve → Plan
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:

- Technical Assistance
- Indirect Funding
- Direct Funding
- Care Coordination
- Data Management
- Improved Access to care
- Improved Clinical Outcomes
- Patient Care
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