

## Community and Global Health Report/Poster Presentation

You will use these questions to produce a document and then make a poster from that document including these elements. Photos may be included, but the content of these answers should be foremost in your thinking. You must do an evidence based literature search to back your answers. You will basically be doing a Program Evaluation – the systematic assessment of the processes and/or outcomes of a program (mission trip, temporary clinic or the like) with the intent of furthering its development and improvement.

### A Framework for Program Evaluation:

1. Engage Stakeholders - Stakeholders are people or organizations invested in the program, interested in the results of the evaluation, and/or with a stake in what will be done with the results of the evaluation. Representing their needs and interests throughout the process is fundamental to good program evaluation.
  - a. What organization/group did you work with?
  - b. What is their mission statement?
2. Describe the program - Purpose of this mission or project? A comprehensive program description includes the following components:
  - a. Need. What is the big public health problem you aim to address with your program?
  - b. Targets. Which groups or organizations need to change or take action to ensure progress on the public health problem?
  - c. Outcomes. How and in what way do these targets need to change? What action specifically do they need to take?
  - d. Activities. What will your program and its staff do to move these target groups to change/take action?
  - e. Outputs. What tangible capacities or products will be produced by your program's activities?
  - f. Resources/Inputs. What is needed from the larger environment in order for the activities to be mounted successfully?
  - g. Relationship of Activities and Outcomes. Which activities are being implemented to produce progress on which outcomes?

In addition to specifying these components, a complete program description includes discussion of:

- Stage of Development. Is the program just getting started, is it in the implementation stage, or has it been underway for a significant period of time?
  - Context. What factors and trends in the larger environment may influence program success or failure?
3. Focus the evaluation design – What aspect of the mission or project will you work with to implement a change? This includes determining the most important evaluation questions and the appropriate design for the evaluation. Focusing the evaluation assumes that the entire program does not need to be evaluated at any point in time. Rather, the right evaluation of the program depends on what question is being asked, who is asking the question, and what will be done with the information.

4. Gather credible evidence – Gathering evidence for an evaluation resembles gathering evidence for any research or data-oriented project, with a few exceptions noted below. Evidence gathering must include consideration of each of the following:
  - a. Indicators – specific, observable and measureable statements
  - b. Sources of evidence/methods of data collection. Include a reference list and cite the sources in the literature or background search.
  - c. Quality - A quality evaluation produces data that are reliable, valid, and informative. An evaluation is reliable to the extent that it repeatedly produces the same results, and it is valid if it measures what it is intended to measure. The advantage of using existing data sources such as the BRFSS, YRBS, or PRAMS is that they have been pretested and designed to produce valid and reliable data
  - d. Quantity – determine amount of data you want to collect
  - e. Logistics - Logistics are the methods, timing, and physical infrastructure for gathering and handling evidence. People and organizations have cultural preferences that dictate acceptable ways of asking questions and collecting information, and influence who is perceived as an appropriate person to ask the questions (i.e., someone known within the community versus a stranger from a local health agency). The techniques used to gather evidence in an evaluation must be in keeping with a given community’s cultural norms.
    - i. Describe in detail the background of country/community/people served.
    - ii. What assets do the people served possess?
    - iii. What are their biggest challenges?
    - iv. What hinders them from reaching their full potential?
    - v. What have they been doing in the past in terms of your focus?
    - vi. Gather statistics from others’ work.
    - vii. Describe in detail what you actually did.
    - viii. Did you experience indigenous or traditional practices? If so, how did you incorporate that into what you were doing?
5. Justify conclusions – Gather data and analyze from your work. Whether your evaluation is conducted to show program effectiveness, help improve the program, or demonstrate accountability, you will need to analyze and interpret the evidence gathered in Step 4. Step 5 encompasses analyzing the evidence, making claims about the program based on the analysis, and justifying the claims by comparing the evidence against stakeholder values. Give a thoughtful, well-researched, well-organized summary of your experience and objectively evaluate what worked, what did not and why. Include your sources.
6. Ensure use and share lessons learned - Whether your evaluation is conducted to show program effectiveness, help improve the program, or demonstrate accountability, you will need to analyze and interpret the evidence gathered in Step 4. Step 5 encompasses analyzing the evidence, making claims about the program based on the analysis, and justifying the claims by comparing the evidence against stakeholder values. What did you learn from this experience? Make recommendations for future groups.
7. How will this experience change the way you practice medicine?