# Hierarchy of Objectives and Their Relation to Evaluation

<table>
<thead>
<tr>
<th>Type of Objective</th>
<th>Program Outcomes</th>
<th>Possible Evaluation Measures</th>
<th>Type of Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process/Administrative</td>
<td>Activities presented and tasks completed</td>
<td>Number of sessions held, exposure, attendance, participation, staff performance, appropriate materials, adequacy of resources, tasks on schedules</td>
<td>Process (form of formative)</td>
</tr>
<tr>
<td>Learning</td>
<td>Change in awareness</td>
<td>Increase in awareness, Increase in knowledge, Improved attitude, Skill development or acquisition</td>
<td>Impact (form of summative)</td>
</tr>
<tr>
<td>Awareness</td>
<td>Change in knowledge</td>
<td></td>
<td></td>
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<tr>
<td>Knowledge</td>
<td>Change in attitude</td>
<td></td>
<td></td>
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<tr>
<td>Attitudes</td>
<td>Change in skills</td>
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<tr>
<td>Skills</td>
<td></td>
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<tr>
<td>Action/Behavior</td>
<td>Change in behavior</td>
<td>Current behavior modified or discontinued, or new behavior adopted</td>
<td>Impact (form of summative)</td>
</tr>
<tr>
<td>Environment</td>
<td>Change in environment</td>
<td>Protection added to, or hazards or barriers removed from the environment</td>
<td>Impact (form of summative)</td>
</tr>
<tr>
<td>Program</td>
<td>Change in quality of life (QOL), health status, risk factors, and social benefits</td>
<td>QOL measures, morbidity data, mortality data, measures of risk, physiological measures, signs and symptoms</td>
<td>Outcome (form of summative)</td>
</tr>
</tbody>
</table>
Socio-Ecological Model


Health Belief Model

Individual Perceptions
- Perceived susceptibility/severity of disease

Modifying Factors
- Age, sex, ethnicity
- Personality
- Socioeconomic Knowledge

Likelihood of Action
- Perceived benefits minus perceived barriers

Cues to Action
- Education
- Symptoms
- Media info

Perceived threat of disease

Likelihood of behavioral change
Stages of Change Model
Prochaska & DiClemente

- **Precontemplation**: Not thinking about change
- **Contemplation**: Seriously thinking about change
- **Preparation**: Actively planning change
- **Action**: Making behavior changes
- **Maintenance**: Sustain change and resist relapse
Social Cognitive Theory
Bandura

Individual → Behavior → Outcome

Behavior capability
Knowledge
Skills to perform behavior

Self-efficacy
Self confidence in performing the behavior

Outcome Expectations
Perception of reward/benefit of performing behavior
Social Networks

Which provides opportunities for...

Social Networks

Behavioral Mechanisms
- Social support
- Access to materials and resources
- Social engagement
- Social influence

Which impacts health through the following...

Pathways
- Psychobiology (immune, cardiovascular functions)
- Psychosocial
- Health Behavior

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Natural Helper Model

**Intervention Inputs**

- Natural helpers are trained to provide improved advice, assistance, and referrals within their existing networks

**Social Action Arenas**

- Natural helpers are linked with service providers and community leaders to discuss local health problems

**Intermediate benefits**

- Natural helpers are supported in implementing short-term and long-term self-help action in response to local health needs

**Outcomes**

- Knowledge of and access to options to be healthy
  - Improved health practices
- Use of appropriate services
- Agency awareness and responsiveness to community needs
  - Improved coordination of agency services
- Capacity to address social unity
  - Improved community competence
- Peer-to-peer social support
- Organization policies and practices
- Community attachment and political Dynamics
- Capacity to recognize and act upon local issues
Logic Model for KidsWalk-to-School

Adapted from HHS, Physical Activity Evaluation Handbook (2002)
Program Planning Resources

Program Planning

**Behavioral Capability** - Knowledge and skills about a behavior

**Citizen participation** - The bottom-up, grass-roots mobilization of citizens for the purpose of undertaking activities to improve the condition of something in the community.

**Community organizing** - A process through which communities are helped to identify common problems or goals, mobilize resources, and in other ways develop or implement strategies for reaching their goals which they have collectively set

**Community capacity** - Community characteristics affecting its ability to identify, mobilize, and address problems

**Construct** - A specific concept developed or adopted for use in a particular theory

**Cues to Action** - Strategies that motivate an individual to take action

**Determinants** - The factors that have been found to be associated with the at risk behavior or the environmental condition

**Ecological Approach** - An approach that recognizes that health behaviors are a part of the larger system of behavior and social influences and that lasting changes in health require supportive changes in the whole system
Empowered community - A community in which individuals and organizations apply their skills and resources in collective efforts to meet their respective needs

Environment - Factors physically external to the person

Expectations - Person's perception of the outcomes of a behavior

Expectancies - The values that an individual places on a given outcome of a behavior

Lay health worker - A paid employee of an agency, such as a paraprofessional or outreach worker who provide social support to individuals who may or may not be a part of his or her social network

Logic models - Provide a visual depiction of how a program is supposed to work and describes the inputs, activities and outcomes of a program

Natural helper - Individuals whom others naturally turn to for advice, emotional support or aid contribute to the health and competence of their community through information distribution, assistance and organization of community building activities within their social networks

Observational learning - Behavior change resulting from watching the behaviors or actions of others

Perceived barriers - Person's opinion of the psychological and tangible costs or impediments of the recommended action

Perceived benefits - Person's opinion of effectiveness of the recommended action to reduce the risk or the seriousness of the disease
Perceived severity of disease - Person's opinion of the seriousness of a disease and its consequences

Perceived susceptibility - Person's opinion of the chances of getting a disease, illness, or disability

Program goal - is a statement that provides specific long-term direction for the program

Program objectives - a specific statement of short-term application that is measurable

Reinforcement - Responses to a person's behavior that may increase or decrease the future occurrence of that behavior

Reciprocal determinism - Interaction of an individual, behavior, and environment; they all affect each other

Self-efficacy - Confidence in a person's ability to take action

Stakeholders - key to a program’s success and need to be brought in at the beginning of the planning process.

Theory - A set of interrelated concepts and definitions that help explain and predict events or situations to present a systematic view
General Resources

Program Planning Resources

   http://cancercontrolplanet.cancer.gov/

2. Centers for Disease Control (CDC) Community Health and Program Services (CHAPS)
   http://www.cdc.gov/nccdphp/dach/chaps/

3. Evidence-based Public Health (St. Louis University)
   http://prc.slu.edu/ebph_ppt.htm

4. Getting to Outcomes
   http://www.rand.org/pubs/technical_reports/TR101/index.html

5. Intervention Mapping

6. Intervention MICA
   http://www.cancer.gov/pinkbook

7. Making Health Communication Programs Works
   http://www.dhss.mo.gov/InterventionMICA/

8. National Network of Libraries of Medicine - Bringing Health Information to the Community
   http://nnlm.gov/mcr/bhic/

9. PRECEDE-PROCEED
   http://www.lgreen.net/precede.htm

10. Prevention Research Centers
    http://www.cdc.gov/prc/index.htm

11. The Community Guide
    http://www.thecommunityguide.org/
12. The Community Toolbox  
   [http://ctb.ku.edu/en/](http://ctb.ku.edu/en/)


### Logic Model Resources

1. W.K. Kellogg Foundation Logic Model Development Guide  
   [http://www.wkkf.org/~media/475A9C21974D416C90877A268DF38A15.ashx](http://www.wkkf.org/~media/475A9C21974D416C90877A268DF38A15.ashx)

2. Enhancing Program Performance with Logic Models (online course)  
   [http://www.uwex.edu/ces/lmcourse/](http://www.uwex.edu/ces/lmcourse/)

### Evidence-based Interventions Resources

1. Agency for Healthcare Quality and Research (AHQR)  

2. Centre for Reviews and Dissemination Databases (University of York, UK)  
   [http://www.crd.york.ac.uk/crdweb/](http://www.crd.york.ac.uk/crdweb/)

3. Cochrane Collaborative  
   [http://www.cochrane.org](http://www.cochrane.org)

4. EPPI (Evidence for Practice and Policy Information) Centre at Social Science Research Unit, Institute of Education, University of London, UK  
   [http://eppi.ioe.ac.uk/cms/](http://eppi.ioe.ac.uk/cms/)

5. Evidence Based Practice for Public Health  
   [http://library.umassmed.edu/ebpph/](http://library.umassmed.edu/ebpph/)

6. From Evidence to Practice: Using a systematic approach to address disparities in birth outcomes. (New York State Department of Health)  
   [http://www.ebph.org/overview.cfm](http://www.ebph.org/overview.cfm)
7. Health-Evidence.ca (Canadian Institutes of Health Research)  
   http://health-evidence.ca/

8. HIV: Compendium of HIV Programs  
   http://www.cdc.gov/hiv/resources/reports/hiv_compendium/  
   Diffusion of Effective Behavioral Interventions (DEBI) project  
   http://www.effectiveinterventions.org/

9. National Guideline Clearinghouse (Clinical Guidelines)  
   http://www.ngc.gov/

10. MICA (Missouri Information for Community Assessment)  
    http://www.dhss.mo.gov/InterventionMICA/index.html

11. Model Practices Database (National Association of County and City Health Officials)  
    http://www.naccho.org/topics/modelpractices/

12. Partnership for Prevention Action Guides  
    http://www.prevent.org/content/view/141/166/

13. Prevention Institute (ENACT)  

    http://www.promisingpractices.net/

15. Promising Practices Network on Children, Families and Communities  
    http://www.promisingpractices.net/programs.asp

16. PubMed Clinical Queries  

17. Research Tested Intervention Programs  
    http://rtips.cancer.gov/rtips

18. Substance abuse:  
   National Registry of Evidence-based Programs and Practices (NREPP),  
   a service of the Substance Abuse and Mental Health Services Administration (SAMHSA)
19. The Community Guide to Preventive Services
   http://www.thecommunityguide.org/index.html

20. Using What Works
   http://cancercontrol.cancer.gov/use_what_works/start.htm

Other Helpful Resources:

1. Healthy People 2020
   http://www.healthypeople.gov/2020/default.as