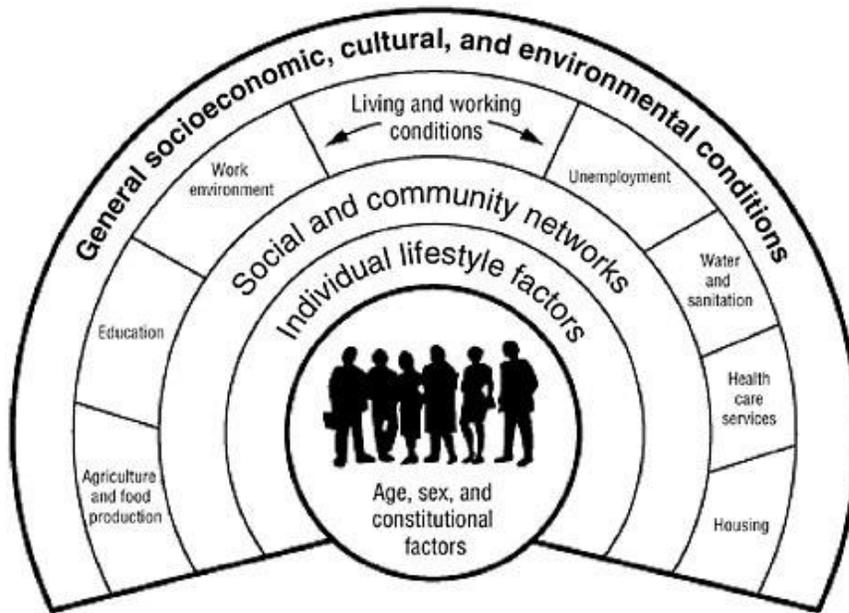


Hierarchy of Objectives and Their Relation to Evaluation

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

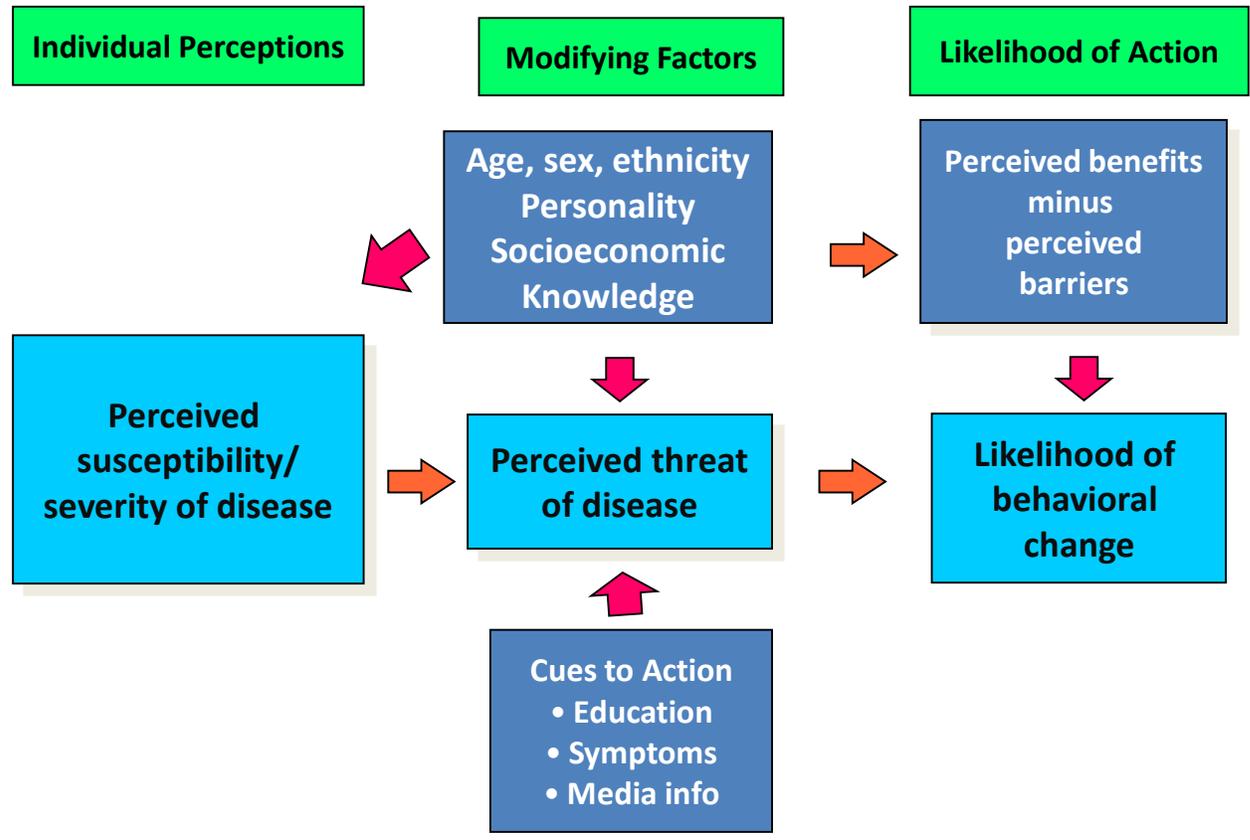
Socio-Ecological Model



Reference: Institute of Medicine. (2003). *The Future of the Public's Health in the 21st Century*. Washington, D.C.: National Academies Press.

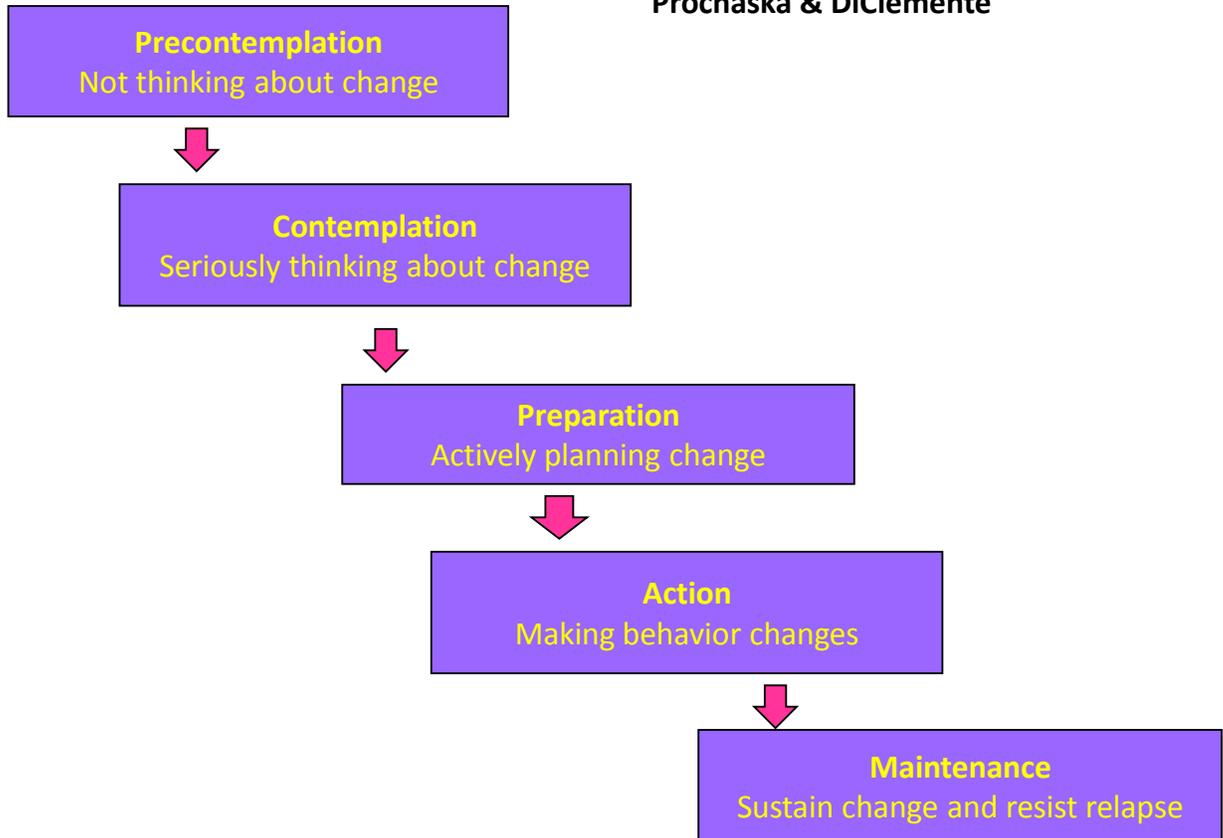
Original source: Dahlgren G, Whitehead M. 1991. *Policies and Strategies to Promote Social Equity in Health*. Stockholm, Sweden: Institute for Futures Studies.

Health Belief Model



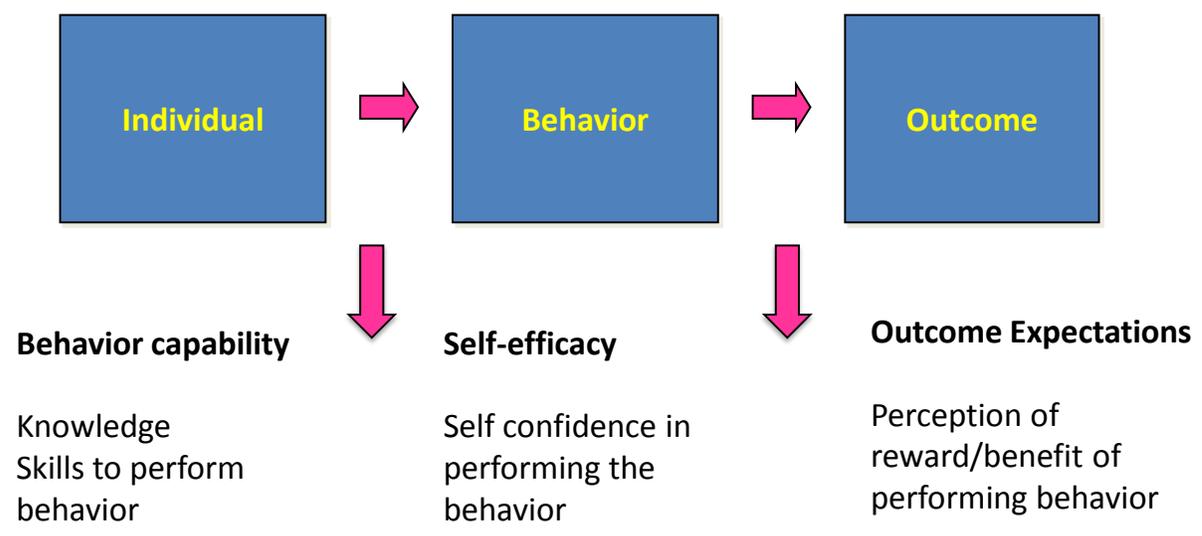
Stages of Change Model

Prochaska & DiClemente

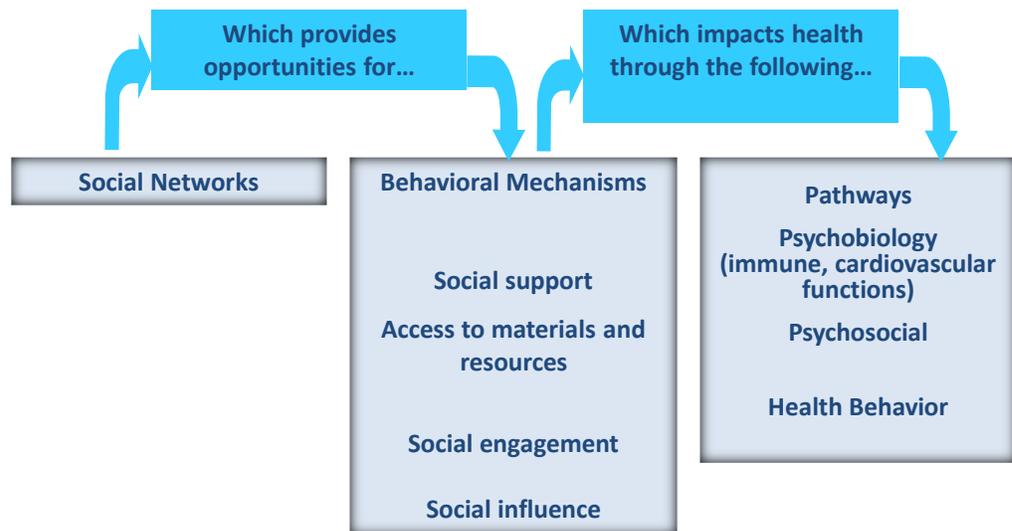


Social Cognitive Theory

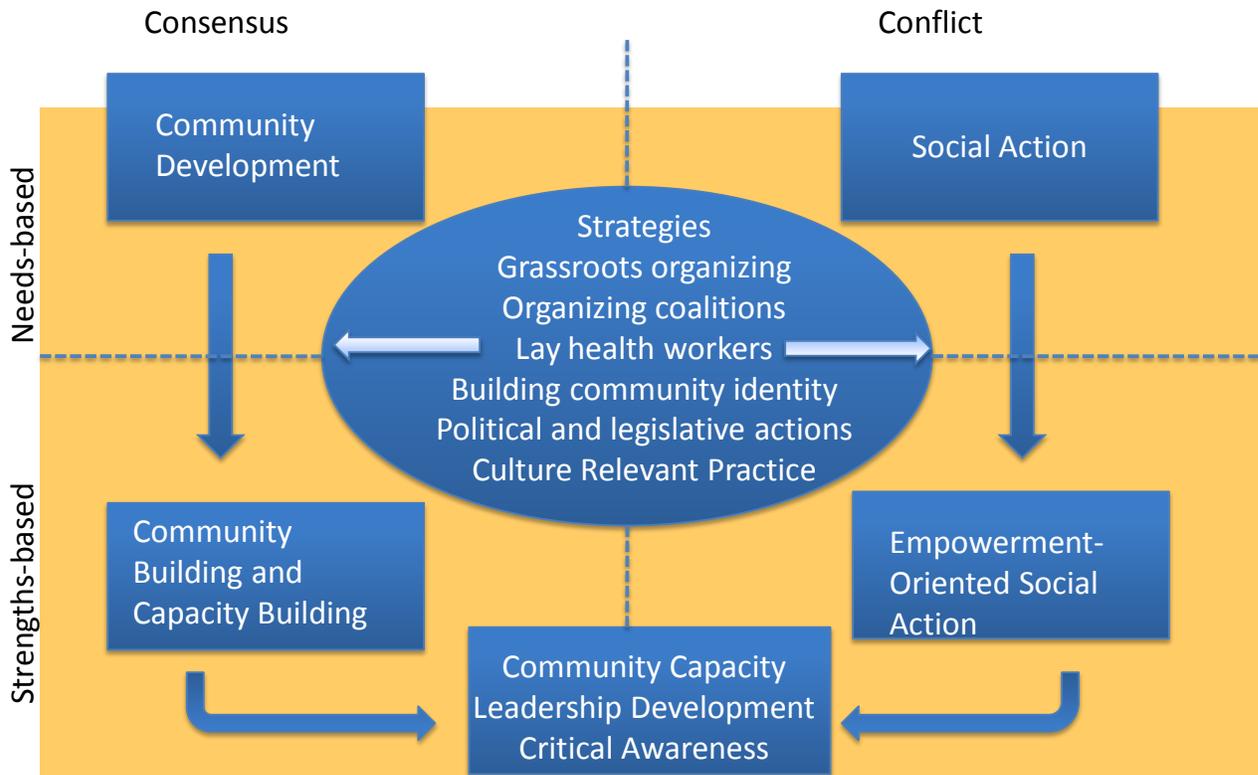
Bandura



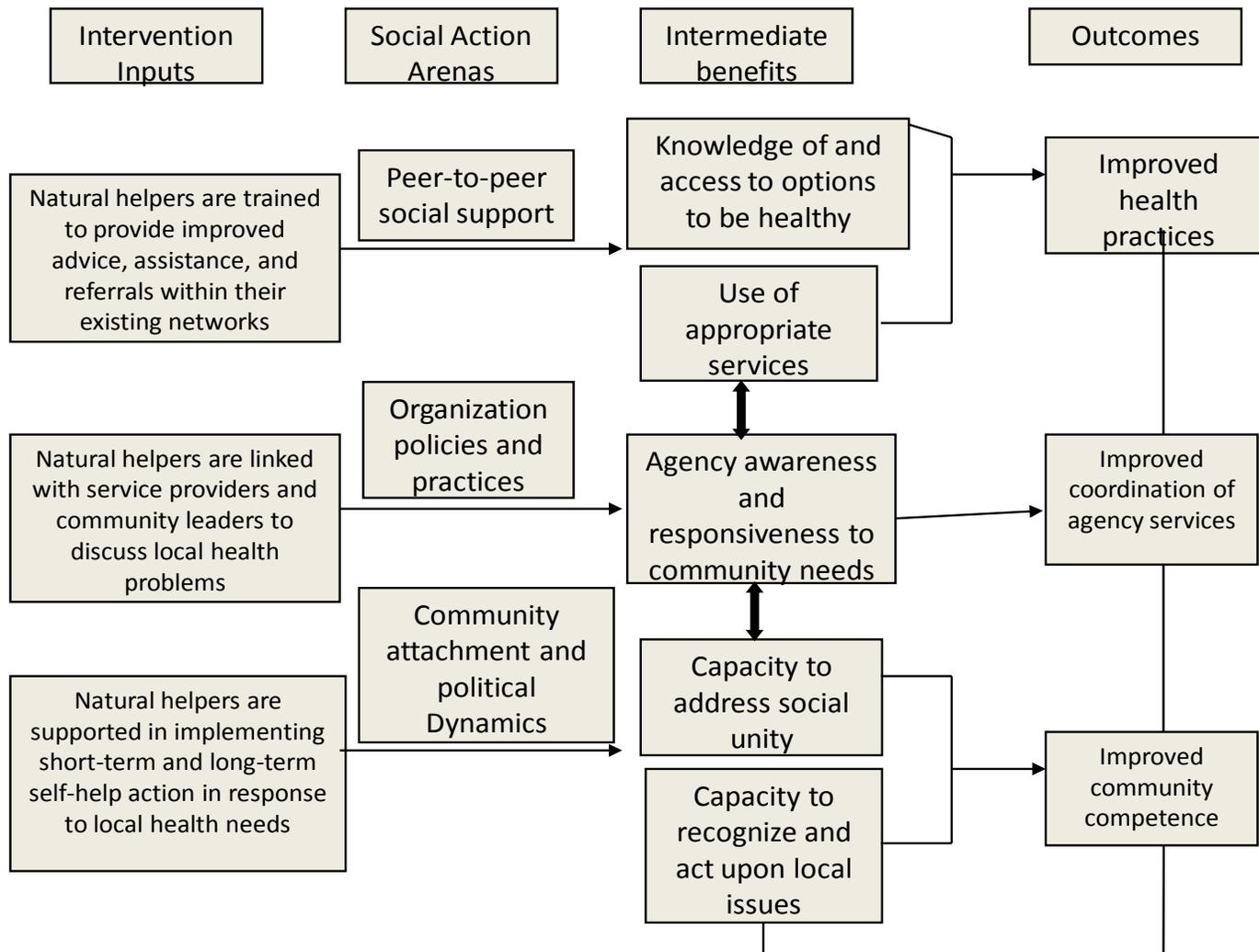
Social Networks



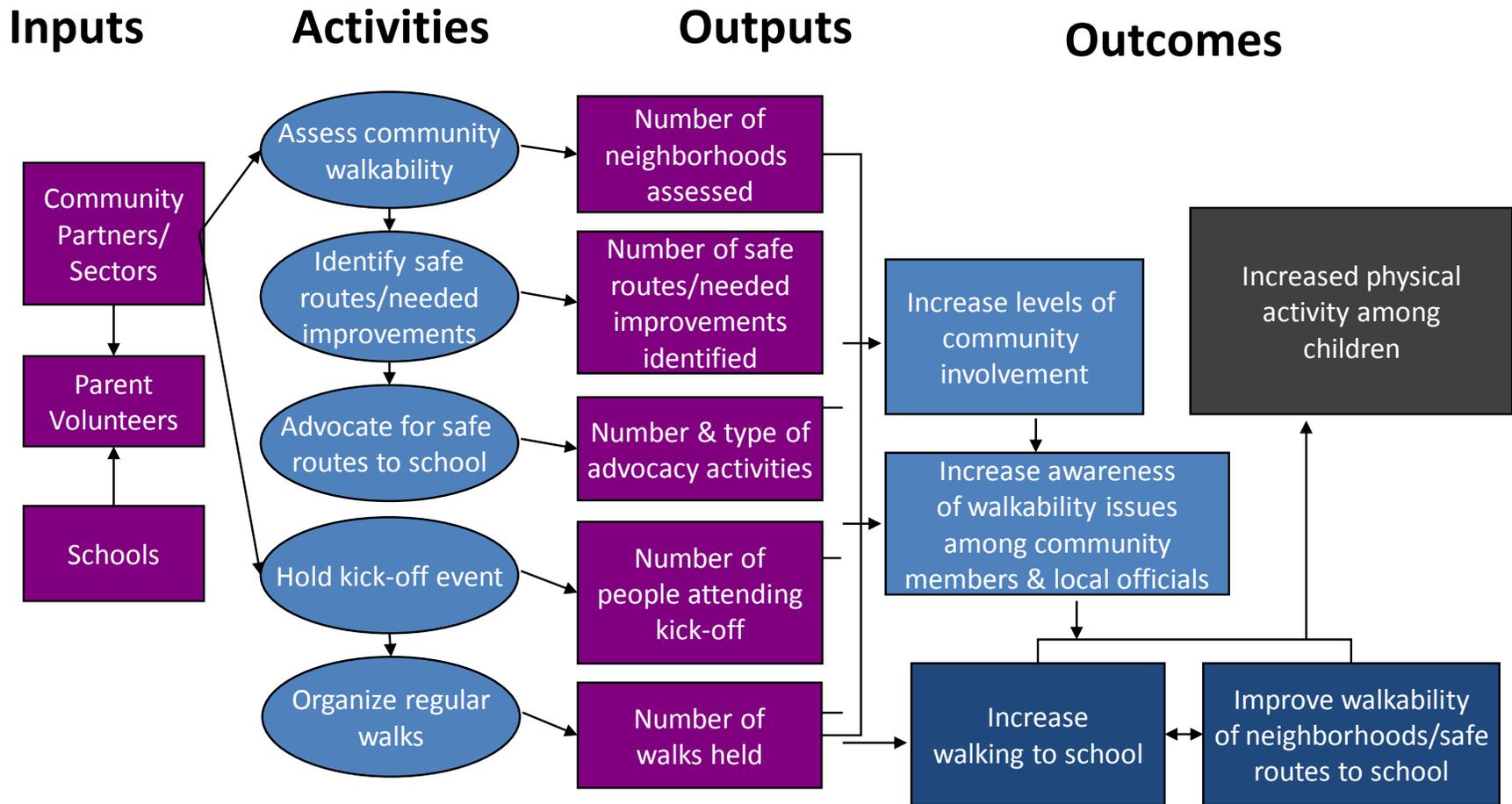
Community Organizing Model



Natural Helper Model



Logic Model for KidsWalk-to-School



Adapted from HHS, *Physical Activity Evaluation Handbook* (2002)

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

1. Cancer Control P.L.A.N.E.T.
<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
<http://interventionmapping.com/index.php?q=node/6>
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/>

13. Theory At A Glance: A Guide For Health Promotion Practice <http://www.nci.nih.gov/PDF/481f5d53-63df-41bc-bfaf-5aa48ee1da4d/TAAG3.pdf>

Logic Model Resources

1. W.K. Kellogg Foundation Logic Model Development Guide

<http://www.wkkf.org/~media/475A9C21974D416C90877A268DF38A15.ashx>

2. Enhancing Program Performance with Logic Models (online course)

<http://www.uwex.edu/ces/lmcourse/>

Evidence-based Interventions Resources

1. Agency for Healthcare Quality and Research (AHQR)

<http://www.ahrq.gov/>

2. Centre for Reviews and Dissemination Databases (University of York, UK)

<http://www.crd.york.ac.uk/crdweb/>

3. Cochrane Collaborative

<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/>

5. Evidence Based Practice for Public Health

<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>

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.preventioninstitute.org/sa/enact/members/index.php>
14. Promising Practices Network (RAND Corporation)
<http://www.promisingpractices.net/>
15. Promising Practices Network on Children, Families and Communities <http://www.promisingpractices.net/programs.asp>
16. PubMed Clinical Queries
<http://www.ncbi.nlm.nih.gov/entrez/query/static/clinical.shtml#reviews>
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)

<http://www.nrepp.samhsa.gov/>

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>