

YOUR TURN

PUBLIC HEALTH BUSINESS PLANNING

A practical guide

Chapter Ten: Evaluation

You are preparing for a trip. For example, let's say that tomorrow you need to be at a meeting in Vermont to speak to a public health department about a new policy for maple syrup production. You are going to drive.

Question: What are your goals and objectives for the trip? List four.

Question: What do you need to know to PLAN this trip? (For example, what time do you have to get there?) List four more things it would be good to know to plan the trip.

Question: How will you evaluate the OVERALL SUCCESS of this trip? (For example, did you get there on time?) List four more questions about success.

Question: How will you evaluate DURING your trip? (For example, do you have enough gas in the car at all times?) List four more questions you could ask as you're traveling.

Explain the relevance of this story to planning and evaluating a public health program. Use the following concepts in your answer:

1. What benefit is there in defining goals and objectives before you take a trip? As you plan a public health program? What is the relationship between those goals and objectives, and the "needs assessment" for a trip? Program?
2. What does this concept mean: "Stakeholder-based planning and evaluation"? What relevance does that concept have to planning a family or work trip? What relevance does it have for needs assessment? For setting program objectives? For evaluating a program?
3. What is process evaluation? When is the best time to develop "indicators" for measuring whether the process is a success? Why? What were some of the indicators for your trip? When did we measure these process indicators during the trip, and why? What is one indicator that you might use to measure the process of your business plan project, and why?
4. What is impact evaluation? What were the indicators that we used to evaluate the impact of this trip? When were those indicators developed? What is one indicator that might be used to evaluate the impact of your business plan?
5. What stakeholders are interested in the value and worth of this trip? How would you communicate the value of this trip to them?
6. Is financial return a process indicator or an impact indicator? How important is this indicator to your business plan?
7. When is it best to start the "evaluation" of a public health program?