

Tabriz University of Medical Sciences
Faculty of Health

Evaluation in Health Promotion programs

Course syllabus for PhD students of Health Education and Promotion

Educational goal (s):

By the end of course students will be able to:

1. Know the basic terminology, major concepts, and logic of health education evaluation.
2. Develop evaluation goals, objectives, questions, and measurement tools.
3. Diagram program evaluation logic models based on intervention mechanisms, goals, realities, and constraints.
4. Distinguish among evaluation types (e.g., formative, process, and outcome) along with their different methods and purposes.
5. Distinguish appropriate designs for various evaluation types.
6. Identify threats to the internal validity of evaluations.
7. Understand some of the limitations in program evaluation and prepare for such issues.

Lecturer /Mentor	Session Topics
Dr Allahverdipour	Perspectives <ul style="list-style-type: none">- Concepts & purpose of evaluation- Evaluation: there Is more to methodology than method- From knowledge to action: challenges and opportunities for increasing the use of evaluation in health promotion policies and practices- Evaluation approaches, frameworks and designs- Evaluation logic- A framework for health promotion evaluation- A comprehensive approach for evaluating health promotion programs- Participatory approaches to health promotion evaluation- Transformative alliance between qualitative and quantitative approaches in health promotion research
Dr Shaghghi	Evaluation in Practice <ul style="list-style-type: none">- Types of Evaluation- Evaluation of Health Promotion Interventions (HPI)- Evaluation of complex interventions- Evaluation of quality of life initiatives in health promotion- Quality assurance framework in health promotion- Developing an evaluation plan- Practical dilemmas for health promotion evaluation- Using pilot and feasibility study to developing a complex intervention evaluation study

Dr Jahangiri	<p>Evaluation in Different Settings</p> <ul style="list-style-type: none"> - Evaluation of community health promotion programs - Evaluating community initiatives for health promotion and development - Evaluating health promotion in Schools - Evaluating health promotion in Work place - Evaluation in urban settings: the challenges of healthy cities - Standard evaluation framework for intervention on violence against women and girls - Standard evaluation framework for intervention on Prevention and control of injuries - Standard evaluation framework for intervention on maternal and child Health
Dr Nadrian	<p>Evaluation in Health Policies and systems, Evaluation Synthesis</p> <ul style="list-style-type: none"> - Evaluating healthy public policies in community - Evaluation of Health Promotion Policies - Investigating policy networks for health: theory and method in a larger organizational perspective - Health impact Assessment as a tool for health promotion and population health - Social Capital: Evaluation implications for community health promotion - Evaluation of mass media health communication campaign - Investment for health: developing a multifaceted appraisal Approach - Meta evaluation - Evidence in health promotion evaluation - Evidence mapping and synthesis for intervention evaluation - Evaluation Synthesis in Health Promotion

Students learning activities:

Course participants are expected to read the relevant introduced book chapters before each session. Each participant should give several presentations of the pre-determined topic which interests them. Students are also expected to prepare their presentations' handouts in the MS WORD format and give them to the course organizer before the final exam date.

Assessment:

Attendance and active participation in the sessions is required. The final score will be determined based on the score given to the presentations plus prepared handouts and final exam score.

References

1. Louise Potvin · David V. McQueen (2008). Health Promotion Evaluation Practices in the Americas: Values and Research.
2. WHO (2001). Evaluation in health promotion: principles and perspectives. *Edited by:* Irving Rootman, Michael Goodstadt, Brian Hyndman, David V. McQueen, Louise Potvin, Jane Springett and Erio Ziglio, WHO Regional Publications, European Series, No. 92.
3. Fannie Fonseca-Becker, Amy L. Boore, (2008) Community Health Care's Process for Evaluation, Springer Science Business Media, LLC.
4. Di Iorio, Colleen Konicki, (2005) Measurement in health behavior: methods for research and education, Published by Jossey-Bass.

5. Irving Rootman, Michael Goodstadt, Brian Hyndman, David V. McQueen, Louise Potvin, Jane Springett and Erio Ziglio. (2001) *Evaluation in health promotion: principles and perspectives*. Published by World Health Organization
6. L. Kay Bartholomew, Guy S. Parcel, Gerjo Kok, Nell H. Gottlieb, Maria E. Fernandez, (2011) *Planning health promotion programs: an intervention mapping approach*. Published by Josseybass
7. Charlotte Paterson, Charlotte Baarts, Laila Launsø and Marja J Verhoef. Evaluating complex health interventions: a critical analysis of the 'outcomes' concept. *BMC Complementary and Alternative Medicine* 2009, **9**:18, doi:10.1186/1472-6882-9-18.
8. Jill Luoto, Margaret A. Maglione, Breanne Johnsen, Christine Chang, Elizabeth S. Higgs, Tanja Perry, Paul G. Shekelle. A Comparison of Frameworks Evaluating Evidence for Global Health Interventions. *Plos Medicine* July 09, 2013, doi: 10.1371/journal.pmed.1001469