

## PH218B Evaluation of Health and Social Programs Readings and Resources

### General Resources

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#### *Evaluation Reports/Guides*

Centers for Disease Control and Prevention. (2011). [\*Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide\*](#). Atlanta, GA: CDC.

Centers for Disease Control and Prevention. (2011). [\*Developing an Effective Evaluation Plan: Setting the Course for Effective Program Evaluation\*](#). Atlanta, GA: CDC.

Andrews K, Parekh J, and Peckoo S. (2019). [\*How to Embed a Racial and Ethnic Equity Perspective in Research\*](#). Child Trends: Washington, DC.

W.K. Kellogg Foundation. (2017). [\*A Step-by-Step Guide to Evaluation: How to Become Savvy Evaluation Consumers\*](#). WKKF: East Battle Creek, MI.

#### *Evaluation Books*

Fink AG. (2011). *Evaluation Fundamentals: Insights into Program Effectiveness, Quality and Value* (3<sup>rd</sup> edition). Thousand Oaks, CA: Sage.

Newcomer KE, Hatry HP, Wholey JS. (2015). *Handbook of Practical Program Evaluation* (4th edition). San Francisco, CA: Josey-Bass.

Patton MQ. (2014). *Qualitative Research & Evaluation Methods: Integrating Theory and Practice* (4<sup>th</sup> edition). Thousand Oaks, CA: Sage.

Patton MQ. (2011). *Essentials of Utilization-Focused Evaluation*. Thousand Oaks, CA: Sage.

Rossi PH, Lipsey MW, Freeman HE. (2019). *Evaluation: A Systematic Approach* (8<sup>th</sup> edition). Thousand Oaks, CA: Sage.

#### *Evaluation Websites*

American Evaluation Association

<https://www.eval.org/>

Better Evaluation

<https://www.betterevaluation.org/>

CDC Evaluation Resources

<https://www.cdc.gov/eval/resources/index.htm>

Evaluation Center, Western Michigan University

<https://wmich.edu/evaluation>

## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 1 - Overview of the course and enrollment

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#### *Required Readings*

1. CDC. (2011). Executive Summary (pages 1-2) and introduction (pages 3-13). [\*Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide\*](#). Atlanta, GA: CDC.
2. American Evaluation Association. (2018). [\*https://www.eval.org/About/Guiding-Principles\*](https://www.eval.org/About/Guiding-Principles)

#### *Applied Examples and Other Resources*

3. Better Evaluation. (2014). [\*Ways of Framing the Difference between Research and Evaluation\*](#).
  4. WK Kellogg Foundation. (2017). Chapter 1: Principles to Guide Evaluation (pages 1-9). [\*A Step-by-Step Guide to Evaluation: How to Become Savvy Evaluation Consumers\*](#)
  5. UC Davis Tobacco Control Evaluation Center. [\*The Evaluation Life Cycle\*](#).
  6. Patton MQ (for the Otto Bremer Trust). [\*Evaluation Flashcards: Embedding Evaluative Thinking in Organizational Culture\*](#)
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## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 2 – Introduction to Evaluation and Role of the evaluator

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#### *Required Readings*

1. CDC. (2011). Step 1: Engage Stakeholders Pages (14-20). [Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide](#). Atlanta, GA: CDC.
2. Conley-Tyler, M. (2015). A fundamental choice: internal or external evaluation? *Evaluation Journal of Australasia*, 4: 3-11
3. Andrews K, Parekh J, and Peckoo S. (2019). Introduction and Guiding Principles and landscape assessment (pages 4-14). [How to Embed a Racial and Ethnic Equity Perspective in Research](#). Child Trends: Washington, DC. \*\*

#### *Applied Examples and Other Resources*

4. Hood S, Hopson R, Kirkhart K. (2015). Culturally responsive evaluation: Theory, Practice, and Future Implications. In Newcomer K et al. *Handbook of Practical Program Evaluation*, Fourth Edition. Pages 281-317.
5. Evaluate, Defining the Work, Defining the Work (racialequitytools.org)
6. Expanding the Bench – Increase and support racial and ethnic diversity in research and evaluation fields
7. Chicago Beyond. (2019). Why am I always being researched? A guidebook for community organizations, researchers, and funders to help us get from insufficient understanding to more authentic truth. Pages 10-14, 18-26, 60-66

## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 3 - Evaluation frameworks and logic models

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#### *Required Readings*

1. CDC. (2011). Step 2: Describe the Program (pages 21 to 41). [Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide](#). Atlanta, GA: CDC.
2. WestEd (2021) [Anti-racist evaluation strategies: A guide for evaluation teams](#)
3. Equitable Evaluation Initiative. [Equitable Evaluation Framework](#)

#### *Applied Examples and Other Resources*

4. CDC, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention. [Developing Program Goals and Measurable Objectives](#). Atlanta, GA: CDC.
5. Better Evaluation. [Rainbow Framework](#).
6. Innovation Network. [Logic Model Workbook](#)
7. Dunn J, van der Meulen E, O'Campo P, and Muntaner C. (2013). Improving health equity through theory-informed evaluations: A look at housing first strategies, cross-sectoral health programs, and prostitution policy. *Evaluation and Program Planning*, 36: 184-190.
8. Juvenile Justice Evaluation Center. (2003). [Evaluability Assessment: Examining the Readiness of a Program for Evaluation](#).

## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 4 - Process/implementation evaluation, continuous improvement

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#### *Required Readings*

1. CDC. (2011). Step 3: Focus the Evaluation Design. [Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide](#). Atlanta, GA: CDC.
2. Andrews K, Parekh J, and Peckoo S. (2019). Design and Data Collection (pages 15-17). [How to Embed a Racial and Ethnic Equity Perspective in Research](#). Washington, DC: Child Trends.
3. Saunders R, Evans M, and Praphul J. (2005). Developing a process evaluation for assessing health promotion program implementation: A how-to guide. *Health Promotion Practice*, 6(2), 134-147.
4. Handouts
  - CDC. [Types of Evaluation](#)
  - Types of Evaluation Designs
  - Program Stage of Development

#### *Applied Examples and Other Resources*

5. Better Evaluation. [Approaches \(glossary\)](#)
6. CDC. (2013). [Community Needs Assessment Participant Workbook](#).
7. UNCEF, WHO, UNFPA. (2015). [Toolkit: The Assessment of Adolescent Health Interventions in GAVI HPV Vaccine Demonstration Programmes](#).

## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 5 - Outcome/impact evaluation, threats to validity, sampling

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#### *Required Readings*

1. Grimshaw JM, Campbell MK, Eccles M, and Steen NV. (2000). Experimental and quasi-experimental designs for evaluating guideline implementation strategies. *Family Practice, 17 Suppl 1*, S11-6.
2. Jenkins-Smith H et al. (2020). Section 2: Research Design. *Quantitative Research Methods for Political Science, Public Policy and Public Administration* (4th Edition).
3. Handouts
  - Threats to Internal and External Validity
4. Fink A. (2005). Chapter 4-Sampling. *Evaluation Fundamentals: Insights into Program Effectiveness, Quality and Value*. Thousand Oaks, CA: SAGE.

#### *Applied Examples and Other Resources*

5. Ozer EJ et al. (2009). Effects of a Conditional Cash Transfer Program on Children's Behavior Problems. *Pediatrics*. 123; e630
6. Constantine NA. (2013). Intervention effectiveness research in adolescent health psychology: Methodological issues and strategies. In O'Donohue W, Benuto L, and Woodward L (eds.) *Handbook of Adolescent Health Psychology*. New York: Springer.
7. Campbell DT. (1957) Factors relevant to the validity of experiments in social settings. *Psychological Bulletin*, 54(4): 297-312.
8. Padian NS, McCoy SI, Balkus JE, and Wasserheit JN. (2010). Weighing the gold in the gold standard: challenges in HIV prevention research. *AIDS*, 24(5), 621–635.
9. Gamble, J. A. A. (2008). A Developmental Evaluation Primer. The J.W. McConnell Family Foundation.
10. Ferryman, K., de Souza Briggs, X., Popkin, S., Rendon, M. (2008). Do better neighborhoods for MTO families mean better schools? (Brief No. 3). Washington, DC: Urban Institute

## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 6 - Data sources and indicators

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#### *Required Readings*

1. CDC. (2011). Step 4: Gather Credible Evidence. [\*Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide\*](#). Atlanta, GA: CDC.
2. Fink A. (2005). Chapter 6 – Evaluation Measures. *Evaluation Fundamentals: Insights into Program Effectiveness, Quality and Value*. Thousand Oaks, CA: SAGE.

#### *Applied Examples and Other Resources*

3. Rogers T, Chappelle EF, Wall HK, Barron-Simpson R. (2011). *Using DHDSP Outcome Indicators for Policy and Systems Change for Program Planning and Evaluation*. Atlanta, GA: CDC.
4. McKool et al. (2020). A Process for Identifying Indicators with Public Data: An Example from Sexual Violence Prevention. *American Journal of Evaluation*, 41(4): 510-528.
5. Karkhaneh M et al. (2011). Bicycle helmet use four years after the introduction of helmet legislation in Alberta, Canada. *Accident Analysis & Prevention*, 43:8788-796.
6. Snibbe AC. (2006). Drowning in data. *Stanford Social Innovation Review*. Fall 2006.
7. Newcomer, K.E., Hatry, H. P., Wholey, J.S. (2015). Using Surveys. Ch. 14. In *Handbook of Practical Program Evaluation*. 4th Ed. J. J. Wholey, H. Hartey, K. Newcomer (Eds). San Francisco, CA: Josey-Bass, pp. 344-382. **\*\*This resource is available through Oskicats\*\***

## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 7 – Measurements from Indicators to Questions

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#### *Required Readings*

1. Newcomer KE, Hatry HP, and Wholey JS. (2015). Using surveys. In JJ Wholey, Hartey H, Newcomer K (Eds.), *Handbook of practical program evaluation* (4th ed.) San Francisco, CA: Josey-Bass. [Skim intro, start page 346, look at tables throughout and crafting good questions (p361)]
2. Handout
  - Overview of Methods to Collection Information

#### *Applied Examples and Other Resources*

3. [Creating Visibility: Why and How You Should Collect Data on Sexual Orientation and Gender Identity.](#)
4. Newcomer KE and Conger D. (2015). Using statistics in evaluation. In J. J. Wholey, H. Hartey, K. Newcomer (Eds.), *Handbook of Practical Program Evaluation* (4th ed.) San Francisco, CA: Josey-Bass.
5. Price PC, Jhangiani RS, and Chiang IA. Chapter 5: Understanding Psychological Measurement (pages 80-97). In *Research Methods in Psychology*.
6. Ramo, D., Hall, S., Prochaska, J. (2011). Reliability and validity of self-reported smoking in an anonymous online survey with young adults. *Health Psychology*. 30(6): 693-701.
7. General Medical Council National Training Survey. [Survey Design – Best Practice Guidelines](#). Manchester, UK: GMC.
8. Trochim. W. (2006). Research Methods Knowledge Base:
  - Theory of Reliability - <http://www.socialresearchmethods.net/kb/reliabl.php>
  - Types of Reliability - <http://www.socialresearchmethods.net/kb/reotypes.php>
  - Reliability and Validity <http://www.socialresearchmethods.net/kb/relandval.php>
9. Boateng et al. (2018). Best Practices for Developing and Validating Scales for Health, Social, and Behavioral Research: A Primer. *Frontiers in Public Health*; 6: 149



## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 8 - Qualitative approaches

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#### *Required Readings*

1. Krueger RA and Casey MA. (2015). Focus group interviewing. In JJ Wholey, Hartey H, Newcomer K (Eds.), *Handbook of practical program evaluation* (4th ed.) San Francisco, CA: Josey-Bass.
2. Seidman I. (2006). Technique Isn't Everything, But It Is A Lot. In *Interviewing as qualitative research: a guide for researchers in education and the social sciences*, 3<sup>rd</sup> edition. New York, London: Teachers College Press.
3. Beasley LO, et al. (2018). A qualitative evaluation of engagement and attrition in a nurse home visiting program: From the participant and provider perspective. *Prevention Science*, 19(4), 528-537.

#### *Applied Examples and Other Resources*

4. Patton MQ. (2002). Qualitative Evaluation Checklist.
5. Griffith I, Parekh J, Charles C. (2002). [Conducting Successful Virtual Focus Groups](#). Washington, DC: Child Trends.
6. Goodrick D and Rogers PJ. (2015). Qualitative data analysis. In J. J. Wholey, H. Hartey, K. Newcomer (Eds.), *Handbook of Practical Program Evaluation* (4th ed.) (pp. 561-595). San Francisco, CA: Josey-Bass.
7. First 5 Contra Costa County. Tip Sheet for Focus Groups.

## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 9 - Mixed methods and triangulation

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#### *Required Readings*

1. USAID. (2013). [Technical Note: Conducting Mixed-Method Evaluations](#). Washington, DC: USAID.

#### *Applied Examples and Other Resources*

2. Patton MQ. (1999) Enhancing the quality and credibility of qualitative analysis. *Health Services Research*, 34(5 Pt 2), 1189.
3. Bamberger M. (2007). Simply the best? Understanding the market for “Good Practice” advice from government research and evaluations. AEA Conference Paper.
4. Greene JC, Caracelli VJ, Graham WF. (1989). Toward a conceptual framework for mixed-methods evaluation designs. *Educational Evaluation and Policy Analysis*, 11(3): 255-274.
5. Lieber E. (2009). Mixing qualitative and quantitative methods: Insights into design and analysis Issues. *Journal of Ethnographic and Qualitative Research*, 3(4), 218-227
6. Guetterman TC, Fetters MD, Creswell JW. (2015). Integrating quantitative and qualitative results in health science mixed methods research through joint displays. *Annals of Family Medicine*, 13(6): 554-561

## **PH218B Evaluation of Health and Social Programs Readings and Resources**

### **Week 10 – Policy and Advocacy**

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#### *Required Readings*

1. Gardner, A.I., Brindis C.D (2017). *Advocacy and Policy Change Evaluation: Theory and Practice*. Stanford, California, Stanford University Press

#### *Applied Examples and Other Resources*

2. The World Bank. (2009) *Making Smart Policy: Using Impact Evaluation for Policy Making*. Overview (pp. 4-29) and Lessons Learned (pp. 65-73)

## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 11 - Innovative methods, emerging trends, and participatory evaluation

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#### *Required Readings*

1. Pruitt A et al. (2018). Housing First and Photovoice: Transforming Lives, Communities, and Systems. *American Journal of Community Psychology*, 61:104-117
2. Brown & DiLallo (2020). Talking Circles: A Culturally Responsive Evaluation Practice. *American Journal of Evaluation*, 41(3): 367-383.

#### *Applied Examples and Other Resources*

3. Mchome Z et al. (2015). A 'Mystery Client' Evaluation of Adolescent Sexual and Reproductive Health Services in Health Facilities from Two Regions in Tanzania. *PLOS ONE*, 10(3): e0120822.
4. Azzam T & Robinson D. (2012). GIS in Evaluation: Utilizing the Power of Geographic Information Systems to Represent Evaluation Data. *American Journal of Evaluation*, 34(2): 207-224.
5. Nitch M et al. (2013). Participation by different stakeholders in participatory evaluation of health promotion: A literature review. *Evaluation and Program Planning*, 40: 42-54.
6. Griffith I, Parekh J, Charles C. (2002). [Conducting Successful Virtual Focus Groups](#). Washington, DC: Child Trends.
7. Zaveri S. (2013). [Listening to smaller voices: Using an innovative participatory tool for children affected by HIV and AIDS to assess a life skills programme](#). Better Evaluation, Melbourne, Victoria.
8. Phillips G et al. (2019). Empowerment Evaluation: A Case Study of Citywide Implementation Within an HIV Prevention Context. *American Journal of Evaluation*, 40(3): 318-334.
9. Marshall J et al. (2020). An Evaluation of Florida's Zika Response Using the WHO Health Systems Framework: Can We Apply These Lessons to COVID-19? *Maternal Child Health Journal*, 24(10):1212-1223.
10. Kearney MS & Levine PB. (2015). Media Influences on Social Outcomes: The Impact of MTV's "16 and Pregnant" on Teen Childbearing. *The American Economic Review*, 105 (12): 3597-3632.

## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 12 - Integrity and ethical challenges in evaluation

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#### *Required Readings*

1. Holm-Hansen C. (2007). *Tips for Conducting Program Evaluation: Ethical Issues*. Wilder Research and Minnesota Office of Justice Programs.
2. Perrin B. (2019). How to Manage Pressure to Change Reports: Should Evaluators Be Above Criticism? *American Journal of Evaluation*, 40(3): 354-375.
3. Morris M. (2011). The Good, the Bad, and the Evaluator: 25 Years of AJE Ethics. *American Journal of Evaluation*, 32: 134-151.

#### *Applied Examples and Other Resources*

4. UC Berkeley Human Research Protection Program. [What Needs CPHS/OPHS Review](#)
5. Oliver K, Lorenc T, Tinkler J. (2020). Evaluation unintended consequences: New insights into solving practical, ethical and political challenges of evaluation. *Evaluation*, 26(1): 61–75
6. Schwandt T. (2007). Expanding the conversation on evaluation ethics. *Evaluation and Program Planning*, 30(4): 400-403.
7. Bonell C, Jamal F, Melendez-Torres GJ, Cummins S. (2014). 'Dark logic': Theorising the harmful consequences of public health interventions. *Journal of Epidemiology and Community Health*. 69: 95–98.

## PH218B Evaluation of Health and Social Programs Readings and Resources

### Week 13 (11/17) - Sharing evaluation findings, Data visualization

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#### *Required Readings*

1. CDC. (2011). Step 6: Ensure Use of Evaluation Findings and Share Lessons Learned. [Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide](#). Atlanta, GA: CDC.
2. Andrews K, Parekh J, and Peckoo S. (2019). Dissemination (page 23-27). [How to Embed a Racial and Ethnic Equity Perspective in Research](#). Washington, DC: Child Trends.
3. Explore EvaluATE examples:
  - [Anatomy of user-friendly report \(slidedeck\)](#)
  - [Engaging 1-page reports](#)
  - [Example infographic](#)

#### *Applied Examples and Other Resources*

4. Robertson KM and Wingate LA. (2017). [Checklist for Program Evaluation Report Content. The Evaluation Center](#), Western Michigan University.
5. Bergstrom C and West J (2016). [Visualization: Misleading axes on graphs](#).
6. Johnson J, Hall H, Greene JC, and Ahn J. (2013). Exploring alternative approaches for presenting evaluation results. *American Journal of Evaluation*, 34(4), 486-503.

**PH218B Evaluation of Health and Social Programs  
Readings and Resources**

**Week 14 (11/25) - NO CLASS / UNIVERSITY HOLIDAY**

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No readings.

**Week 15 (12/1) – Presentations of Evaluation Plans Day 1**

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No Readings.

**Week 16 (12/8) – Presentation of Evaluation Plans Day 2**

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No readings.