Evaluating Health Promotion Programs | 31416e4faf4aad9dce264fb31c644837

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Reflecting the latest developments in the field, The Practice of Health Program Evaluation, Second Edition provides readers with effective methods for evaluating health programs and offers expert guidance for collaborating with stakeholders involved in the process. Author David Grembowski explores evaluation as a three-act play: Act I shows evaluators how to work with decision makers and other groups to identify the questions they want answered; Act II covers selecting appropriate evaluation designs to reveal insight about the program’s impacts, cost-effectiveness, and implementation; and Act III discusses making use of the findings. Packed with relevant examples and detailed explanations, the book fully prepares readers to apply research methods in the practice of health program evaluation.

Planning, Implementing, and Evaluating Health Promotion Programs: A Primer provides health education students with the comprehensive background and application information needed to plan, implement, and evaluate health promotion programs in a variety of settings. The Fourth Edition features updated information throughout, including expanded discussions of topics such as measures, measurement, data collection and data sampling, intervention theories, and evaluation techniques. It has been thoroughly reviewed by both practitioners and professors to reflect the latest trends in the field.

The American workforce is changing, creating new challenges for employers to provide occupational health services to meet the needs of employees. The National Aeronautics and Space Administration (NASA) workforce is highly skilled and competitive and employees frequently work under intense pressure to ensure mission success. The Office of the Chief Health and Medical Officer at NASA requested that the Institute of Medicine review its occupational health programs, assess employee awareness of and attitude toward those programs, recommend options for future worksite preventive health programs, and ways to evaluate their effectiveness. The committee’s findings show that although NASA has a history of being forward-thinking in designing and improving health and wellness programs, there is a need to move from a traditional occupational health model to an integrated, employee-centered program that could serve as a national model for both public and private employers to emulate and improve the health and performance of their workforces.

"Teaches students and managers how to develop, lead, and evaluate health programs to ensure quality outcomes. The focus is on the three core management concepts of strategy, design, and leadership, but time is also devoted to describing facilitative management activities integral to successful programs. Students will learn techniques for communication, decision-making, quality assurance, marketing, and program evaluation within the structure of the textbook's program management model."—Provided by publisher.


Evaluating Public and Community Health Programs Evaluating Public and Community Health Programs combines an introduction to public and community health program evaluation with a detailed survey of methods in community assessment, planning, program design, quantitative and qualitative data collection, data analysis, and reporting of findings. The book presents an approach built on the two primary evaluation frameworks that are most common in public and community health: the Donaldson three-step program theory-driven evaluation model and CDC’s six-step Framework for Program Evaluation in Public Health. The author emphasizes practical, ongoing evaluation strategies that involve all program stakeholders, not just evaluation experts, and presents a simple and effective standards-based four-step model that will produce rich and useful results. The book's resources (scenarios, worksheets, and guidelines) can be used throughout the planning, implementation, and evaluation process. In addition, each chapter includes a list of learning objectives, key terms, and ideas for review, as well as summaries and discussion questions that can reinforce each chapter's lessons.

Greenhouse gas emissions by the livestock sector could be cut by as much as 30 percent through the wider use of existing best practices and technologies. FAO conducted a detailed analysis of GHG emissions at multiple stages of various livestock supply chains, including the production and transport of animal feed, on-farm energy use, emissions from animal digestion and manure decay, as well as the post-slaughter transport, refrigeration and packaging of animal products. This report represents the most comprehensive estimate made to-date of livestock's contribution to global warming as well as the sectors potential to help tackle the problem. This publication is aimed at professionals in food and agriculture as well as policy makers.

This is a health worker's guide to evaluation in health promotion, written specifically for the people who design and run health promotion programmes in community health centres, hospitals, schools and community centres.

Evaluation in a Nutshell 2e provides students with a succinct guide to the strategic and technical issues that arise during the evaluation of health promotion programs. The perfect companion to Theory in a Nutshell 3e, this book contains practical advice on how to understand, interpret and assess existing health promotion programs. This guide includes not only individual interventions but also community and population health programs, and demonstrates the need to tailor each evaluation to suit the circumstances of the particular program. This second edition has been fully updated, and includes: - a new chapter focusing on the evaluation of studies on smaller group programs for replication and dissemination to the wider population - separate chapters on formative evaluation and process evaluation to provide students with a more thorough explanation and therefore better understanding of these two areas. Written by
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international experts in health promotion, this book will guide students in developing the core skills necessary for valuable and practical evaluations.

The second edition of Patton's classic text retains the practical advice of the original. It shows how to conduct an evaluation in a way that will be useful -- and actually used. Patton has included new stories, new examples, new research findings, and more of his evaluation humour. He adds to the original book's insights into the changes in evaluation during the past decade and incorporates recent research on utilization.

The Second Edition of Health Program Planning and Evaluation will help you to systematically develop, thoughtfully implement, and rigorously evaluate health programs across a variety of health disciplines. This thorough revision includes updated examples and references throughout, reflecting the major changes within the field. This outstanding resource prepares students and professionals to become savvy consumers of evaluation reports and prudent users of evaluation consultants. It presents practical tools and concepts in language suitable for both the practicing and novice health program planner and evaluator.

Written for students and health professionals, this guide to health care education program development applies the Nursing Process (or problem-solving approach) to the project. It outlines each step in the process, including planning, design, implementation, promotion, and evaluation. Chapters cover personnel management, community assessment and mobilization, cultural competency, material effectiveness, publicity, and diversity. The education of populations with shared risks, exposures, and behaviors is emphasized. Annotation copyrighted by Book News Inc., Portland, OR.

Health Promotion is a relatively new discipline and there is little in the way of practical help for students and practitioners in choosing and implementing appropriate evaluation methods. As the demands for rigorous evaluation and evidence-based decision-making increase, health promotion cannot ignore the need for accurate, reliable and valid methods to carry out evaluation. This book provides clear descriptions (with plentiful practical examples) of such methods, and the problems that can arise from their implementation. Both qualitative and quantitative methods that are commonly used are described and the problems and benefits that arise with their use are explained. Experiences in the practical implementation of evaluation are explained, with examples from a variety of different social, economic and cultural contexts. The third edition of this highly successful book has been fully revised and updated to reflect the ongoing developments in the field of health promotion. It will appeal to students and practitioners in health promotion and public health (including programme managers in both the government and the voluntary sector), and donors and funding agencies who commission health promotion interventions and evaluations.

Measurement and Evaluation for Health Educators prepares health educators for the responsibilities of conducting evaluations within their field. It includes psychometric, statistical, political, managerial and public health perspectives to measurement and evaluation. Written for the undergraduate or beginning graduate student, as well as practicing professionals, this text will help readers choose and develop instruments for evaluation, and discusses the basics for carrying out evaluations to gauge the effectiveness of health education and health promotion programs. Measurement and Evaluation for Health Educators also delves into the basics of measurement, steps in instrument development; reliability assessment, validity assessment, measurement errors, process evaluation, designs for quantitative evaluation, and much more. Key Features: - Student-friendly, accessible writing style - Each chapter closes with review questions and web references - Chapter objectives and key learning objectives are clearly defined - Includes skill building activities in every chapter - Boxed articles throughout the text highlight important issues in the field

Resources for teaching and learning are posted at tinyurl.com/Glanz4e and www.med.upenn.edu/hbhe4. This fourth edition of the classic book, Health Behavior and Health Education: Theory, Research, and Practice provides a comprehensive, highly accessible, and in-depth analysis of health behavior theories that are most relevant to health education. This essential resource includes the most current information on theory, research, and practice at individual, interpersonal, and community and group levels. This edition includes substantial new content on current and emerging theories of health communication, e-health, culturally diverse communities, health promotion, the impact of stress, the importance of networks and community, social marketing, and evaluation.

Developmental evaluation (DE) offers a powerful approach to monitoring and supporting social innovations by working with program decision makers. In this book, eminent authority Michael Quinn Patton shows how to conduct evaluations within a DE framework. Patton draws on insights about complex dynamic systems, uncertainty, nonlinearity, and emergence. He illustrates how DE can be used for a range of purposes: ongoing program development, adapting effective principles of practice to local contexts, generating innovations and taking them to scale, and facilitating rapid response in crisis situations. Students and practicing evaluators will appreciate the book's extensive case examples and stories, cartoons, clear writing style, "closer look" sidebars, and summary tables. Provided is essential guidance for making evaluations useful, practical, and credible in support of social change.

Shine a spotlight on the benefits of promoting health in the workplace Workplace Health Promotion Programs focuses on the incredible value that employee health programs can offer by exploring six key topics: behavioral health, physical health, healthy environments, health education, nutritional health, and physical activity. This in-depth resource explicitly establishes what successful workplace health promotion programs, services, and collaborations are, and then builds upon this foundational understanding by introducing methods and tools for promoting employee health and safety, while emphasizing the skills students need to do so. Through this resource, students will come to understand how to recognize employee health and safety opportunities, and how to think on a larger scale when it comes to workplace health initiatives in small, midsize, and larger employers that are comprehensive and fiscally sound. Workplace health promotion programs have the potential to both improve the health of the population as a whole and control healthcare spending in the process. Health programs are estimated to cost employers in the United States over $200 billion per year through medical costs, absenteeism, disability, and overall reduced productivity. Improving well-being through effective workplace health promotion programs can reduce this cost—and create healthier, happier workforces. Discover the design, implementation, and evaluation of workplace health promotion programs that address the range of employee health needs and concerns Understand how evidence-based programs can positively impact business and reduce health care cost Explore the larger scale implications of successful workplace health programs, including health policies, health insurance design, worker safety, employee behavior, etc. Learn how together employers and employees work to create a culture of health and well-being to support and promote employee health and safety Review the ways in which successful workplace health promotion programs can prove financially beneficial Workplace Health Promotion Programs is a resource that guides students and professionals alike in the discovery, development, and execution of successful employee health initiatives.

Assessment and Planning in Health Programs, Second Edition enables students and practitioners to successfully plan, implement, and evaluate programs and interventions that will assist individuals and groups in maintaining and improving their health. Written in an accessible manner, this comprehensive text provides an overview of needs assessment, program planning, and program evaluation, and explains several goals and strategies for each. It addresses the importance and use of theories, data collection strategies, and key terminology in the field of health education and health promotion. Instructor Resources: Instructor’s Manual, PowerPoint Presentations Student Resources: Companion website

A practical framework for evaluating health promotion in a variety of organizational settings. The text lays a theoretical foundation, then builds on it with practical applications for containing costs and improving the power of programmes. There are more than 19 case studies.
Needs and Capacity Assessment Strategies for Health Education and Health Promotion, Fourth Edition provides practitioners with a handbook that can be used in the classroom and in the field. It focuses on realistic needs and capacity assessment strategies with considerations for preparation, implementation, and incorporation of findings into the planning process. It also provides an overview of settings, specific target audiences, approaches to assessing needs, and recommendations for addressing problems encountered along the way. The Fourth Edition continues to be reader friendly and worthwhile in terms of practical recommendations. The twelve chapters are realistic process discussions with mini-examples at the end based on the author's experiences and those of others in the field. Case studies provide insight into various combinations of strategies used in a variety of settings. Two special articles at the end of the book provide further insight regarding community risk estimation and the use of metaphors to gain a better understanding of the perceived needs and capacities that are assessed.

More and more, health promotion is a crucial component of public health, to the extent that public health interventions are called on to prove their effectiveness and appraised for scientific validity, a practice many in the field consider self-defeating. Health Promotion Evaluation Practices in the Americas cogently demonstrates that scientific rigor and the goals of health promotion are less in conflict than commonly thought, synthesizing multiple traditions from countries throughout North, Central, and South America (and across the developed-to-developing-world continuum) for a volume that is both diverse in scope and unified in purpose. The book’s examples—representing robust theoretical and practical literatures as well as initiatives from Rio de Janeiro to American Indian communities—explain why health promotion evaluation projects require different guidelines from mainstream evaluative work. The editors identify core humanitarian principles associated with health promotion (participation, empowerment, equity, sustainability, intersectional action, multi-strategy, and contextualism), while chapters highlight challenges that must be mastered to keep these principles and scientific objectives in sync, including: (1) Building health promotion values into evaluation research projects. (2) Expanding the use of evaluation in health promotion. (3) Developing meaningful evaluation questions. (4) Distinguishing between community-based participation research and evaluation-based participation. (5) Evaluating specifically for equity. (6) Designing initiatives to foster lasting social change. The applied knowledge in Health Promotion Evaluation Practices in the Americas: Values and Research can bring the goals of intervention into sharper focus for practitioners, evaluators, and decision-makers and facilitate communication on all sides—necessary steps to progress from study findings to real-world action.

Health interventions that are effective in developed countries may not be as effective in developing countries given the differing social, economic, cultural, and infrastructure factors that may affect a program's implementation and outcomes. This monograph is intended to promote an understanding of why program evaluation is a critical component of any health intervention and to stimulate discussion on ways to make evaluation of health interventions in developing countries more rigorous.

Health Promotion Programs introduces the theory of health promotion and presents an overview of current best practices from a wide variety of settings that include schools, health care organizations, workplace, and community. The 43 contributors to Health Promotion Programs focus on students and professionals interested in planning, implementing, and evaluating programs that promote health equity. In addition to the focus on best practices, each chapter contains information on: Identifying health promotion programs Eliminating health disparities Defining and applying health promotion theories and models Assessing the needs of program participants Creating and supporting evidence-based programs Implementing health promotion programs: Tools, program staff, and budgets Advocacy Communicating health information effectively Developing and increasing program funding Evaluating, improving, and sustaining health promotion programs Health promotion challenges and opportunities Health promotion resources and career links "The authors have clearly connected the dots among planning, theory, evaluation, health disparity, and advocacy, and have created a user-friendly toolbox for health promotion empowerment."—Ronald L. Baezthwaite, PhD, professor, Morehouse School of Medicine, Departments of Community Health and Preventive Medicine, Family Medicine, and Psychiatry "The most comprehensive program planning text to date, this book examines all facets of planning and implementation across four key work environments where health educators function."—Mai Goldsmith, PhD, CHES, professor and coordinator of Health Education, Southern Illinois University, Edwardsville "Health Promotion Programs . . . explores the thinking of some of our field’s leaders and confirms its well-deserved place in the field and in our personal collections."—Susan M. Radius, PhD, CHES, professor and program director, Health Science Department, Towson University

This is a comprehensive guide to the frameworks, theories, and methods used to evaluate health promotion programs. The book builds on the author's experience in evaluating health communication projects in the US and developing countries and in teaching evaluation to graduate-level students in public health. It will be useful both to students and to researchers and practitioners involved in all types of evaluation activities. The chapters are divided into three sections. Part I covers health promotion frameworks and theories, formative research, and process evaluation methods. Part II deals with study designs, the techniques to determine sample selection and size, writing questionnaires, constructing scales, and managing data. Part III uses data from a national campaign to illustrate methods for impact evaluation including basic and advanced statistical analysis. This text provides the tools needed to understand how and why evaluations are conducted, and it will serve as a reference for evaluators. It covers every aspect of the research and evaluation activities needed to assess a health promotion program.

‘Evaluation in a Nutshell’ is a succinct guide to the key elements to evaluating public health interventions. It adopts a similar approach to the successful ‘Theory in a Nutshell’. The book presents an overview of different purposes and types of research to aid health promotion planning, and also makes connections to evidence-based practice and theories of accountability. It is a practical guide to different research designs and evaluation methods, and is useful for both public health students and practitioners.

This is a comprehensive guide to the frameworks, theories, and methods used to evaluate health promotion programs. The book builds on the author's experience in evaluating health communication projects in the US and developing countries and in teaching evaluation to students in public health. The chapters are divided into three sections. Part I covers health promotion frameworks and theories, formative research, and process evaluation methods. Part II deals with study designs, the techniques to determine sample selection and size, writing questionnaires, constructing scales, and managing data. Part III uses data from a national campaign to illustrate methods for impact evaluation including basic and advanced statistical analysis.

Planning, Implementing, and Evaluating Health Promotion Programs: A Primer, provides readers with a comprehensive overview of the practical and theoretical skills needed to plan, implement, and evaluate health promotion programs in a variety of settings. The Fifth Edition features updated information throughout, including new theories and models such as the Healthy Action Process Approach (HAPA) and the Community Readiness Model (CRM), sections on grant writing and preparing a budget, real-life examples of marketing principles and processes, and a new classification system for evaluation approaches and designs. Health Education, Health Promotion, Health Educators, and Program Planning, Models for Program Planning in Health Promotion, Starting the Planning Process, Assessing Needs, Measurement, Measures, Measurement Instruments and Sampling, Mission Statement, Goals, and Objectives, Theories and Models Commonly Used for Health Promotion Interventions, Interventions, Community Organizing and Community Building, Identification and Allocation of Resources, Marketing: Making Sure Programs Respond to Wants and Needs of Consumers, Implementation: Strategies and Associated Concerns, Evaluation: An Overview, Evaluation Approaches and Designs, Data Analysis and Reporting. Intended for those interested in learning the basics of planning, implementing, and evaluating health promotion programs.
In today’s difficult economic environment, worksite health promotion programs are becoming increasingly important as employers look for ways to contain health care costs and improve productivity. The newly updated Worksite Health Promotion, Third Edition, presents students and professionals with all of the information they need to create programs that address these issues, improving both the physical health of the employees and the financial health of the organization. Based on Dr. Chenoweth’s expertise as a professor and a professional consultant, the text combines theoretical principles and research with practical applications and real-world examples to give readers a comprehensive and immediately usable introduction to the field. The text begins with an overview of worksite health promotion that illustrates the importance of these programs in today’s workplace. This is followed by a discussion of the economic forces that make implementing worksite health programs so advantageous for employers. The text’s clear presentation of program benefits highlighted in economic-based evaluations will prepare readers to make a case for their own interventions. Worksite Health Promotion, Third Edition, provides a step-by-step approach to planning, implementing, and evaluating programs. Readers will explore key topics such as assessing employees’ needs, setting appropriate goals, gaining management buy-in, budgeting, and program evaluation. They will also find full coverage of programming issues, including strategies for developing programs for healthy lifestyles, medical self-care, and disability management. The specific challenges of programming for small businesses and multisite workplaces are also addressed. The third edition has been fully revised with an improved organization and updated charts, tables, and references as well as the following additions that reflect the latest research and trends in the field: • Updated information on ADA, HIPAA, and GINA standards as they relate to worksite health promotion that will help readers better understand the implications of the legislation for their own businesses • New sections on health management, health coaching, budget development options, and present value adjustment • More information on integrated health data management systems, e-health technology, nutrition and weight control programs, fostering a healthy culture, and reducing stress in the workplace • Expanded coverage of program evaluation, including new sections on break-even analysis and determining present versus future value as well as improved illustrations of econometric-based evaluations and evaluation design • A larger focus on career development with updated information on certification options, intermediate-level practitioner competencies, and internship and job searches that will help students explore their professional options and prepare for their future in the field Improved textbook features make this leading text more classroom friendly than ever. Learning objectives, end-of-chapter overviews, and a new glossary of key terms will help students focus on the most important concepts in each chapter. Updated Looking Ahead and What Would You Do? sidebars will aid them in applying the information and can serve as the starting point for class discussions or assignments. A new instructor guide gives faculty great help in preparing for courses. It contains sample syllabi (including a syllabus for increasingly popular online offerings), a weekly instructional guide, and course outlines. Also new to this edition is an image bank with most of the art and tables from the text. Current practitioners looking for ideas and strategies for building a healthier workforce as well as students just beginning an exploration of the field can depend on Worksite Health Promotion, Third Edition, to inspire and inform. Both groups will find that this text offers the business knowledge, resources, and insights to guide them in this diverse and exciting career.

Obesity poses one of the greatest public health challenges of the 21st century, creating serious health, economic, and social consequences for individuals and society. Despite acceleration in efforts to characterize, comprehend, and act on this problem, including implementation of preventive interventions, further understanding is needed on the progress and effectiveness of these interventions. Evaluating Obesity Prevention Efforts develops a concise and actionable plan for measuring the nation’s progress in obesity prevention efforts—specifically, the success of policy and environmental strategies recommended in the 2012 IOM report Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. This book offers a framework that will provide guidance for systematic and routine planning, implementation, and evaluation of the advancement of obesity prevention efforts. This framework is for specific use with the goals and strategies from the 2012 report and can be used to assess the progress made in every community and throughout the country, with the ultimate goal of reducing the obesity epidemic. It offers potentially valuable guidance in improving the quality and effect of the actions being implemented. The recommendations of Evaluating Obesity Prevention Efforts focus on efforts to increase the likelihood that actions taken to prevent obesity will be evaluated, that their progress in accelerating the prevention of obesity will be monitored, and that the most promising practices will be widely disseminated.

This work provides background and application information needed to plan, implement and evaluate health promotion programmes in a variety of settings. Programmes in the areas of community health, medical care and worksites are examined in detail and presents in an accessible format.

The data lake is a daring new approach for harnessing the power of big data technology and providing convenient self-service capabilities. But is it right for your company? This book is based on discussions with practitioners and executives from more than a hundred organizations, ranging from data-driven companies such as Google, LinkedIn, and Facebook, to governments and traditional corporate enterprises. You’ll learn what a data lake is, why enterprises need one, and how to build one successfully with the best practices in this book. Alex Gorelik, CTO and founder of Waterline Data, explains why old systems and processes can no longer support data needs in the enterprise. Then, in a collection of essays about data lake implementation, you’ll examine data lake initiatives, analytic projects, experiences, and best practices from data experts working in various industries. Get a succinct introduction to data warehousing, big data, and data science Learn various paths enterprises take to build a data lake Explore how to build a self-service model and best practices for providing analysts access to the data Use different methods for architecting your data lake Discover ways to implement a data lake from experts in different industries

Evaluation of Health Promotion and Disease Prevention Programs offers conceptual and methodological frameworks for the six phases of health program evaluation: • introduction to evaluation • models of evaluation planning • efficacy and effectiveness evaluation • measurement and analysis evaluation • process and qualitative evaluation • cost analysis and basic economic evaluation By presenting these concepts through case studies, this text offers an innovative and didactic model for measuring health impact and health outcomes, then extending these measurements to establish an evidence base for future practice. This central competency in health promotion will be of use to graduate and post-graduate students in public and population health programs, plus health program practitioners working at the intervention forefront.


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