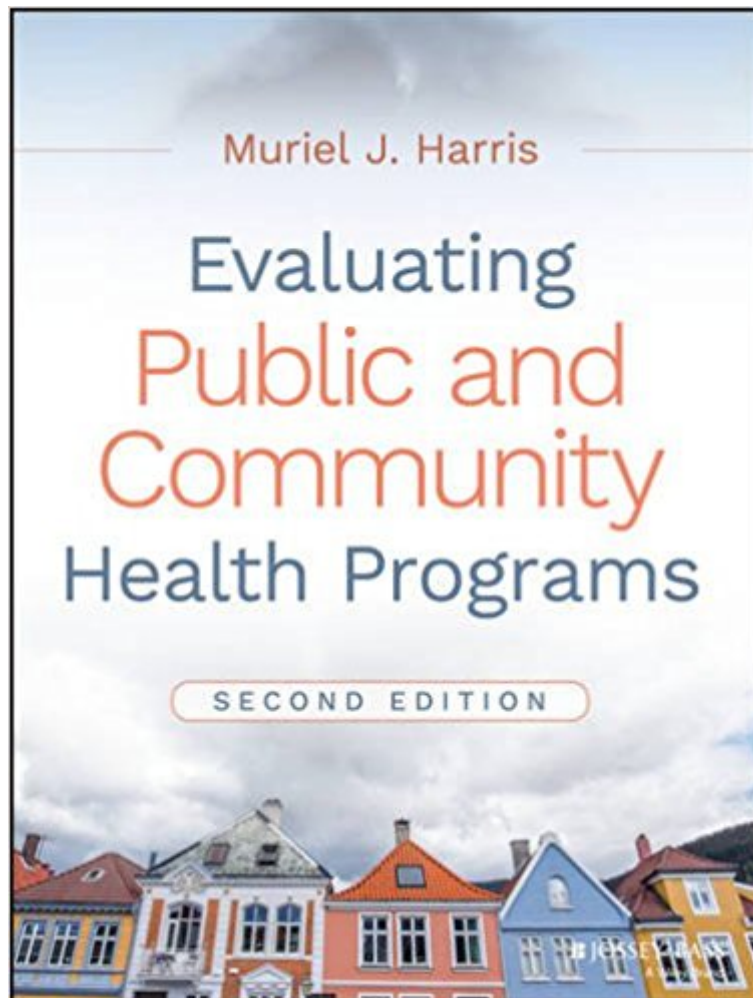




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# Evaluating Public And Community Health Programs



## Synopsis

A practical introduction to participatory program evaluation *Evaluating Public and Community Health Programs* provides a comprehensive introduction to the theory and practice of evaluation, with a participatory model that brings stakeholders together for the good of the program. Linking community assessment, program implementation, and program evaluation, this book emphasizes practical, ongoing evaluation strategies that connect theory with application. This updated second edition includes new discussion on planning policy change programs using logic models and theory of change, plus expanded coverage of processes, outcomes, data collection, and more. Each chapter includes classroom activities and group discussion prompts, and the companion website provides worksheets, lecture slides, and a test bank for instructors. Mini cases help illustrate the real-world applications of the methods described, and expanded case studies allow students to dig deeper into practice and apply what they've learned. Accurate and effective evaluation is the key to a successful program. This book provides a thorough introduction to all aspects of this critical function, with a wealth of opportunities to apply new concepts. Learn evaluation strategies that involve all program stakeholders Link theory to practice with new mini cases and examples Understand the uses, processes, and approaches to evaluation Discover how ongoing evaluation increases program effectiveness Public and community health programs are a vital part of our social infrastructure, and the more effective they are, the more people they can serve. Proper planning is important, but continued evaluation is what keeps a program on track for the long term. *Evaluating Public and Community Health Programs* provides clear instruction and insightful discussion on the many facets of evaluation, with a central focus on real-world service.

## Book Information

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The Updated Edition of the Comprehensive Text that is the Essential Introduction to Evaluation in Public and Community Health The thoroughly revised second edition of Evaluating Public and Community Health Programs offers public health professionals and social workers a systematic approach to evaluation. It contains a proven framework and four-step participatory model for evaluation that puts stakeholders as a central feature of the evaluation process. The author explores the links between community assessment, program implementation, and program evaluation, and clarifies the uses, processes, and approaches to evaluation. Written in approachable terms, the text emphasizes practical, ongoing evaluation strategies that involve all program stakeholders, not just evaluation experts. The second edition of Evaluating Public and Community Health Programs offers:

- A greater focus on the connection between theory and program planning and evaluation
- Additional information on quantitative and qualitative data collection
- New information on planning policy change programs using logic models and theory of change
- Mini-case studies that present opportunities for reflection
- Valuable Takeaways provide simple reminders of important concepts covered in each chapter
- Worksheets helpful for reviewing each chapter
- Updated lecture slides and test bank for instructors
- Two new case studies that help to experience virtual evaluations

The second edition of Evaluating Public and Community Health Programs is filled with clear instructions and insightful discussions on the many facets of evaluation and highlights real-world service.

MURIEL J. HARRIS, PHD, MPH, Associate Professor, Department of Health Promotion and Behavioral Sciences, University of Louisville.

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