CONTENTS

xiii xiv xv

List of figu	ures and a second secon
List of tab	les de la company de la compan
List of exa	
<u> </u>	and the second of the second o
Chapter 1	. Introducing Program Evaluation
	Purpose of Chapter 1 1
	A Reader's Guide to Chapter 1 2
	What Is Program Evaluation? 3
	Evaluations of Program Effectiveness 5
	Evaluations of Program Quality 6
	Evaluations of Program Value 6
	Evaluation Methods 7
	Selecting Evaluation Questions and Hypotheses 7
	Providing Evidence of Effectiveness, Quality, and Value 8
	Designing the Evaluation 9
	Selecting Participants for the Evaluation 9
	Collecting Data 10
	Managing Data and Managing the Evaluation 10
	Analyzing Data 11
	Reporting on Effectiveness, Quality, and Value 11 Who Uses Evaluations? 11
	Baseline Data, Formative Evaluation, and Process Evaluations 12 Baseline Data 12
	Interim Data and Formative Evaluation 12
	Process or Implementation Evaluations 14
	Summative Evaluation 14
	Qualitative Evaluation 14
	Mixed-Methods Evaluation 15
	Participatory and Collaborative Evaluations: Stakeholder Engagement 16
	Systematic Assessments and True Experiments: What Happens if Traditional
	Scientific Evaluations Are Not Feasible? 18
	Frameworks and Models for Program Planning and Evaluation 19
	The PRECEDE-PROCEED Framework 19
	RE-AIM 20
	The U.S. Centers for Disease Control's Framework for Planning and
	Implementing Practical Program Evaluation 20
	Ethics and Program Evaluation 21
	Evaluations That Need Institutional Review or Ethics Board Approval 21
	Evaluations That Are Exempt from Ethics Board Approval 22
	What the IRB Will Review 23
	Informed Consent 24
	The Internet and Ethical Evaluations 26
	Research Misconduct 29
	Managing Evaluation Resources 30 Program Evaluation Joh Description 20
	Program Evaluation Job Description 30 Program Evaluation Pudgets (and Timelines) 21
	Program Evaluation Budgets (and Timelines) 31

	Summary and Transition to the Next Chapter on Evaluation Questions	
	and Evidence of Program Effectiveness, Quality, and Value 33	
	Exercises: Chapter 1 35	
	References and Suggested Readings 39 Suggested Websites 39	
	Answers to the Exercises: Chapter 1 41	
	High	
Chapter 2.	. Evaluation Questions and Evidence of Effectiveness,	
	Quality, and Value	43
	Purpose of Chapter 2 43	
	A Reader's Guide to Chapter 2 43	
	Evaluation Questions and Hypotheses 45	
	Evaluation Questions 45	
	Evaluation Hypotheses 45	
	Evaluation Questions: Program Goals and Objectives 45	
	Evaluation Questions: Program Goals and Gojectives 15	
	Evaluation Questions: Program Characteristics 48	
	Evaluation Questions: Frogram Characteristics 48	
	Evaluation Questions: Thaticial Costs 48 Evaluation Questions: The Program's Environment 49	
	Evidence of Effectiveness, Quality, and Value 50	
	Sources of Evidence of Effectiveness, Quality, and Value 52	
	Evidence by Comparison: Statistical Significance, Practical Significance and Effect Size 52	e,
	Evidence from Expert Consultation: Professionals, Consumers, Community Groups 54	
	Evidence from Existing Data and Large Databases 56	
	Evidence from the Research Literature 57	
	When to Decide on Evidence of Effectiveness, Quality,	
	and Value 58	
	Program Evaluation and Economics 60	
	Cost Analysis to Investigate and Provide Evidence of a	
	Program's Value 60	
	The QEV Report: Questions, Evidence, Variables 61	
	Summary and Transition to the Next Chapter on Designing Program Evaluations 62	
	Exercises: Chapter 2 63	
	References and Suggested Readings 64	
	Suggested Websites 64	
	Answers to the Exercises: Chapter 2 65	
Chanter 3	3. Designing Program Evaluations	66
Chapter 3.		00
	Purpose of Chapter 3 66	
	A Reader's Guide to Chapter 3 66	

Evaluation Design: Creating the Structure 68

Waitlist Controls 72

The Randomized Controlled Trial or RCT 70

Experimental Evaluation Designs 70

Parallel Controls 71

Randomizing and Blinding 74

Random Assignment 74

Random Clusters 75

Improving on Chance: Stratifying and Blocking 76

Blinding 77

Nonrandomized Controlled Trials 77

Parallel Controls 77

The Problem of Incomparable Participants: Statistical Methods like ANCOVA to the Rescue 78

Observational Evaluation Designs 79

Cross-Sectional Designs 79

Cohort Designs 80

Case Control Designs 80

A Note on Pretest-Posttest Only or Self-Controlled Designs 81

Factorial Designs 81

Non-Inferiority Evaluation Designs 82

Comparative Effectiveness Evaluations 83

Commonly Used Evaluation Designs 84

Internal and External Validity 86

Internal Validity Is Threatened 86

External Validity Is Threatened 87

Summary and Transition to the Next Chapter on Sampling in

Program Evaluations 88

Exercises: Chapter 3 89

References and Suggested Readings 90

Answers to the Exercises: Chapter 3 94

Chapter 4. Sampling in Program Evaluations

Purpose of Chapter 4 96

A Reader's Guide to Chapter 4 96

What Is a Sample? 97

Why Sample? 97

Inclusion and Exclusion Criteria or Eligibility 98

Sampling Methods 99

mpling Methods 99 Simple Random Sampling 99

Random Selection and Random Assignment 99

Systematic Sampling 101

Stratified Sampling 101

Cluster Sampling 102

Nonprobability or Convenience Sampling 103

The Sampling Unit 103

Sample Size 104

Power Analysis and Alpha and Beta Errors 104

The Sampling Report 105

Summary and Transition to the Next Chapter on Collecting Program

Evaluation Information 106

Exercise: Chapter 4 107

References and Suggested Readings 108

Suggested Websites 108

Answers to the Exercise: Chapter 4 109

Chapter 5.	Collecting Program Evaluation Information	110
	Purpose of Chapter 5 110 A Reader's Guide to Chapter 5 110 Information Sources: What's the Question? 111 Choosing Appropriate Data Sources 112 Sources of Data in Program Evaluation and Their Advantages and Limitations Self-Administered Surveys 113 Tests 114 Database Reviews 114 Observations 116 Interviews 117 Computer-Assisted Interviews 117 The Research Literature 118	
	Guidelines for Reviewing the Literature 118 Summary and Transition to the Next Chapter on Evaluation Measures 125 Exercise: Chapter 5 126 References and Suggested Readings 127 Suggested Websites 127 Answers to the Exercise: Chapter 5 128	
Chapter 6.	. Evaluation Measures	129
	Purpose of Chapter 6 129 A Reader's Guide to Chapter 6 129 Reliability and Validity 130	

Purpose of Chapter 6 129

A Reader's Guide to Chapter 6 129

Reliability and Validity 130

Reliability 130

Test-Retest Reliability 130

Equivalence 131

Homogeneity 131

Interrater and Intrarater Reliability 131

Validity 132 Content and Face Validity 132

Criterion (Predictive and Concurrent) Validity 132

Construct Validity 132

Cultural and Social Validity 133

A Note on Language: Data Collection Usage 133 Checklist for Creating a New Evaluation Measure 133 Checklist for Selecting an Already Existing Measure 137 The Measurement Chart: Logical Connections 138

Summary and Transition to the Next Chapter on Managing Evaluation

Data and Managing the Evaluation 140

Exercises: Chapter 6 141 Suggested Readings 142

Answers to the Exercises: Chapter 6 143

Chapter 7. Managing Evaluation Data and Managing the Evaluation

Purpose of Chapter 7 144
A Reader's Guide to Chapter 7 144
What Is Data Management? 146
Selecting a Statistical Software Platform 146

Drafting an Analysis Plan 146

Creating a Codebook or Data Dictionary 147

Ensuring Reliable Coding 149

Measuring Agreement: The Kappa 149

Entering the Data 151

Searching for Missing Data 152

What to Do When Participants Omit Information 153

Cleaning the Data 154

Outliers 155

When Data Needs Recoding 155

Creating the Final Database for Analysis 156

Storing and Archiving the Database 156

Summary and Transition to the Next Chapter on Analyzing

Evaluation Data 157

Exercises: Chapter 7 158

Suggested Reading 159

Suggested Websites 159

Answers to the Exercises: Chapter 7 160

Chapter 8. Analyzing Evaluation Data

Purpose of Chapter 8 161

A Reader's Guide to Chapter 8 161

Start with the Evaluation Questions and Evidence of Effectiveness,

Quality, and Value 163

Categorical, Ordinal, and Numerical Data 163

Categorical Data 163

Ordinal Data 164

Numerical Data 164

Selecting an Analysis Method 164

Hypothesis Testing and p Values: Statistical Significance 167

Clinical or Practical Significance: Using Confidence Intervals 169

Risks and Odds 170

Odds Ratios and Relative Risk 170

Qualitative Evaluation Data: Content Analysis 173

Assembling the Data 174

Learning the Contents of the Data 175

Creating a Codebook or Data Dictionary 175

Entering and Cleaning the Data 176

Doing the Analysis 176

Meta-Analysis 177

Summary and Transition to the Next Chapter on Evaluation Reports 178

Exercises: Chapter 8 179

Suggested Reading 180

Suggested Websites 180

Answers to Exercises: Chapter 8 181

Chapter 9. Evaluation Reports

Purpose of Chapter 9 182

A Reader's Guide to Chapter 9 182

The Written Evaluation Report 183

Composition of the Report 185

Introduction 185

Tables and Figures 186

The Abstract 189

The Executive Summary 190

Reviewing the Report for Quality: CONSORT and TREND 191

Oral Presentations 193

Recommendations for Slide Presentations 193

Posters 196

Exercises: Chapter 9 198

Suggested Websites 200

Answers to Exercises: Chapter 9 201

Suggested Readings 200

Index