Process Evaluation

Phases of Evaluation

<table>
<thead>
<tr>
<th>Evaluation Research</th>
<th>Program Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formative Evaluation</td>
<td>Efficiency Evaluation</td>
</tr>
<tr>
<td>Effectiveness Evaluation</td>
<td>Impact Evaluation</td>
</tr>
<tr>
<td>Internal Validity of Health Policy, Program, and/or Practice</td>
<td>Internal and External Validity of Health Policy, Program, and/or Practice</td>
</tr>
<tr>
<td>Meta Analysis → Qualitative → Process → Cost Evaluations and Meta-Analysis</td>
<td></td>
</tr>
</tbody>
</table>

Domains for Planning and Evaluation
Domains for Planning and Evaluation

- **Science**
  - The evidence base for health promotion interventions derived from a meta-evaluation or meta-analysis
  - How valid, reliable, representative, and conclusive is the evidence confirming the feasibility, efficacy, and cost of the program for a well-defined population, health problem, and setting?
  - Documents the validity of the theoretical behavior change model for an intervention and its evaluation.

- **Policy**
  - The philosophical, political, financial, and organizational base of support for an intervention and its evaluation
  - Who really supports or opposes the intervention and its evaluation?
  - Is the intervention and its evaluation politically sensitive?
  - Who will define the questions to be answered and the type(s) of evaluation to be or not to be conducted?

- **Practice**
  - The current "state of the art" in a health promotion specialty area and for providers and agencies
  - What is the infrastructure and capacity for the new intervention, or is a significant revision of an existing program planned?
  - What are the competencies and attitudes of the program staff about the existing or new program, its target population, and its evaluation?
  - What are the salient characteristics of the population at risk and the setting that need to be considered?
CDC Framework for Program Evaluation

- Standards
  - Utility
    - An evaluation serves the needs of intended users.
  - Feasibility
    - An evaluation is realistic, prudent, and efficient.

- Propriety
- Accuracy
  - An evaluation produces technically adequate and valid information about the measures that define program worth and merit.
Process Evaluation

- Primary Objective:
  - To document what a health promotion program has provided to a client, patient, employee, student, or consumer and how well it was provided.
  - Assesses how changes were **produced** rather than significant cognitive, skill or behavior impact.

Process Evaluation

- Defines structure, process, and content to be delivered
- Documents the delivery of each of the procedures
- Conducts observational assessments and analyses of program sessions
- Monitors program-staff effort or activity

Quality

- A measure of the level of appropriateness of a set of well-defined (reliable) professional procedures—participant assessment and intervention methods—for a specific health problem.
Quality Control

- The application of process evaluation methods to document the delivery and perceived value or worth of a program.

Performance Standard

- The specification of a minimum acceptable level of competency set by experts in a specialty area.
- Can also be used to judge the quality of an individual’s level of progression practice or to assess the degree of successful implementation of a program’s procedures.

Quality Assurance Review (QAR)

- Multidimensional process, including documentation of the level of technical competence and professional preparation of the program-service provider, and the application of quality control methods to assess critical components of the health promotion practice.
- Defines strengths and weaknesses
- Identifies practical solutions to problems or barriers.
Type III Error

- Failure to implement a health education intervention as planned.
- Relates to degree of program feasibility and fidelity.

Process Evaluation

- Providers’ technical competence
- Cultural and linguistic competence
- Program/Site flow analysis
  - Implementation and provision of services
  - Quality control methods
  - Administrative and fiscal review

Quality Control Methods

- Expert panel review
- Program utilization and record review
- Community and participant surveys
- Program/session observation
- Component pre-testing
- Readability testing
- Content analysis