
Introduction to Part Two of the 2012 Public Health Summer School

Making the Case for Public Health: Evaluation



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Making the Case for Public Health



Core Competencies for Public Health in Canada, Release 1.0:

Policy and Program Planning, Implementation and Evaluation

3.3 “Develop a plan to implement a course of action taking into account relevant evidence, legislation, emergency planning procedures, regulations and policies.”

Core Competencies for Public Health in Canada, Release 1.0:

3.6 “Evaluate an action, policy or program.”

3.7 “Demonstrate an ability to set and follow priorities, and to maximize outcomes based on available resources.”

Goal of Summer School

To support core knowledge and skill development amongst public health professionals and public health allies in relation to the topic areas of health communication and evaluation.

Objectives of the Summer School

1. To introduce foundational theories and frameworks in health communication and evaluation and their links to public and population health practice
 2. To increase awareness about and personal development of the competencies and skill sets that are needed for effective health communication and evaluation practice
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Objectives of the Summer School (2)

3. To review a variety of tools, products and resources related to health communication and evaluation that can support effective public or population health practice
 4. To provide participants with the opportunity to apply new knowledge, skills and/or resources during activities throughout the summer school
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Objectives of the Summer School (3)

5. To identify how participants can apply the new knowledge, skills and/or resources that they have acquired through the summer school in their respective workplaces
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Program, July 24

EVALUATION

- ❑ **Reactions to & understandings of evaluation**
 - ❑ **Core elements of evaluation**
 - ❑ **Conditions for successful evaluation**
 - ❑ **Examples of successes and challenges in evaluation and effective approaches of gathering evidence**
 - ❑ **Innovative Evaluation (Northern Health Case)**
 - ❑ **Developmental Evaluation (Fraser Health Case)**
 - ❑ **Collaborative Evaluation (Interior Health Case)**
 - ❑ **Site Group Discussions**
 - ❑ **Closing Thoughts**
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Program, July 25

EVALUATION

- **Splash and Ripple Approach to Evaluation**
 - **Logic Models**
 - **Indicators**
 - **Data Collection Methods**
 - **Summary Remarks**

 - **Closing**
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A Few Housekeeping Issues

- **No Food & Beverage in Auditoriums Please**
 - **Video Conferencing Etiquette**
 - **Question & Answer Sessions**
 - **Networking Challenge**
 - **Lunch & Breaks**
 - **PHABC Website – PPT slides / Audio recordings**
 - **The Summer School Wiki: <http://phabc-summer-school-2012.wikispaces.com/>**
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Site Facilitators

■ Vancouver:

- Jolene Lansdowne
- Michael Pennock
- Marina Niks
- Jim Frankish
- Farah Shroff

Victoria:

- Cecilia Velasco
- Michael Barnes
- Megan Misovic

■ Prince George:

- Julie Kerr
- Brandon Grant
- Theresa Healy

■ Kelowna

- James Coyle
- Jennifer Miller

■ Fort St. John

- Brittany Hartnell

■ Smithers

- Kathy Davidson

■ Terrace

- Flo Sheppard

■ Castlegar

- Megan Klammer
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Questions?

Comments?
