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PUBH 550.50: Program Evaluation and Research Methods

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**The College of Health Professions and Biomedical Sciences
School of Public and Community Health Sciences**

**PUBH 550.50 (CRN# 50621)
Program Evaluation and Research Methods (3 cr)
May 28 to Aug 2, 2013**

Instructors: Jean Carter, Ph.D., Pharm.D. (Professor, Pharmacy Practice)
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Format: Online course delivered via Moodle.
For purposes of assignments and class activities, the week starts on Mondays,
12:01 a.m. and ends on Sundays at midnight unless otherwise indicated.
Professor Belcourt will teach weeks 1-5; Professor Carter will teach weeks 6-10.

Virtual office hours: Daily 0900-1100 (weekend times will vary). Appointments by request.

REQUIRED TEXTS & READINGS

1. Bamberger MJ, Rugh J, Mabry L. *Real World Evaluation: Working under Budget, Time, Data, and Political Constraints* 2nd Ed. Thousand Oaks, CA: SAGE (2012)
2. Creswell, JW. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* 3rd Ed. Thousand Oaks, CA: SAGE (2009)
3. Documents and links for additional readings will be posted on Moodle within the relevant module.

OPTIONAL TEXTBOOK

Abelson, RP. *Statistics as Principled Argument*. Hillsdale, NJ: Lawrence Erlbaum Associates (1995)

COURSE DESCRIPTION

Throughout the course, students will explore the roles of research and evaluation in public health programs through a practical, applied approach. The course will focus on framing the question to be answered, selecting subjects, finding or measuring data for inputs and outcomes, determining cost-effectiveness or cost-benefit, analyzing data, and interpreting results. Program evaluation will include additional consideration of community-based inquiries, stakeholders, and politics. Students will prepare an evaluation plan for a program with which they are familiar or one that they plan to use as part of their practicum. These objectives will be attained through individual activities such as assignments or plans and group activities such as discussions.

COURSE OBJECTIVES & PROGRAM COMPETENCIES

Course Objectives:

At the end of the course the student should be able to:

1. Describe the roles of study design, measurement, and statistics in research and program evaluation.
2. Identify and apply statistical methods that are appropriate for analyzing variables based on their level of measurement and the nature of the analysis.
3. Describe some commonly used terms and methods in program evaluation and research: quantitative and qualitative variables.
4. Describe some commonly used terms and methods in program evaluation and research: Measurement scales.
5. Describe key steps in research and program evaluation.
6. Describe models or frameworks of program evaluation.
7. Prepare an evaluation plan for an existing or proposed program.
8. Identify potential ethical issues related to program evaluation that may differ from those associated with research in public health and address them in an evaluation plan. Describe some commonly used terms and methods in program evaluation and research: privacy and confidentiality. Describe some commonly used terms and methods in program evaluation and research: human subjects.
9. Describe some commonly used terms and methods in program evaluation and research: participatory or community-based models.
10. Describe some commonly used terms and methods in program evaluation and research: triangulation.
11. Describe the similarities and differences between research and program evaluation purposes and methods.
12. Describe some commonly used terms and methods in program evaluation and research: formative and summative evaluation.
13. Describe some commonly used terms and methods in program evaluation and research: cost-effectiveness and cost-benefit analyses.
14. Describe how a completed evaluation and its report can be assessed for quality, usefulness, and potential or actual impact on a public health program.
15. Prepare an evaluation plan for an existing or proposed program.
16. Identify and discuss issues related to conducting a program evaluation or research in a rural community or population.
17. Identify and discuss issues related to small sample sizes in program evaluation and research.

Program Competencies:

To see how the course objectives are linked to the Master of Public Health program competencies please go to:

http://www.health.umt.edu/schools/pch/students_applicants/curr_mph.php#core

COURSE FORMAT

This course will be delivered online with support from UMOonline Moodle. Readings and discussions will be used to explore topics, share content knowledge, and develop analytic skills. In addition, each student will individually create an evaluation plan for a program he/she selects.

This course will be split into two parts. In the first five weeks, students will focus on general concepts related to program evaluation, research ethics, quantitative and qualitative data analysis methods, and community participatory research. The second half of the course will focus on applying specific methods including study design, measurement, data collection and sampling methods, economic evaluations, and reporting findings. Throughout the course, students will be assessed including a mid-term and final exam.

MOODLE COURSE PROCEDURES AND EXPECTATIONS

Moodle will be used in this class and online activities will be required throughout the semester. Students with limited or intermittent access to the web may fall behind and should work with instructor as soon as possible to ensure best possible communication throughout the semester.

Communication

Shared or public communication will take place using e-mail and discussion boards. E-mail should be used for “private” communication with the instructor or other students. *Any questions regarding grades or communication about more personal issues should be handled via email or a phone call.* Please include **PUBH550** in the subject line for e-mail communication with the instructor.

Discussion boards are appropriate for questions or discussions that would normally occur in the classroom. Remember that the discussion board is public and your classmates can read what you post there!

Course Materials

Assignments, reading notes, and a variety of readings will be posted on Moodle under “Resources” if related to a specific topic or week. General references may be posted elsewhere.

Discussion Questions / Postings to the discussion board

Discussion questions will be focused on the topics and your evaluation plans. To ensure participation of all students, we will split the class into two or more separate and smaller discussion groups. Assigned roles in the discussion may also be used to promote participation. Initial comments should be posted by the end of Thursday to allow time for others to read and respond by the end of the day on Sunday.

Assignments

There will be written assignments designed to focus your readings and keep you on schedule. Specific instructions for assignments will be posted on Moodle at least one week before deadlines.

For discussions and assignments, honor deadlines to the best of your ability. If your summer plans or work responsibilities are going to interfere with your participation or ability to turn in items, notify your discussion team or instructor as soon as possible.

Submitting Assignments Electronically

All assignments will be submitted electronically via the moodle upload functions. Be sure to name each file with your last name and assignment number and put your name on the top of the front page of the document. Remember to save a spare copy of the documents you submit just in case they are needed.

TOPICS AND READING SCHEDULE

Week	Topic(s)	Readings	Assignments
Week 1 5/28 -6/1	Intro to evaluation and research design	RWE Ch. 1-8 Creswell Ch. 1-3	Assignment 1 Due 6/1 See discussion forums for the week
Week 2 6/2 – 6/8	Overview of inferential and descriptive methods for qualitative and quantitative research and evaluation	RWE Ch. 11-13 Append A-B Creswell Ch. 4-5	Assignment 2 Due 6/8 See discussion forums for the week
Week 3 6/9 – 15	Mixed methods	RWE Ch. 14 Append C-E Creswell Ch. 6-8	Assignment 3 Due 6/15 See discussion forums for the week
Week 4 6/16 –22	Community Participatory Research methods	Creswell Ch. 9	Assignment 4 Due 6/22 See discussion forums for the week
Week 5 6/23 –29	Ethics	RWE Ch. 9 (ethical eval)	MID TERM EXAM No discussion forum this week.
Week 6 6/30- 7/6	Application of study design, measurement, and analysis options	RWE Ch. 10-11 Append F-G Creswell Ch.8	Assignment 5 Due 7/6 See discussion forums for the week

TOPICS AND READING SCHEDULE continued

Week	Topic(s)	Readings	Assignments
Week 7 7/7- 13	Sampling and data collection issues including rural, small population, and international issues	RWE Ch. 15 Creswell Ch.9	Assignment 6 Due 7/13 See discussion forums for the week
Week 8 7/14 – 20	Adding an economic analysis component to an evaluation	See Moodle for reading resources	Assignment 7 Due 7/20 See discussion forums for the week
Week 9 7/21 – 27	Reporting the results of an evaluation Checklist for program evaluation	RWE Ch. 17	No assignment due this week See discussion forums for the week
Week 10 7/28 – 8/2	Complete individual evaluation plans	none	FINAL EXAM Final Evaluation Plan Due

STUDENT ASSESSMENT

1. Participation and behavior in group discussions **(10%)**
 - a. Includes facilitating discussions by initiating topics to be explored and encouraging others to participate by raising points or seeking additional input.
2. Individual assignments **(30%)**
3. Exams **(30%)**
4. Completion of individual evaluation plan **(30%)**

This course will use the traditional letter grade option without the use of pluses or minuses. Therefore, final grades will consist of the following: A, B, C, D, F. Grades will be calculated based on the standard formula (90-100% = A; 80-89% = B; 70-79% = C; 60-69% = D; 59% and below = F).

UM PUBLIC HEALTH COURSE SYLLABUS ADDENDUMS

University of Montana Mission Statement

The University of Montana-Missoula pursues academic excellence as indicated by the quality of curriculum and instruction, student performance, and faculty professional accomplishments. The University accomplishes this mission, in part, by providing unique educational experiences through the integration of the liberal arts, graduate study, and professional training with international and interdisciplinary emphases. Through its graduates, the University also seeks to educate competent and humane professionals and informed, ethical, and engaged citizens of local and global communities. Through its programs and the activities of faculty, staff, and students, The University of Montana-Missoula provides basic and applied research, technology transfer, cultural outreach, and service benefiting the local community, region, state, nation and the world.

School of Public and Community Health Science's (SPCHS) Mission Statement

The University of Montana School of Public and Community Health Science prepares professionals to improve the health of the people of Montana and other rural areas by providing interdisciplinary education that fosters critical thinking, research based practice, and community collaboration. We aim to graduate practitioners who are competent to address the unique challenges resulting from the interaction of biological, environmental, historical, political, socio-cultural, economic, and behavioral factors and their relationship to public health policy, management, and intervention.

Preparatory Tutorials

Since you are enrolled in an online public health class, you are also automatically enrolled in the UM on-line resource class called "*UM Resources for Public Health Students.*" The course contains two non-credit tutorials, one on taking an on-line class and one about on-line library resources. If this class does not appear in your list of "My Courses" in the UMLearn Blackboard system, contact the instructor immediately.

Library Tutorial. Completion of the library tutorial or taking an equivalent on-campus course is **required**. Some assignments will require library resources. To access the UM's Mansfield Library resources from off-campus, students will be required to enter their SCAUID and password. This is the same ID and password that you use to login to Blackboard and use for your official UM e-mail address. If you need assistance with library resources, please contact Samantha Hines, the library's distance learning coordinator at Samantha.Hines@umontana or 406-243-4558.

Accessibility

Students with disabilities will receive reasonable accommodations in this online course. To request course modifications, please contact the instructor as soon as possible. The instructor will work with you and Disability Services in the accommodation process. For more information, visit the Disability Services website at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text).

Plagiarism Warning

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at <http://www.umt.edu/SA/VPSA/index.cfm/page/1321>.

Plagiarism is the representing of another's work as one's own. It is a particularly intolerable offense in the academic community and is strictly forbidden. Students who plagiarize may fail the course and may be remanded to Academic Court for possible suspension or expulsion. (See UM Student Conduct Code).

Students must always be very careful to acknowledge any kind of borrowing that is included in their work. This means not only borrowed wording but also ideas. Acknowledgment of whatever is not one's own original work is the proper and honest use of sources. Failure to acknowledge whatever is not one's own original work is plagiarism. (Source:

<http://www2.umt.edu/catalog/acpolpro.htm>)