

# Summing it up

July 28 – 29, 2011  
Freeport, ME

PRACTICAL GUIDANCE  
FOR PUBLIC HEALTH  
PROGRAM PLANNING,  
EVALUATION AND  
DATA USE

## CONFERENCE REGISTRATION

Register by July 11  
*Space is limited to 50 people*

July 28, 2011 9 am – 4 pm  
July 29, 2011 8:30 am – 1 pm  
Hilton Garden Inn, Freeport Maine  
[www.hiltongardeninn.hilton.com](http://www.hiltongardeninn.hilton.com)

## PRESENTERS

### Michele Polacsek, PhD, MHS

Associate Professor of Public Health  
University of New England

### Liam O'Brien, PhD

Associate Professor  
Dept. of Mathematics and Statistics  
Colby College

**WHO SHOULD ATTEND** The program is designed for Healthy Maine Partnership Directors and other HMP staff or those working on public health programs in the community, regional or state level.

**COST** \$50 for both days; \$40 for one day

**ACCOMMODATIONS** For those who wish to spend the night, a block of rooms at \$175 per night at the Hilton Garden Inn in Freeport has been reserved for attendees. Other accommodations in the area can be found by doing an internet search "Freeport Maine Lodging."

**SPONSORS** Center for Community and Public Health at the University of New England, the New England Alliance for Public Health Workforce Development and Harvard School of Public Health

## TRAINING AGENDA

### Day 1

#### Registration 8:00 am – 9:00 am

- 9:00** Introductions and Goals for the Program
- 9:15** Public Health Program Planning and Evaluation Overview
- 9:30** Program Planning Cycle
  - Assessment • Planning
- 10:30** Break
- 10:45** Program Planning Cycle (continued)
  - Implementation • Evaluation • Evaluation language
- 12:00** Lunch
- 1:00** 6-Step Evaluation Cycle
  - Engaging stakeholders • Describing the program • Logic models
- 2:30** Break
- 2:45** 6-Steps (continued)
  - Designing the evaluation • Evaluation questions
  - The importance of sound quantitative methods in public health evaluation
  - The difference between an experiment and an observational study
- 4:00** Adjourn

### Day 2

- 8:30** Collecting data
  - Different sampling strategies • Practical limitations
  - Survey data
  - How quantitative and qualitative methods can complement each other
- 10:00** Break
- 10:15** Analysis: Statistical hypothesis testing
  - Basic assumptions • Power and sample size
  - What a p-value does and doesn't tell you
  - Relationship to confidence intervals
  - Epidemiological and statistical terminology common in scientific literature
- 11:30** Ensuring Use – Sharing Lessons Learned
- 12:00** Lunch
- 1:00** Adjourn



UNIVERSITY OF  
NEW ENGLAND

Center for Community and  
Public Health

# REGISTRATION FORM

UNIVERSITY OF NEW ENGLAND CENTER FOR COMMUNITY AND PUBLIC HEALTH

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HEALTH PROGRAM PLANNING,  
EVALUATION AND DATA USE

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Hilton Garden Inn, Freeport Maine  
www.hiltongardeninn.hilton.com

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address (street, city, state, zip) \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

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**REGISTER BY JULY 11**

**Space is limited  
to 50 people**

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**I AM REGISTERING FOR:** \_\_\_\_\_ Both days (\$50) \_\_\_\_\_ First day only (\$40) \_\_\_\_\_ Second day only (\$40)

**I AM PAYING BY:** \_\_\_\_\_ Check (enclosed) \_\_\_\_\_ Check to follow (PO if available: \_\_\_\_\_)

By Credit Card: MC / Visa (circle)

Credit Card # \_\_\_\_\_

Exp date \_\_\_\_\_ Vin# \_\_\_\_\_ Amount \_\_\_\_\_

Name on Card \_\_\_\_\_

Street \_\_\_\_\_ City, State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Signature \_\_\_\_\_

### REQUEST FOR LODGING REIMBURSEMENT

Some funds from the NE Alliance have been set aside to reimburse the cost of up to \$200 for 2 nights lodging (Wednesday and Thursday) for those who must travel more than 3 hours to attend the training and who attend both days. For those who travel 1.5 hours–3 hours, and who attend both days, NE Alliance will reimburse up to \$100 for lodging on Thursday night. These funds will be available on a first come first served basis to paid conference registrants. Please note that it may take 3–5 weeks for payment to be sent.

Are you requesting lodging reimbursement? \_\_\_\_\_ Yes \_\_\_\_\_ No Number of nights: \_\_\_\_\_

Length of travel (miles and time it takes to get to training): \_\_\_\_\_

**Note: If approved, you will be provided with a form and will be required to submit receipts or copies of receipts for your housing costs in order to be reimbursed.**

### SEND REGISTRATION TO:

**MAIL** LuAnn Thibau, Center for Community and Public Health, University of New England, 716 Stevens Ave, Portland, ME 04103

**FAX** 207-523-1914 **EMAIL SCANNED FORM** lthibau@une.edu

**FMI** Contact Karen O'Rourke (207) 221-4620 or Korourke3@une.edu

### FOR UNE PURPOSES ONLY

\_\_\_\_\_ Payment received (If applicable, check number: \_\_\_\_\_ )

\_\_\_\_\_ Approved for \_\_\_\_\_ night(s)



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