



# Summing it Up 2012

**PRACTICAL GUIDANCE  
FOR PUBLIC HEALTH  
PROGRAM PLANNING,  
EVALUATION, AND  
SURVEY DESIGN AND USE**

## CONFERENCE REGISTRATION

Register by August 2  
Space is limited to 50 people

**Thursday, August 9, 2012 9 am—4 pm**

*Registration 8 am—9 am*

**Friday, August 10, 2012 8:30 am—1 pm**

*Hilton Garden Inn, Freeport Maine*

### PRESENTERS

**Michele Polacsek, PhD, MHS**

Associate Professor of Public Health  
University of New England

**Randy Schwartz, MSPH**

Senior Vice President, Strategic Health Initiatives  
American Cancer Society, New England Division

**Brian Robertson, PhD.**

Research Director  
Market Decisions

**WHO SHOULD ATTEND** The program is designed for those working on public health programs in the community, regional, or state level, especially HMP staff, who are looking for more focused skill-building in evaluation and survey design and use.

**COST** \$35 for both days; \$30 for one day; \$10 for current UNE MPH students

**ACCOMMODATIONS** For those who wish to spend the night, there are many options in the Freeport area. Please note that summer is a busy time and rooms fill up quickly.

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

### TRAINING OBJECTIVES

**Day 1: 9:00 am—4:00 pm**

At the end of day 1, participants will be able to:

1. Describe basic steps in public health program planning and evaluation.
2. Describe how public health program planning and evaluation are interconnected.
3. Feel comfortable creating a basic overview logic model for a public health program.
4. Understand how logic model strategies and outcomes inform evaluation design and methodology.

**Day 2: 8:30 am—1:00 pm (including lunch)**

At the end of day 2, participants will be able to:

1. Describe the steps of survey research from research design to analysis and reporting.
2. Understand the types of data collection along with their strengths and weaknesses and know the most appropriate strategy to meet program evaluation needs.
3. Define a target population and the best approach for sampling.
4. Understand measures (outcome measures, performance measures, quality improvement measures, knowledge measures, attitudinal measures) and question types (nominal, ordinal or scalar, numeric, open-ended).
5. Develop a survey research strategy that is tied to the strategies and outcomes developed in a logic model.

# REGISTRATION FORM

UNIVERSITY OF NEW ENGLAND CENTER FOR COMMUNITY AND PUBLIC HEALTH

## Summing it Up

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PUBLIC HEALTH PROGRAM  
PLANNING, EVALUATION,  
SURVEY DESIGN AND DATA USE

Thursday, August 9, 2012 9 am—4 pm  
Friday, August 10, 2012 8:30 am –1 pm  
Hilton Garden Inn, Freeport Maine

Name \_\_\_\_\_

• • • • •

Organization \_\_\_\_\_

**REGISTER BY AUGUST 2**  
*Space is Limited to 50 people*

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

Email \_\_\_\_\_

Phone \_\_\_\_\_

• • • • •

**I AM REGISTERING FOR:** \_\_\_\_ Both days (\$35) \_\_\_\_ First day only (\$30) \_\_\_\_ Second day only (\$30)

**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 \_\_\_\_\_

Some funds from the NE Alliance may be available to help reimburse a portion of the cost of lodging for those who must travel more than 2 hours to attend the training and who attend both days. 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** Nina Schwabe, Center for Community and Public Health, University of New England, 716 Stevens Ave, Portland, ME 04103

**FAX** 207-523-1914 **EMAIL SCANNED FORM** nschwabe@une.edu (Subject of email: Summing it Up)

**FMI** Contact Nina Schwabe (207) 221-4564 or nschwabe@une.edu

### FOR UNE PURPOSES ONLY

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

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

**UNE** UNIVERSITY OF  
NEW ENGLAND  
*Center for Community and Public*