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

SUMMING IT UP

July 28 – 29, 2011
Freeport, ME

UNIVERSITY OF NEW ENGLAND CENTER FOR COMMUNITY AND PUBLIC HEALTH

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

CONFERENCE REGISTRATION
Register by July 11
Space is limited to 50 people
UNIVERSITY OF NEW ENGLAND CENTER FOR COMMUNITY AND PUBLIC HEALTH

Summing it up

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REGISTER BY JULY 11
Space is limited to 50 people

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 Thibeau, Center for Community and Public Health, University of New England, 716 Stevens Ave, Portland, ME  04103

FAX  207-523-1914  EMAIL SCANNED FORM  lthibeau@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)