Session Scenario 1

An educational program was created for newly-arrived college students at a University Campus to increase their knowledge of available mental health care and their ability to identify emerging mental health issues in themselves and others. The program content focuses on common mental health issues among college students and ways in which a student may obtain care. The program consists of one 3-hour session for 5 weeks in length, running continuously throughout the academic year. All sessions are mandatory. The format for the sessions is mixed and includes lecture, discussion, small group exercises, and a 15 minute, one-on-one meeting for each student with the instructor. Students complete exams to determine knowledge of course objectives. The first exam is completed on the first session (this exam allows the instructor to be aware of current knowledge), and the second exam is conducted on the last session. A student must receive a score of 75 or above to pass the program, and thus receive a certificate of completion.

Your team is asked to conduct an evaluation to determine if the program is effective in meeting its goals and as such should receive funds for continued implementation. Each member of your team will choose a target stakeholder to whom the results of your evaluation will be presented.

Guiding Evaluation Questions:

Process: How successful was the program in reaching the target audience?

Outcome: Does the program increase students’ awareness of the signs of common mental health issues?

Impact: Did students’ use the information presented in the sessions to identify a mental health issue in themselves or someone else?

Select Evaluation Results:

-One full-time health educator and one full-time licensed clinical psychologist were hired to implement the program. This was a 20% increase in staffing for the department.

-Of 347 new Students arriving at the university during the first year of program implementation, 105 (30%) completed all 5 mandatory sessions.

-Three percent of students were currently receiving mental health care while enrolled in the program while 13% had previously received mental health care.

-During interviews, program staff believed the sessions were helpful and educational; however, they also believed the number of sessions should be increased.

-Students surveyed at the end of the course agreed that the class was helpful (59%) but that is should be optional (79%). A majority (76%) reported learning something new and 52% were confident they could appropriately identify a mental health crisis and suggest possible care options.

-Students’ post-test scores were significantly higher than their pre-test scores. Ninety percent of students who took the post-test scored 75 or better.

-Three months after course completion, scores on the follow-up exam were no different than pre-test scores.

Session Scenario 2

An optional physical training program was implemented at a local gym for pregnant and postpartum members. The program educates members on healthy eating habits during and immediately following pregnancy and the execution of physical training activities. The goal is to maintain health and fitness throughout and following pregnancy and to facilitate reintegration into standard group fitness training programs offered by the gym. Members can enroll in the program from pregnancy to 6 months postpartum. The program consists of one weekly educational session and three weekly exercise sessions. All sessions lasts approximately 90 minutes. The member completes a physical fitness test upon completion of the program.

Your team is asked to conduct an evaluation to determine if the program is effective in meeting its goals as such should receive funds for continued implementation. Each member of your team will choose a target stakeholder to whom the results of your evaluation will be presented.

Guiding Evaluation Questions:

Process: How feasible is program implementation?

Outcome: Does the program increase member knowledge of physical training for pregnant and postpartum women?

Impact: Do program participants successfully reintegrate into standard group fitness training programs six months postpartum?

Select Evaluation Findings:

-It costs $10 per session to participate in this class.

-At the time of the evaluation, 17% of the gym members were pregnant or postpartum (*n*=68) and 89% of those chose to enroll in the program (*n*=61).

-During interviews with the staff, 84% believe the program was meeting its goals.

-Of members who completed the program, 46% said they would enroll a second time if pregnant again.

-Ninety-one percent of members enrolled in the program reported high satisfaction.

-Sixty-five percent of participants could identify at least three exercises appropriate for pregnant and postpartum women.

Session Scenario 3

An online tobacco cessation program was implemented for use by cigarette smokers who wish to decrease or cease their tobacco use. The aim of the program is to educate smokers on tobacco use, avenues for tobacco cessation, and to assist in planning, executing, and completing the plan of his/her choice. The program is 10 weeks in length with daily tutorials. Participants complete online tutorials at their own convenience and pace. At the end of each tutorial, they are asked questions regarding the information they reviewed as well as feedback on the usefulness of the information presented. After progressing through the educational tutorials, the program prompts the participant to select the preferred avenue of cessation and then tailors information presented in the remaining tutorials to that selection. The program also provides reimbursement for the purchase of nicotine replacement therapies, such as gum or patches.

Your team is asked to conduct an evaluation to determine if the program is effective in meeting its goals and as such should receive funds for continued implementation. Each member of your team will choose a target stakeholder to whom the results of your evaluation will be presented.

Guiding Evaluation Questions:

Process: What resources are required to implement the program?

Outcome: Does the program increase participants’ knowledge of tobacco cessation techniques?

Impact: Does the program decrease participants’ tobacco use?

Select Evaluation Findings:

-One full-time web administrator was hired to facilitate implementation of the program.

-A maximum of $50 is reimbursed to each participant who purchases nicotine replacement therapies.

-A majority of participants enrolled in the program (76%) reported learning something new about tobacco cessation.

-Participants indicated dissatisfaction with the method of delivery for the program (86%).

-Participants believed the program was too cumbersome to follow properly (92%).

-On average, participants reported smoking 5 less cigarettes per day after completing the program.

-Three months after program completion, 75% of participants reported decreased tobacco use and 20% reported that they no longer used tobacco products.

Session Scenario 4

An optional online weight management program was implemented through a gym for members who wished to better understand nutritional information as well as develop a fitness plan to increase physical exercise. The program consists of 10 weekly tutorials which may be completed at the convenience and pace of the participant. The tutorials educate participants on nutrition and the behavioral and physical changes necessary for weight management. Participants complete pre- and post-tests to measure behavioral changes and Body Mass Index (BMI) over time.

Your team is asked to conduct an evaluation to determine if the program is effective in meeting its goals as such should receive funds for continued implementation. Each member of your team will choose a target stakeholder to whom the results of your evaluation will be presented.

Guiding Evaluation Questions:

Process: Who is the typical program participant?

Outcome: Does the program effectively increase participant knowledge of behavioral and physical changes necessary for weight management?

Impact: Does the program effectively decrease BMI?

Select Evaluation Findings:

-One full-time web administrator was hired to facilitate implementation of the program.

-Nine percent of participants reported learning something new about weight management.

-72% of participants were unhappy with the method of delivery for the program, and 87% said they would have preferred the class to be held face-to-face.

-There was no significant decrease in participant BMI.

-Pre and post test results showed a slight increase in participant knowledge of behavioral and physical changes necessary for weight management (p=.05).