Using Evaluation to Reduce the Burden of Asthma: A Web-based introduction to CDC’s Framework for Program Evaluation

Now Available!

The National Asthma Control Program, in partnership with the Environmental Protection Agency, has created a four-part Webinar series on program evaluation basics. Nationally recognized experts present a general introduction to program evaluation; note challenges in conducting useful evaluations as well as methods for overcoming those challenges; and introduce the six steps of the CDC Framework for Program Evaluation using examples that are relevant to state partners of the National Asthma Control Program.

Webinar content is suitable for new or experienced evaluators who are unfamiliar with CDC’s approach to evaluation and for program staff and epidemiologists who are looking for a brief introduction to key evaluation concepts. Webinar 1, in particular, can be a useful orientation for evaluation stakeholders and planning team members, helping them to see the big picture of utilization-focused evaluation. See reverse for detailed descriptions and webinar lengths.

<http://www.cdc.gov/asthma/program_eval/evaluation_webinar.htm>

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[Webinar 1: Top Roadblocks on the Path to Good Evaluation – And How to Avoid Them](http://www.cdc.gov/asthma/program_eval/webinar1.htm)

**Presented by Tom Chapel**, MA, MBA, CDC Chief Evaluation Officer

Tom Chapel, a nationally recognized evaluation expert, introduces CDC’s approach to program evaluation. After making the case for a utilization-focused evaluation framework, Tom presents some typical challenges programs encounter when trying to do good program evaluation. He then offers practical solutions to surmount these challenges, resulting in evaluation designs that are likely to yield information that can guide program improvement. The Webinar concludes with a reminder to keep program stakeholders—intended users of the evaluation findings—at the center of any evaluation. Duration: 25 minutes

[Webinar 2: Getting Started and Engaging Your Stakeholders](http://www.cdc.gov/asthma/program_eval/webinar2.htm)

**Presented by Leslie Fierro**, MPH, Independent evaluation consultant to the NACP and **Carlyn Orians**, MA, Battelle Centers for Public Health Research and Evaluation

Leslie Fierro and Carlyn Orians describe the initial steps of designing and implementing a program evaluation plan. They discuss the who, why, and how of engaging stakeholders in the program evaluation process (Step 1 in the CDC Framework) and present examples drawn from asthma program evaluations at the state and local levels. Leslie also explains the differences between research and evaluation.

Duration: 50 minutes

[Webinar 3: Describing Your Program and Choosing an Evaluation Focus](http://www.cdc.gov/asthma/program_eval/webinar3.htm)

**Presented by Tom Chapel**, MA, MBA, CDC Chief Evaluation Officer

Tom Chapel describes the importance of a clear program description in program evaluation and explores the concept and uses of logic models in “describing the program” (Step 2 in the CDC Framework). He then moves to focusing the evaluation design (Step 3), drawing on examples from a previous Webinar to illustrate the process of establishing priorities for an evaluation. Tom acknowledges the reality that few programs have the resources to evaluate every aspect of the program and so must prioritize the most salient evaluation questions for key stakeholders.

Duration: 60 minutes

[Webinar 4: Gathering Data, Developing Conclusions, and Putting Your Findings to Use](http://www.cdc.gov/asthma/program_eval/webinar4.htm)

**Presented by Dr. Christina Christie**, Claremont Graduate University

Evaluation Tree Logo FINAL 300 dpi.tifChristina Christie covers Steps 4, 5, and 6 in the CDC Framework (gathering evidence, justifying conclusions, and ensuring use). She describes the processes of gathering and using data for program bench-marking, improvement, and accountability. (more) Drawing on engaging field examples, Christina discusses key concepts and approaches for using data as well as the importance of a comprehensive communications strategy to disseminate findings.

Duration: 65 minutes