



Health promotion evaluation



Or...Evaluation as health promotion

HEALTH in COMMON

- Strengthens connections for healthy sustainable communities by:
 - making tools and resources easily accessible
 - creating opportunities for groups and organizations to work together
 - enhancing capacity for evaluation

Ottawa Charter for Health Promotion



Making the healthy choice the easy choice

The choices we make are shaped by the choices we have.

Elevator or stairs: which would you choose?



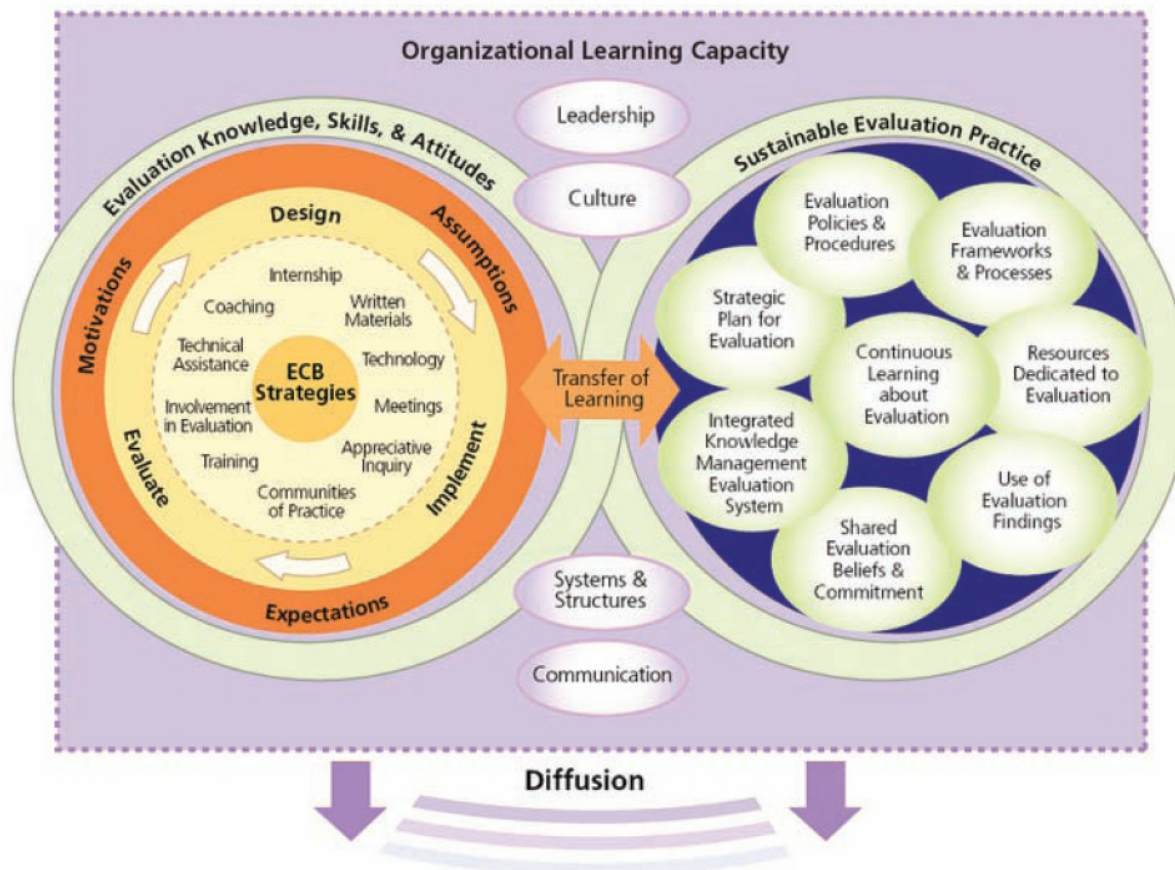
Supporting healthy public policy



Health Promotion Evaluation

- “has to be responsive to the specific features of health promotion while maintaining its general characteristics that will still make it evaluation” (Potvin & McQueen, 2008)
 - Define the objective to evaluate
 - Balance relevance and rigour in the choice of methods
 - Synthesize evaluation results into meaningful indices
 - Produce relevant knowledge

Figure 1
A Multidisciplinary Model of Evaluation Capacity Building (ECB)



Preskill & Boyle (2008) A multidisciplinary model of evaluation capacity building. *Amer. J. Eval.* 29(4):443-459

Ottawa Charter	Sustainable Evaluation Practice
Strengthen community action	Dedicate resources to evaluation Strategic planning for evaluation
Develop personal skills	Continuous learning about evaluation
Create supportive environments	Shared evaluation beliefs and commitment Evaluation frameworks & processes
Enable, mediate, advocate	Use of evaluation findings
Build healthy public policy	Evaluation policies and procedures

The goal of Evaluation Capacity Building (ECB)

- To design and implement teaching and learning strategies to help individuals, groups and organizations learn about effective, useful and professional evaluation practice.
- To promote sustainable evaluation practice where members continuously ask questions that matter, collect, analyze, and interpret data and use evaluation findings for decision-making and action.

Sustainable evaluation practices

Require:

- leadership support,
- incentives,
- resources,
- opportunities to transfer learning to everyday work,
- systems, processes, policies and plans to embed evaluation into organizational culture.

Case study

- Evaluation of the Manitoba Harm Reduction Network. (A peer-driven advocacy and policy group to reduce harms of HIV and STI transmission among high risk groups).
- Participatory approach to designing an evaluation framework.
- Evaluation team consists of two evaluators, network coordinator (staff) and three community member volunteers.

Case study (cont'd)

- Organizational Learning Capacity:
 - MHRN leadership highly supportive of evaluation.
 - Culture dedicated to evidence-based practice.
 - Systems and structures support collaborative approaches
 - Larger peer forum and task groups facilitate effective communication

Case Study (cont'd)

- Evaluation capacity building strategies:
 - Evaluators provide coaching
 - Involvement of peer forum in development of evaluation questions and evaluation working group to develop framework
 - Provision of technical assistance and training for participatory data collection, analysis and interpretation.

Case Study (cont'd)

- Sustainable Evaluation Practice:
 - Evaluation frameworks and processes developed
 - Proposal for external dedicated evaluation resources
 - Plan for evaluation use for long term planning
 - Continuous learning about evaluation through participation

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