

Sunday October 17
3:45-5:15 p.m.

Evaluating Health Promotion Programs

In this introductory level session we begin with an overview of key concepts, terms and THCU's step-model (10 minutes), then bring the task of selecting indicators to life through small group discussions (20 minutes), and to close, identify quality sources of more information, tools and personalized consultation services (10 minutes). For this session, extra time will be spent on setting indicators. Choosing indicator to demonstrate reach and impact is one of our most in-demand topics at this time, as funders and other stakeholders continue to demand more and more evidence that programs are achieving the objectives they were designed to meet.

THCUs 10-step program evaluation model is based on syntheses of health promotion literature, supplemented by our consultants' many years of health promotion experience in Canada, and enriched by insights from our participants. Our evaluation tools are available online, for free, at <http://www.thcu.ca/infoandresources.cfm>

We recommend this sessions for anyone new to health promotion seeking definitions, tools, resources and organized approaches to practice; front line staff that need to choose, plan, implement and evaluate programs and services; and managers or team leaders who train or advise staff about theory and evidence-informed processes.

Key Learning Objectives:

1. Define and understand the 10 steps in the evaluation process

2. Understand the reason for evaluation
3. Examples of online evaluation resources

Danielle Côte, RN, APR, is a bilingual communication practitioner with 20 years of experience in the health sector. As a consultant, she provides strategic communication advice, public relations, community and media relations expertise, as well as project management services to a variety of clients.

She has developed, implemented and evaluated a number of comprehensive health communication campaigns. Danielle has worked with organizations such as the Champlain cardiovascular Disease Prevention Network, the Heart and Stroke Foundation of Canada, and the Canadian Produce Marketing Association. In early 2010, she became a guest consultant with The Health Communication Unit (THCU), specializing in building capacity among Francophone Ontarians.

Sophie Ross is a Communications Consultant with The Health Communication Unit (TCHU). She has put forward her leadership, strategic planning and project management skills to successfully carry out numerous communications campaigns and initiatives sponsored by NGOs, provincial and municipal government agencies and numerous federal government departments. Sophie also functioned as a health communications and health promotions specialist while employed at the Alder Group, the Aging institute (Canadian Institutes of Health Research) and the Windsor-Essex County Health Unit.