

Society for Public Health Education Webinar

Measuring What Matters: Making a Difference in Health Equity

June 21, 2011

Additional Resources

TOOLS & RESOURCES

CDC Comprehensive Cancer Control Branch Program Evaluation Toolkit -
http://www.cdc.gov/cancer/ncccp/pdf/CCC_Program_Evaluation_Toolkit.pdf

Wanted—new methodologies for health service research. Is complexity theory the answer? David Kernick Family Practice, Vol 23 Issue 3 pp 385-390 2006

What Role can Health Impact Assessment Play in the National Health Reform Initiative? Larry Cohen

- <http://www.preventioninstitute.org/about-us/lp/423-what-role-can-health-impact-assessment-play-in-the-national-health-reform-initiative.html>

Comprehensive Health Investment Project - <http://www.chipofvirginia.org/outcomes.asp>

CHIP of Virginia began its evaluation activities after being awarded a W.K. Kellogg Foundation replication grant in 1989. Kellogg's thought-provoking evaluation questions led CHIP to place an evaluation contract with Lorraine Klerman, Dr.P.H., Professor and Chair, Department of Maternal and Child Health, School of Public Health, University of Alabama at Birmingham. After designing and piloting a comprehensive evaluation program, CHIP sites began collecting data during the summer of 1993. In 1996, responsibility for maintaining and analyzing the CHIP dataset was transferred from UAB to CHIP of Virginia. Since that time, CHIP of Virginia established and has maintained a comprehensive evaluation system designed to track program objectives, performing regular updates in accordance with system needs and new research in the fields of children's health and family support. The evaluation system includes process and outcomes measures, as well as a biannual parent survey (currently available in English and Spanish).

City of Ramsey Health Impact Assessment -

<http://www.healthimpactproject.org/resources/document/city-of-ramsey.pdf>

TRAINING

Center for Appreciative Inquiry - <http://centerforappreciativeinquiry.net/>

Appreciative Inquiry (AI) is a way of being and seeing. It is both a worldview and a process for facilitating positive change in human systems, e.g., organizations, groups, and communities. Its assumption is simple: Every human system has something that works right--things that give it life when it is vital, effective, and successful. AI begins by identifying this positive core and connecting to it in ways that heighten energy, sharpen vision, and inspire action for change. As AI consultant Bernard J. Mohr says, "Problems get replaced with innovation as conversations increasingly shift toward uncovering the organization's (or group's, or community's) positive core."

AI was pioneered in the 1980s by David Cooperrider and Suresh Srivastva, two professors at the Weatherhead School of Management at Case Western Reserve University. AI consultants around the world are increasingly using an appreciative approach to bring about collaborative and strengths-based change in thousands of profit and nonprofit organizations and communities in more than 100 countries.

The Asset Based Center for Community Development Institute - <http://www.abcdinstitute.org/>

The Asset-Based Community Development Institute is located at the **School of Education and Social Policy** at Northwestern University. ABCD has a **staff** of four individuals working at the university, including our **founders**, John McKnight and Jody Kretzmann. We are currently involved in four broad types of community building work:

- Building **community capacity** is at the heart of ABCD's work. ABCD engages directly with community groups to support their asset-based community development efforts. The Institute and its affiliated faculty also participate in an array of local, regional, and international conferences and workshops as keynote speakers, workshop and training facilitators, technical support providers, and learning participants.
- Using a community-based participatory research approach, ABCD partners with community residents and other local entities to conduct **research** that helps prepare them to achieve their own community building objectives. ABCD also works with community groups, non-profits, and an array of other institutions to evaluate asset-based community development projects.
- Working directly with **students**, Northwestern faculty, and other organizations, ABCD contributes to the development of the next generation of engaged civic leaders and community builders.
- Producing community building **publications** and other **resources** for practitioners and scholars in the community development field, ABCD contributes to a growing body of knowledge about the effectiveness of the asset-based approach to strengthening communities.

American Evaluation Association - <http://www.eval.org/>

The American Evaluation Association is an international professional association of evaluators devoted to the application and exploration of program evaluation, personnel evaluation, technology, and many other forms of evaluation. Evaluation involves assessing the strengths and weaknesses of programs, policies, personnel, products, and organizations to improve their effectiveness. AEA has approximately 5500 members representing all 50 states in the US as well as over 60 foreign countries

Society for Public Health Education – www.sophe.org

SOPHE is a 501 (c)(3) professional organization founded in 1950 to provide leadership to the profession and to promote the health of all people by: stimulating research on the theory and practice of health education; supporting high quality performance standards for the practice of health education and health promotion; advocating policy and legislation affecting health education and health promotion; and developing and promoting standards for professional preparation of health education professionals. SOPHE is the only professional organization devoted exclusively to public health education and health promotion.