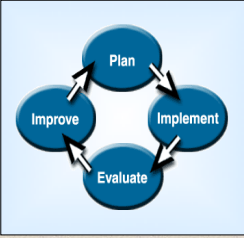


Environmental Health Policy & Practice



Lesson 23.  
**Program  
Planning &  
Evaluation**  
**16 May 2012**  
**Chuck Treser**  
University of Washington  
Dept. of Environmental &  
Occupational Health Sciences

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Announcement



IFEH 12th World Congress  
on Environmental Health  
Vilnius, Lithuania  
22 – 27 May 2012



- ✓ New Technologies and Health:
- ✓ Food Safety, Nutrition and Physical Activity:
- ✓ Environmental Health:
- ✓ Public Education, Communication, E-information:
- ✓ International Faculty Forum topics:

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Reminder

❖ **DEOHS Seminar:**

- **Date:** Thursday, 17 May 2012  
12:30-1:30 pm, T-435 HSB
- **Title:** *Indoor Air Pollution in the United Arab Emirates*
- **Speaker:** Karin Yeatts, PhD  
Research Assistant Professor  
Department of Epidemiology  
University North Carolina

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### Program Planning & Evaluation

- ❖ Why Plan?
  - To be organized
  - To be accountable
  - To communicate effectively
  - To clarify expectations
  - To identify data limitations

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### Program Planning & Evaluation

- ❖ How do you plan?
  - Where do you start?
  - What do you include?
  - Why?
  - How do you know when you arrive?

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### Program Planning & Evaluation

- ❖ Often heard planning statements:
  - Vision –



A powerful mental image of a dynamic preferred future state to which people are committed.

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### Program Planning & Evaluation

❖ Often heard planning statements:

- Goal –



A desired aim or end state toward which activities or actions are directed

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### Program Planning & Evaluation

❖ Often heard planning statements:

- Mission –



Defines an organization's unique purpose

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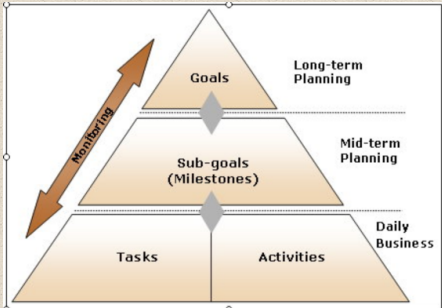
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### Program Planning



Goals Long-term Planning

Sub-goals (Milestones) Mid-term Planning

Tasks Activities Daily Business

Monitoring

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### Program Planning & Evaluation

- ❖ **Five Visionary Leadership Behaviors**
  - Think outside the “Box”
  - Communicate, inspire and sustain a shared vision
  - Empower others
  - Walk the talk
  - Measure success differently

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### Planning Models

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### Program Planning & Evaluation

- ❖ **PGOME: A Planning Tool**
  - P = problem
  - G = goal
  - O = objectives
  - M = methods
  - E = evaluation

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**Program Planning & Evaluation**

- ❖ **Problem Statement**
  - The “why” you want to begin planning
  - One sentence depicting a specific problem
  - Part of the “assessment” core function
    - ✓ Good data important
    - ✓ Community involvement important
  - Organizations typically speculate a cause and jump to solutions

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**Program Planning & Evaluation**

- ❖ **Goal statement**
  - One sentence aimed at addressing the problem
  - Provides a strategic direction towards a desired outcome
  - We know when we get there
  - Important element: Everyone should be committed to accomplishing this goal

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**Program Planning & Evaluation**

- ❖ **Objectives**
  - Specific actions to achieve the goal, “the what”
  - Can be more than one objective for each goal
  - Follow the **SMART** rule:
    - ✓ **Specific:** Is it introduced with one action verb?
    - ✓ **Measurable:** Does it measure one thing?
    - ✓ **Acceptable:** Will the people who will carry out the objective understand it and commit to it?
    - ✓ **Realistic:** Is it politically feasible, are there resources available to carry it out?
    - ✓ **Time bound:** When will it be accomplished?

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### Program Planning & Evaluation

- ❖ **Methods**
  - Activities to carry out the objectives “the how”
  - Can be more than one method per objective
  - Typically termed: “interventions, functions, procedures, line items, ...”

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### Program Planning & Evaluation

- ❖ **Evaluation**
  - Is the problem solved?
  - Hint: Evaluate the goal accomplishment and the planning process

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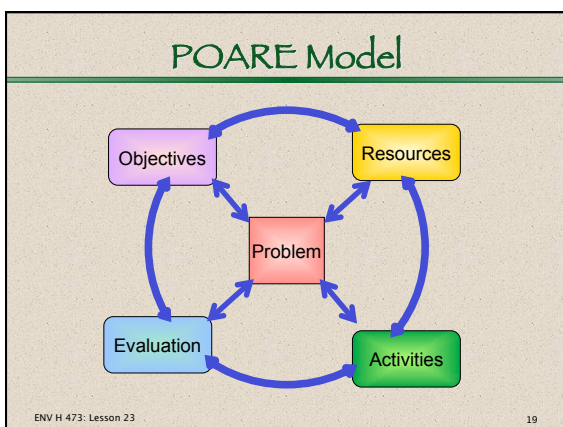
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**Program Planning & Evaluation**

❖ **Criteria for EH Involvement:**

- **Screening criteria**
  - ✓ Disease prevention
  - ✓ Health promotion

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**Program Planning & Evaluation**

❖ **Criteria for EH Involvement**

- **Problem Identification**
  - ✓ Legal mandate
  - ✓ Political pressure
  - ✓ Public outcry
  - ✓ Public impact/threats
  - ✓ Future impact/threats
  - ✓ Popularity

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**Program Planning & Evaluation**

❖ **Criteria for EH Involvement**

- **Implementation Criteria**
  - ✓ Resources
  - ✓ Public relations
  - ✓ Duplication
  - ✓ Duration (sustainability)
  - ✓ Control
  - ✓ Quality
  - ✓ Funds

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### Program Planning & Evaluation and the Essential Services

- ❖ Monitor environmental and health status
- ❖ Diagnose and investigate health problems
- ❖ Inform and empower people
- ❖ Mobilize community partnerships
- ❖ Develop policies and plans
- ❖ Enforce laws and regulations
- ❖ Link people to needed health services
- ❖ Assure a competent workforce
- ❖ Evaluate effectiveness and quality
- ❖ Research for new insights

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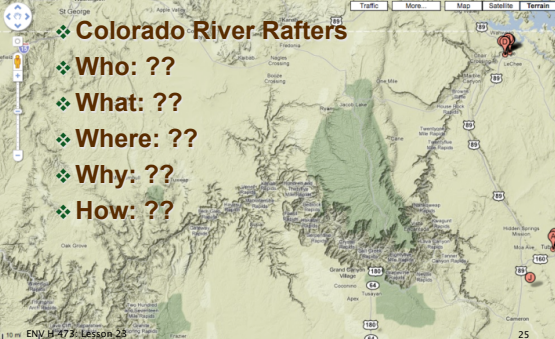
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### Case Study #2



❖ Colorado River Rafter

- ❖ Who: ??
- ❖ What: ??
- ❖ Where: ??
- ❖ Why: ??
- ❖ How: ??

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### Case #2

- ❖ Break in your groups
  - Each group identify the problem  
I.e., write a problem statement
- ❖ Set the goal
  - which will resolve the problem)
- ❖ Set at least 3 (SMART) Objectives

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**Case #2**

- ❖ **What's the Problem?**
  - **Why?**
    - ✓ Ask "why?" 3 times?
  - **What did you start out with?**
    - ✓ What did you end up with?
- ❖ **What's Your Goal?**
  - How will you know when you have accomplished it?
- ❖ **What objectives might you set?**
  - Set at least three

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**Case #2**

- ❖ **For each objective identify the method(s) needed to achieve it**
  - **Activities**
  - **Resources**
- ❖ **Evaluation**
  - **How?**
  - **When?**
- ❖ **Due:**

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**Next Lesson**

**PACE-EH**

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