



**Syllabus for PADM 564: Healthcare Policy & Program Evaluation
Spring 2016**

Instructor: Dr. Kate Cartwright

Office Location: SSCO 3040

Office Hours: Wednesdays, 3-5pm, and by appointment

Class Meeting Day: Tuesday

Class Location/Room: Dane Smith Hall 134

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Class Time: 4:00-6:30pm

Course Credits: 3.0

Course Description: The role of a modern health administrator includes expertise in evaluation. Evaluations may be conducted for both internal and external purposes. While evaluations are conducted for a wide range of reasons, there are two fundamental questions driving most evaluations: (1) Is a specific program causing desired outcomes? And (2) Why or why not? Evaluations produce information that explain program performance and allow informed decisions to be made. Evaluation is a key management tool for funders, administrators, planners, policy-makers and other health officials.

This course will introduce students to health program evaluation theory and practice. This course will provide a thorough foundation in basic evaluation approaches. This course deals with the application of research methods to judge the success of health programs, thus the focus is on health programs and health services, although the concepts are equally relevant to other sectors.

Course Objectives and Student Learning Outcomes:

- Explain concepts, strategies, and techniques for evaluating health programs
- Discuss political, administrative, ethical and cultural issues in evaluating health programs
- Describe examples of evaluation research in health services as well as other sectors
- Develop an evaluation plan for an existing program that addresses a particularly health problem
- Assess the adequacy of proposals and program evaluations designed by others
- Assess effectiveness of programs for continuous improvement and responsiveness

Textbooks and Supplies:

Grembowski, David. (2016). *The Practice of Health Program Evaluation*. Thousand Oaks, CA: SAGE Publications. (Required)

Newcomer, Kathryn E., Hatry, Harry P., and Wholey, Joseph S., Eds. (2015). *Handbook of Practical Program Evaluation*. Hoboken, NJ: Wiley. (Recommended)

Additional readings will be available on our course UNM Learn site.

Course Requirements:

| Assessment | % of Grade |
|--|-------------------|
| Class Participation | 10 |
| Article Review | 10 |
| Evaluation in Media | 10 |
| Logic Model | 10 |
| Midterm Evaluation Plan Progress Report | 5 |
| Quantitative Exercise | 10 |
| Qualitative Exercise | 10 |
| Evaluation Plan Presentation | 10 |
| Evaluation Plan | 25 |
| Total | 100% |

Grading Scale:

A+: 100%
 A: 93 – 99%
 A-: 90 – 92%
 B+: 87 – 89%
 B: 83 – 86%
 B-: 80 – 82%
 C+: 77 – 79%
 C: 73 – 76%
 C-: 70 – 72%
 D: 60-69%
 F: Below 60%

Attendance Policy: Regular and punctual attendance is required. UNM *Pathfinder* policies apply, which in part means instructor drops based on non-attendance are possible. This class is an interactive learning class, which means that student engagement is vital to maximizing the learning experience for everyone. However, if you need to miss class, please contact me, and I will make the recording of the class available to you.

Distance students: if there are technical difficulties for any reason, the recording of the class will be made available to you as soon as possible.

Accommodation Statement: Accessibility Services (Mesa Vista Hall 2021, 505-277-3506) provides academic support to students who have disabilities. If you think you need alternative accessible formats for undertaking and completing coursework, you should contact this service right away to assure your needs are met in a timely manner. If you need local assistance in contacting Accessibility Services, see the Bachelor and Graduate Programs office.

Academic Integrity: The University of New Mexico believes that academic honesty is a foundation principle for personal and academic development. All University policies regarding academic honesty apply to this course. Academic dishonesty includes, but is not limited to, cheating or copying, plagiarism (claiming credit for the words or works of another from any type of source such as print, Internet or electronic database, or failing to cite the source), fabricating information or citations, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. The University's full statement on academic honesty and the consequences for failure to comply is available in the college catalog and in the Pathfinder.

Cell Phones and Technology: As a matter of courtesy, please turn off cell phones, pagers, and other communication and entertainment devices prior to the beginning of class. Notify me in advance if you are monitoring an emergency, for which cell phone ringers should be switched to vibrate.

Library and Tutorial Services: UNM-Main campus provides many library services and tutorial services, including a range of services for distance students. For library services, go to <http://www.unm.edu/libraries/> to link to a specific library or to contact a librarian. For tutorial services, go to <http://caps.unm.edu/online> to explore UNM's online services.

Email policy: UNM policy 2540: Student Email notes that email policies may be determined by individual faculty for instructional purposes, which will be specified in the course syllabus, and must be followed by the students. For this class, all communications must be conducted either within the UNM Learn system or students' and instructor's UNM email. This is both to promote efficiency and to implement best practices in regard to digital communication, which as future health administrators will be of the utmost importance.

Weather: During the semester, contact the UNM hotline at 505-277-7669 to determine if classes have been cancelled. Appropriate adjustments will be made to the schedule as needed in the event of weather-related class cancellations.

Important UNM dates:

Last day to drop a course without a grade & full tuition refund: February 5, 2016

Last day to withdraw without approval from a college dean: April 15, 2016

Last day to withdraw from a course with approval of a college dean: May 6, 2015

SCHEDULE OF ACTIVITIES

The Schedule of Activities is subject to change. Minor changes will be announced in class, major ones provided in writing.

| Wk | Date: Topic | Readings | Assessments* |
|-----------|---|--|---|
| 1 | 1/19: Introduction | --- | --- |
| 2 | 1/26: Evaluation as a 3 Act Play | Grembowski, Ch. 1 & 2 CDC Program Evaluation Framework | --- |
| | ACT I: Asking the Questions | | |
| 3 | 2/2: How to Ask Evaluation Qs | Grembowski, Ch. 3 McLaughlin & Jordan, 1999 Kellogg Logic Model Guide | --- |
| | ACT II: Answer the Questions | | |
| 4 | 2/9: Assessing Program Impacts | Grembowski, Ch. 4 Maciejewski, et al., 2011 | Evaluation in Media |
| 5 | 2/16: Cost-Effectiveness Analysis | Grembowski, Ch. 5 | --- |
| 6 | 2/23: Evaluating Program Implementation | Grembowski, Ch. 6 Bonell, et al., 2015 | Logic Model Assignment |
| 7 | 3/1: Population & Sampling | Grembowski, Ch. 7 AEA Cultural Competence & Eval. | --- |
| 8 | 3/8: Measurement & Data Collection (Quantitative) | Grembowski, Ch. 8, pp. 213-235 Bonell, et al., 2011 | --- |
| 9 | 3/15: NO CLASS—SPRING BREAK | --- | Mid-Term Progress Report |
| 10 | 3/22: Data Analysis (Quant) | Grembowski, Ch. 9, pp. 252-263 Cousens, et al., 2011 | --- |
| 11 | 3/29: Measurement & Data Collection (Qualitative) | Grembowski, Ch. 8, pp. 236-247 Napoles-Springer, et al., 2006 Weiner, et al., 2011 | Quantitative Exercise |
| 12 | 4/5: Data Analysis (Qual) | Grembowski, Ch. 9, pp. 248-251 Bradley, et al., 2007 Tong, et al., 2007 | --- |
| 13 | 4/12: NO CLASS—Prof at Conference | --- | Qualitative Exercise/ Work on Eval. Plan |
| | ACT III: Using the Answers | | |
| 14 | 4/19: Disseminating Answers | Grembowski, Ch. 10 Gold, 2009 Oliver, et al., 2014 | --- |
| 15 | 4/26: Program Evaluation & Grants | Kellogg Foundation Handbook Healthier Washington Cresswell, et al. (NIH) | --- |
| 16 | 5/3: Evaluation Plan Presentations | --- | Evaluation Plan Presentations (PP) |
| 17 | 5/10: Final Evaluation Plan DUE | --- | Final Evaluation Plan DUE 5/10 by 10pm |

*Article Review due on date you select