

Mississippi State University
College of Agriculture and Life Sciences
Department of Food Science, Nutrition, and Health Promotion

**IMPLEMENTATION AND EVALUATION
OF HEALTH PROMOTION PROGRAMS**
FNH 8653
3 CREDIT HOURS
COURSE SYLLABUS

General Information

Instructor:	Michael Hall, Ph.D.
Class Location:	Distance Learning
Email:	meh264@msstate.edu

Welcome to Implementation and Evaluation of Health Promotion Programs. I hope you will find this course useful and challenging. **In addition to the course assignments and readings that are described in the syllabi, each week you will be provided a lecture via powerpoint. You will also have discussion questions that you will need to respond to.** Both your responses to the discussion question and the assignments will count towards your final grade so make sure to check the course website frequently. Your assignments are all listed on the syllabus and under the Assignment folder on MyCourses. As this is an internet based class and does not meet on a weekly basis it is easy to put off readings and or assignments. **It is essential that you keep up with the workload if this is going to be a beneficial learning experience.** Distance learning can offer much flexibility but with it also comes increased responsibility and the need to be self-motivated.

Course Description

Development and application of evaluation protocols for health promotion programs. Process, impact and outcome measures are examined.

Course Objectives

Upon completion of this course the student will be able to:

- Discuss the steps in the planning and evaluation cycle
- Explain the importance of program evaluation for health promotion
- List and describe various types of evaluation
- Demonstrate an understanding of the role needs assessment plays in evaluation
- Demonstrate an understanding of various methods utilized in evaluation of worksite health promotion programs, schools, and the community
- Demonstrate understanding of process, impact, and outcome evaluation
- Develop effective evaluation assessment tools
- Discuss pertinent issues in measurement and data collection
- Recognize threats to external and internal validity and discuss methods to control for these factors

- Develop a proposal for an evaluation of a public health program or policy
- Identify contextual issues that may influence evaluation (social, political, ethical and cultural) that influence evaluation
- Conceptualize the purpose of a framework for conducting an evaluation
- Discuss qualitative and quantitative methods for collection of evaluation data
- Discuss methods of sampling selection and the importance of sample size
- Critique existing evaluation studies and reports
- Develop goals and objectives in relation to evaluation
- Develop a plan to monitor program objectives and goals
- Develop a plan to assess the success of proposed objectives and goals
- Develop an instrument to evaluate program progress and outcomes

Course Requirements/Evaluation

Assignments	4 x 50 points
Health Promotion Project	150 points
Powerpoint for Project	50 points
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Total	400 points

Grading Scale

Final Grade will be based upon 400 points.

A = 400-360

B = 359-320

C = 319-280

F = 279 and below

Assignments

Since this course is an evaluation course the final goal of the class is to be knowledgeable enough to conduct your own health promotion program evaluation in a variety of settings. Most of the assignments given will build on one another with the final assignment to design your own program evaluation. **Due to time constraints NO LATE ASSIGNMENTS WILL BE ACCEPTED!!!**