

## Selected uses for evaluation in public health practice

### **Gain insight**

- Assess assets, needs, and desires of community members.
- Identify barriers and facilitators to service use.
- Learn how to describe and measure program activities and effects.

### **Change practice**

- Refine plans for introducing a new service.
- Characterize the extent to which intervention plans were implemented.
- Improve the content of educational materials.
- Enhance the program's cultural competence.
- Verify that participants' rights are protected.
- Set priorities for staff training.
- Make midcourse adjustments to improve patient/client flow.
- Improve the clarity of health communication messages.
- Determine if customer satisfaction rates can be improved.
- Mobilize community support for the program.

### **Assess effects**

- Assess skills development by program participants.
- Compare changes in provider behavior over time.
- Decide where to allocate new resources.
- Compare costs with benefits.
- Find out which participants do well in the program.
- Document the level of success in accomplishing objectives.
- Demonstrate that accountability requirements are fulfilled.
- Aggregate information from several evaluations to estimate outcome effects for similar kinds of programs.
- Gather success stories.

### **Affect participants**

- Reinforce intervention messages.
- Stimulate dialogue and raise awareness regarding health issues.
- Broaden consensus among coalition members regarding program goals.
- Teach evaluation skills to staff and other stakeholders.
- Support organizational change and development.