

Heart Health Resource Centre-The Health Communication Unit
Evaluating Heart Health Programs
Tuesday September 30, 2003
9:00 a.m - 4:00 p.m.

AGENDA

8:30 - 9:00 a.m.	Registration/Refreshments
9:00 - 9:20	Introductions Overview of workshop: objectives and format Warm-up Exercise
9:20 - 10:30	Overview of evaluation in health promotion Steps in evaluation process Step 1: Getting ready to evaluate Step 2: Engaging stakeholders for evaluation Step 3: Assessing resources for evaluation
10:30 - 10:45	Break
10:45 - 11:30	Step 4: Evaluation Design
11:30 - 12:00	Questions/discussion
12:00 - 1:00 p.m.	Lunch
1:00 - 1:45	Step 5: Determine appropriate evaluation methods (method selection)
1:45 - 2:30	Group exercise: selecting evaluation methods
2:30 - 2:45	Break
2:45 - 3:15	Step 5 (Continued): Determine appropriate evaluation methods (instrument design)
3:15 - 3:45	Group exercise: instrument design
3:45 - 4:00	Analyzing and interpreting evaluation data
4:00	Closure