

# EVALUATION OF PUBLIC HEALTH PROJECTS AND PROGRAMMES: AN INTRODUCTION



With increasing pressures on public sector budgets, there is a greater need to demonstrate the value of our work. Many people working in public health are asked to evaluate projects or programmes, but don't have a clear idea where to start. Outcomes or process? Quantitative or qualitative? Questionnaires or focus groups? The field is awash with jargon and differing opinions on methods and approaches.

**This one day course will provide a clear, concise, and common-sense introduction to evaluation.**



Date: 26<sup>th</sup> April 2017

Venue:

Friends Meeting House  
6 Mount Street,  
Manchester,  
M2 5NS

Time:

Registration from 9:30am  
Training 10am – 4pm

Trainer: Mike Parker  
[www.progresshp.co.uk](http://www.progresshp.co.uk)

Trainer: Dr Nick Cavill  
[www.cavill.net](http://www.cavill.net)

£165 + VAT for one day  
training course

£300 + VAT for two-day  
training course

**TO BOOK YOUR PLACE:**

Email  
[helen@eventsnorthern.co.uk](mailto:helen@eventsnorthern.co.uk)

Call  
01772 336639

## Aim of the Training

To provide an introduction to evaluation for those who have little or no experience in this area, and who wish to improve their knowledge and understanding of the basic principles and some of the key challenges of evaluation.

## Learning Outcomes

Participants will be able to:

- Explain what evaluation is and why it is important
- Identify appropriate outcomes and indicators
- Identify appropriate evaluation design and methods
- Design and conduct their own evaluation

## Target Audience

The training is specifically designed for people working in public health – whether from local authorities, voluntary sector, sports development, or academia. However, the general principles of evaluation can be applied to any initiative or project beyond health, so delegates from other disciplines will also benefit. Why not call us first to discuss whether the course is right for you?

## The Course

This course will be a lively mix of taught content, exercises, group work and fun activities. Trainees will particularly benefit if they bring along an idea for a programme they are working on or looking to develop.

**Evaluation training is a one-day session priced at £165 + VAT.**

**Or combine it with the training session ‘Using Logic Models to Plan and Evaluate Programmes’ for £300 + VAT.**

*“Very useful training for public health professionals”*

*“The delivery style, group work, content and detail were just right!”*

After a recent training session, **94%** of attendees thought the training was ‘effective’ or ‘very effective’ in addressing the core learning objectives

**Any questions? Please get in touch.**



## Trainers

**The course is delivered by Dr Nick Cavill and Mike Parker. They are experienced public health professionals, with extensive knowledge of evaluating public health interventions and the delivery of evaluation training. They have spent many years working on projects and programmes with a focus on evaluation and measurement across the UK, Europe, and the US.**

**Nick was author of Public Health England’s Standard Evaluation Frameworks for weight management, diet, and physical activity, and until early 2016 was evaluation lead for PHE’s obesity programme.**

**Mike has over 20 years’ experience in public health and has led on evaluations with organisations including NHS England, European Heart Network, and numerous local authorities, NHS and voluntary sector organisations**

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