

PH 345 - Program Planning and Evaluation

3 Credit Hours

Careful planning, implementation and evaluation of public health programs are essential competencies of a certified health education specialist or broader public health professional. This course aims to provide students with a basic understanding of how to plan, implement, and evaluate the effectiveness of public health programs following a generalized program planning model. The course also introduces some common intervention and community building strategies used in health promotion and emphasizes the need for early alignment between assessment and evaluation in program planning. Course activities will enable students to appreciate the variety of approaches from various disciplines that can inform public health practice as well as to demonstrate the skills required to assess community needs and capacities and develop program and evaluation (process, impact, and outcome) plans.

Prerequisites

[PH 301](#)