

Assignment #4. Summative evaluation to measure program impact

Purpose:

To test your understanding of issues related to study design, including threats validity, in relation to the evaluation of an actual field program (the Baltimore TB Control program or Stop AIDS Love Life).

Topics to cover:

- I. Purpose of summative evaluation (in general terms)
- II. Objectives of the selected program (reiterate from previous assignments)
- III. Identify one indicator (each) relevant to the selected program to measure:
 - Output
 - Initial outcome
 - Intermediate outcome
- IV. Proposed study design
 - A. Name of the study design (using the descriptions/names of study designs from Fisher and Foreit).
 - B. Threats to validity (how does the proposed design control for selection, testing, and history? Explain your answer with at least one sentence per “threat.”)
 - C. What are the advantages and shortcomings of this design in terms of methodology, feasibility, and ethical concerns?
- V. Discussion:
 - A. (For those who select the Baltimore TB Control Program: discuss the limitations of using a program-based rather than population-based level of measurement for this evaluation.
 - B. (For those who select Stop AIDS Love Life): Why is the Victora et al. article relevant to this exercise?

Word limit: 600 words or less

Instructions and tips:

- The main point of this exercise is to show how you would address the question: did this program achieve the desired change attributed to the program intervention?
- Keep in mind the distinction made in class: initial outcomes are psycho-social factors; intermediate outcomes are behaviors or practices.

- (Tip for those doing Stop AIDS Love Life) Before proposing a population-based survey of PLHA, recognize that such a survey is not feasible or ethical (and choose a different approach). Also, Question IV requires no knowledge of the country of Ghana. Focus instead on methodological issues. Note: you can not conveniently overlook the fact that Stop AIDS Love Life campaign includes the mass media that potentially reached all people in Ghana.
- Interpret the instruction “this design should reduce threats to validity to the extent possible” to mean “select the strongest design possible given the circumstances.”
- Make sure that the proposed study design and source of data allow you to measure the intermediate outcome you list under item II.
- Spell check