Data Tracking of Asthma Education Programs

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Presentation Objectives:

- Identify the difference between outcomes and objectives
- Identify evaluation methods appropriate for program measurement
- Understand the difference between outcome evaluation and program impact assessment

Evaluation & the AE-C Exam

6. Critique educational materials for cost, readability, accuracy, specificity, illustrations, and source credibility

		Recall	Application	Analysis	TOTALS
C.	**Program Implementation**	1	1	0	2
	1. Ensure safety and privacy of individuals with asthma (e.g., HIPAA, FERPA, OSHA, infection control)				
	2. Maintain a program database				
	3. Coordinate training for program staff				
D.	**Program Evaluation**	1	1	1	3
	1. Select validated program evaluation tools				

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NAECB   CERTIFIED ASTHMA EDUCATOR (AE-C®) CANDIDATE HANDBOOK

Effective September 1, 2018

Cognitive Levels

	Recall	Application	Analysis	TOTALS

2. Assess program processes: e.g.,
   - adherence (e.g., attendance, diary completion) of participant
   - the influence of the program on participants' knowledge, skills, or attitudes (e.g., confidence, outcome expectations)
   - procedure and task implementation

3. Assess program outcomes: e.g.,
   - key outcomes (e.g., quality-of-life, functional status, asthma control, healthcare utilization, participant satisfaction)
   - measures for key program outcomes
   - program effectiveness

4. Use findings to assess program impact and need for modifications

What is evaluation?

Program evaluation is the systematic collection of information about activities, characteristics, and outcomes of programs to make judgements about the program, improve program effectiveness, and/or inform decisions about future program development.

Program Performance and Evaluation Office. (2012). Program evaluation for public health programs: A self-study guide. *Centers for Disease Control and Prevention*. https://www.cdc.gov/eval/guide/introduction/index.htm

What is the purpose of evaluating a program?

Evaluation uses data and other metrics to understand and answer questions about a program related to goals, objectives, activity completion, and effectiveness. Overall, evaluation can help answer the question, "How is our program doing?" which can be beneficial for funding, process improvement, and program expansion.

Program Performance and Evaluation Office. (2012). Program evaluation for public health programs: A self-study guide. *Centers for Disease Control and Prevention*. https://www.cdc.gov/eval/guide/introduction/index.htm

Common evaluation questions:

Implementation: Were program activities put into place as originally intended?

Effectiveness: Is the program achieving the goals and objectives it was intended to accomplish?

Efficiency: Are the program activities being produced with appropriate use of resources such as budget and staff time?

Cost-Effectiveness: Does the value or benefit of achieving program goals and objectives exceed the cost of producing them?

Attribution: Can progress on goals and objectives be shown to be related to the program, as opposed to other things that are going on at the same time?

Program Performance and Evaluation Office. (2012). Program evaluation for public health programs: A self-study guide. *Centers for Disease Control and Prevention.* https://www.cdc.gov/eval/guide/introduction/index.htm

Goals, Objectives & Outcomes

Goals: are statements about general aims or purposes of the program that are broad and overarching

Objectives: are clear, concise statements that describe the purpose of a specific activity or outcome as it relates to or supports to overall goal of the program

Outcomes: are the results or benefits that participants get as a result of the implemented program.

Identifying outcomes. (n.d). *Purdue University.* https://ag.purdue.edu/extension/pdehs/Documents/Identifying%20Outcomes.pdf
How to write program objectives/outcomes. https://www.diabeteseducator.org/docs/default-source/education-and-career/ce-program-accreditation/howtowriteobjectivesoutcomes.pdf?sfvrsn=2%20

Common Evaluation Methods

***Formative*:** ensures program or program activity is feasible, appropriate, and acceptable before implementation. Usually conducted when a new program or activity is being developed or an existing activity is being adapted or modified (typically referred to as internal evaluation or feasibility evaluation)

***Process/Implementation*:** determines whether program activities have been implemented as intended

***Outcomes/Effectiveness*:** measures program effects in the target population by assessing the progress in the outcomes or outcomes objectives that the program is intended to achieve

***Impact*:** assesses program effectiveness in achieving its ultimate goal

Types of evaluation. Centers for Disease Control and Prevention. https://www.cdc.gov/std/Program/pupestd/Types%20of%20Evaluation.pdf

Outcomes Evaluation & Data Tracking

- Utilization
  - Hospitalizations
  - ED visits
- Quality improvement
  - Medication management
  - Self-management
  - Coordinated care
- Control & monitoring
  - Risk factors
  - Comorbid conditions

- Cost
  - Asthma specific costs
  - Total cost of treatment
- Quality of life
  - Missed days of school
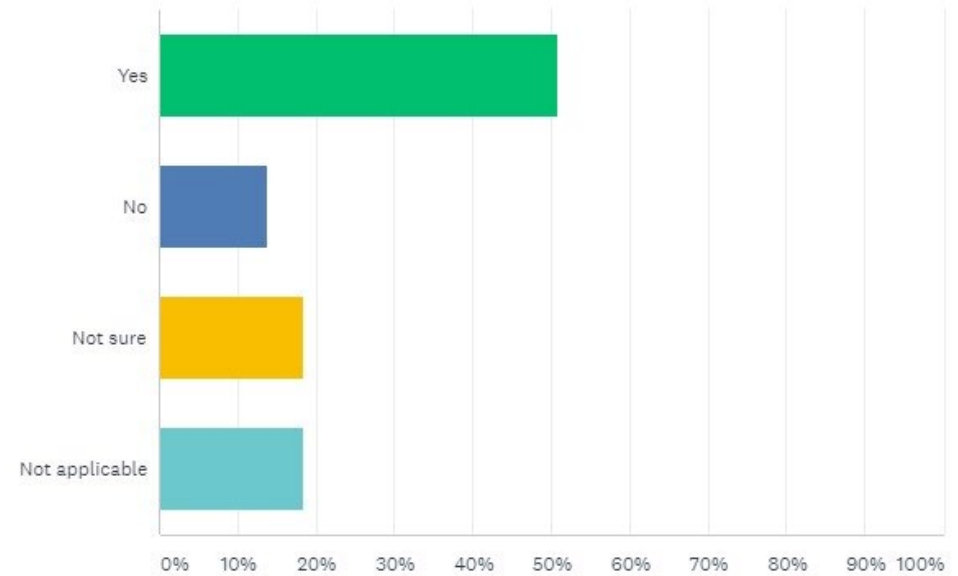 - Missed days of work
  - Unproductive days

The purpose of an educational program is for clients to retain information.

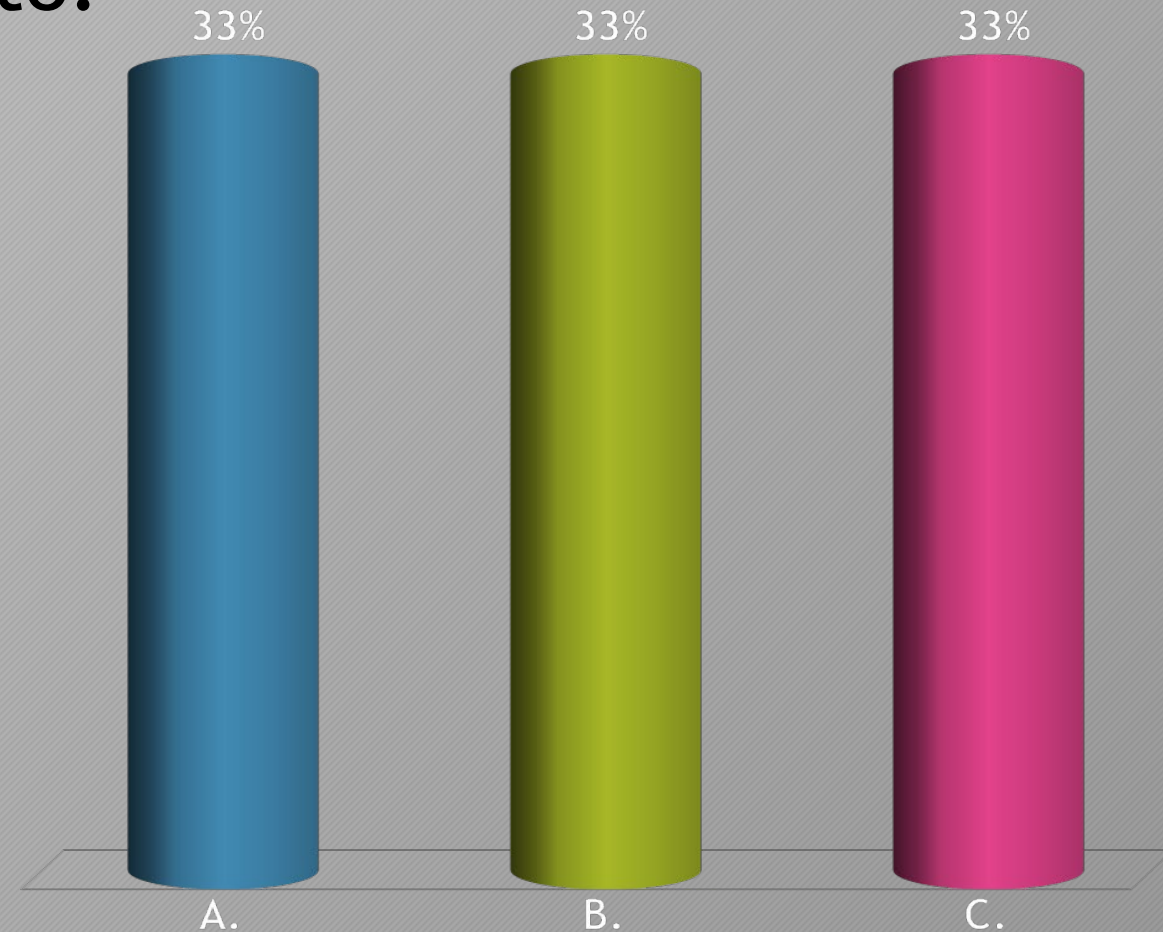How can you determine that your clients learned the information they were supposed to?

A. Hospitalizations/ED visits
B. Adherence to medication regimen
C. Asthma Control Test scores
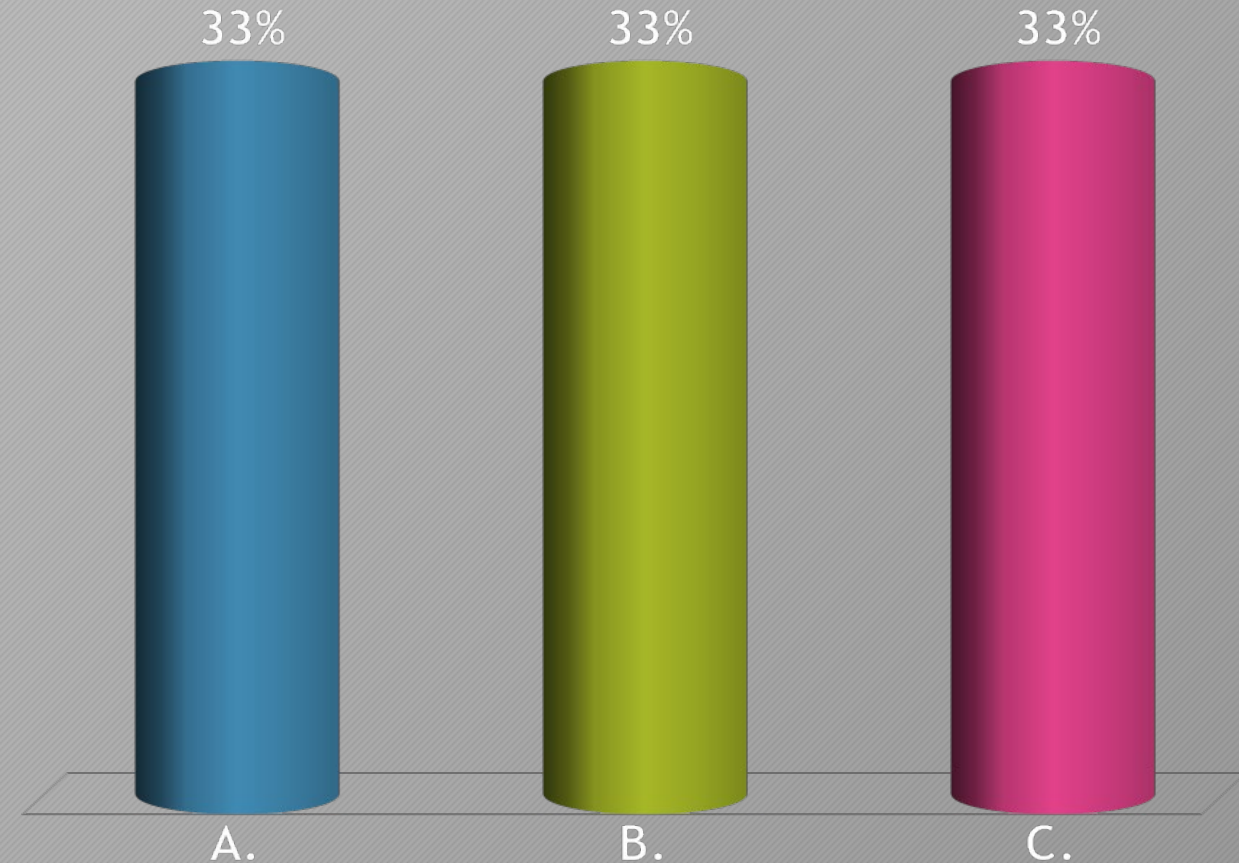
33%   33%   33%

A.   B.   C.

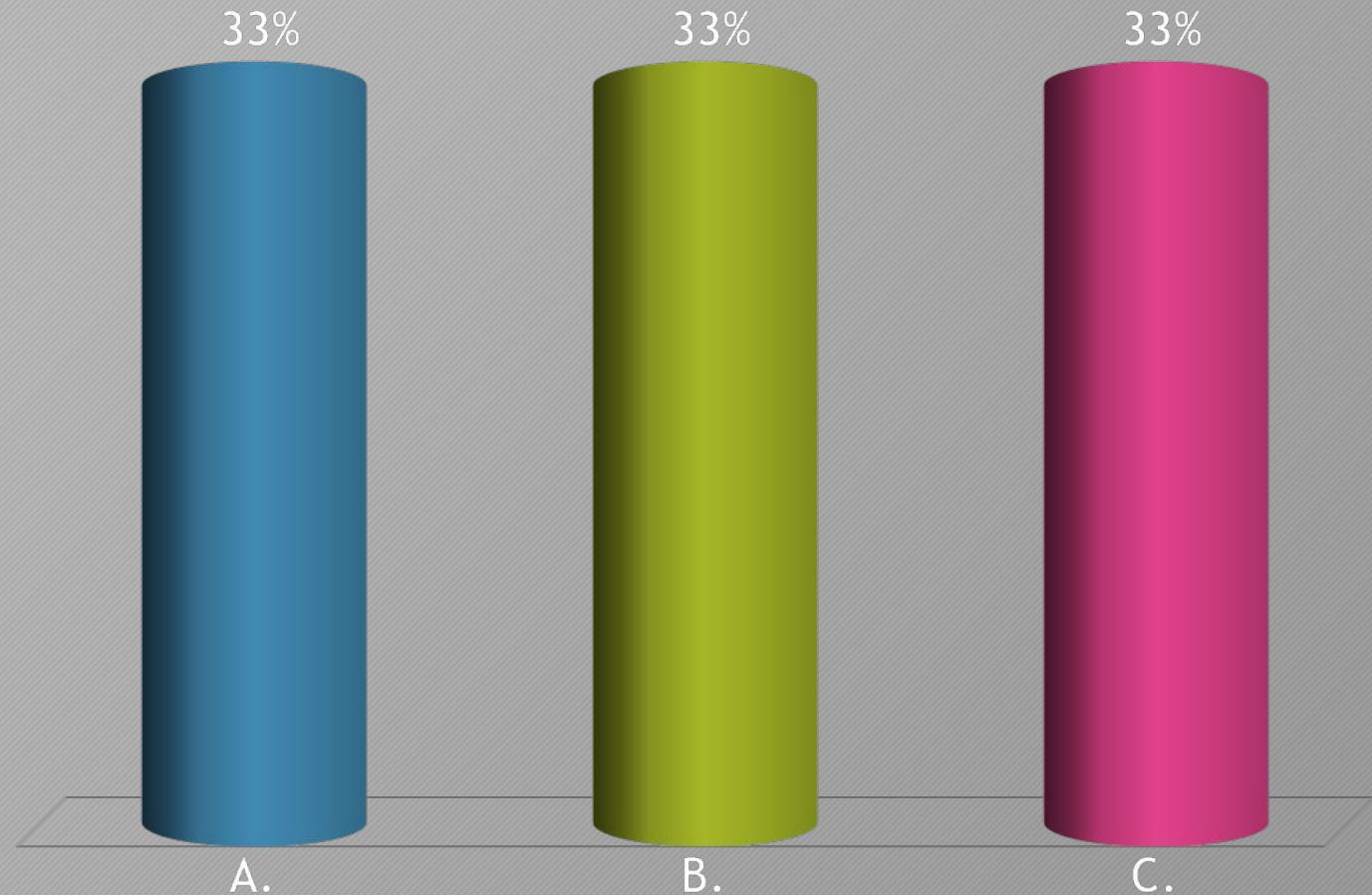# The purpose of an educational program is for clients to retain information.

How can you determine that your clients learned the information they were supposed to?

A. Mail a letter to past participants

B. Use an ongoing (online) survey that participants can fill out on a rolling basis

C. Give a pre/post quiz at every session

33%   33%   33%

A.   B.   C.

Resources

https://ag.purdue.edu/extension/pdehs/Documents/Identifying%20Outcomes.pdf

https://www.diabeteseducator.org/docs/default-source/education-and-career/ce-program-accreditation/howtowriteobjectivesoutcomes.pdf?sfvrsn=2%20

https://www.cdc.gov/std/Program/pupestd/Types%20of%20Evaluation.pdf

https://www.who.int/roadsafety/projects/manuals/alcohol/4-How%20to.pdf

https://www.cdc.gov/std/Program/pupestd/Types%20of%20Evaluation.pdf

CDC Resources:

https://www.cdc.gov/eval/guide/introduction/index.htm (Evaluation Office)

https://www.cdc.gov/asthma/program_eval/taars.html (Referral Systems: Asthma specific)

https://www.cdc.gov/asthma/program_eval/guide.htm (State Asthma Program Evaluation Guide)