



Nothing About Us Without Us: Community-Based Program Evaluation

Syllabus

Spring 2021

Feb 2 2021-Mar 2 2021

Tuesdays 5:30-7:30pm Online

Dr. Beth Meyerson, Southwest Institute for Research on Women,
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Course Description:

Course members will develop an understanding of and appreciation for evaluation research with a community-based participatory and action research orientation. Together course members will explore the history and practice of community-based participatory and action research (CBP-AR), and will be introduced to the key components of program evaluation and their application. We will finish by considering how findings are best translated to policy and practice in order to achieve change.

Modality:

Fully Online via UA Zoom platform. The course will be designed as synchronous. Each live online meeting will be recorded to allow participation by those outside the time zone and/or unavailable during the course meeting time.

Instructor:

[Dr. Beth Meyerson](#) is a Research Professor with the Southwest Institute for Research on Women (SIROW) in the College of Social and Behavioral Sciences at UofA. Dr. Meyerson has over two decades of experience with community-based research and evaluation in public health, harm reduction and sexual health. She has worked with community coalitions in the U.S., the Caribbean, Africa and India to translate findings to policy and practice. She is also a teacher and mentor to students, colleagues and community partners. Prior to joining the UA faculty in August 2019, Dr. Meyerson was an Associate Professor at the Indiana University School of Public Health-Bloomington where she was awarded a Bicentennial Professorship in recognition of her academic-community partnerships (2018) and the Trustee's Teaching Award (2015). She has over 20 years of university-based teaching experience using online and campus-

based modalities. She creates 'porous' classrooms where students can work together with community partners to apply course learning to real-world challenges to advance learning while serving communities.

Course Overview

Each week will be structured similarly, with up to five components: 1) Overview, 2) Reading and Viewing Materials, 3) Diving deeper, 4) Discussion, and 5) Talks with Course Notes (posted after the course meeting).

Week 1 (February 2, 2021): Power, Promise and Participation

Overview: During this first week, members will have the opportunity to introduce themselves in a "meet me" video, share experiences and skill sets from their careers and community-based work, discuss core concepts of the course. Members will also hear from featured guests who have worked with Dr. Meyerson on community-based evaluations and translating findings for policy and practice.

Preparation Due Thursday January 28, 5pm Arizona Time (MST):

- **Survey:** Members will be asked to take a brief survey to identify their current knowledge and skills related to program evaluation and community participation in evaluation research. Survey findings will inform course emphases and will identify student leaders who can contribute their knowledge and experience to the course.
- **Meet Me Video:** Members are encouraged to make a brief (2-3 minute) video introducing themselves to the class. The video should include: name and domicile, career (past or present), passion (*What am I most passionate about?*), and communities and community partners with which they are working or have worked. Directions about making and sharing the video will be sent by Dr. Meyerson to class members in advance.

Reading (uploaded to course site)

Rossi P, Lipsey MW, Freeman HE. Evaluation: A systematic approach, 7th ed. Thousand Oaks, CA: Sage, 2003. **Chpt 12**

Wallerstein N, Duran B, Oetzel J, Minkler M., Eds. *Community-Based Participatory Research for Health*, 3rd Ed. San Francisco: Jossey-Bass, 2018. Selected chapters will be uploaded. **Part I**

Meyerson BE, Lawrence CA, Miller L, Gillespie A, Raymond D, Kelley K, Shannon DJ. Against the odds: Syringe exchange policy implementation in Indiana. *AIDS and Behavior* 2017; 21(4): 973-981. DOI: 10.1007/s10461-017-1688-7

Viewing (on course site)

Meet me video from course participants

Selected videos from Dr. Meyerson with partners

Meyerson, BE. Art of the Small. November 13, 2015, Bloomington, Indiana.

TED^xIndiana University. <https://youtu.be/Dd1uD1uBCBI>

Week 2 (February 9): Program Evaluation: the Guts of It

Overview: Members will learn about the types of program evaluation, the core elements of program evaluation, and frameworks to guide program evaluation. Examples will be shared to advance our collective understanding about how program evaluations might 'look' and 'feel' in the real world. During the asynchronous portion of the week, members will 'build an evaluation framework' together.

Collaborative Design: Due Thursday February 11, 5pm Arizona Time (MST):

Using the collaborative workspace provided, build an evaluation framework. Directions will be found on the workspace.

Reading (uploaded to course site)

Centers for Disease Control and Prevention. Framework for program evaluation in public health. MMWR 1999;48(No. RR-11). Selected sections.

Rossi, Chapters 1-2

Meier S, Stelmach R, Williamson RT. Developing policy evaluation frameworks for low- and middle income countries. Research Triangle Park, NC, 2018. Working Paper No. 2018-01.

NIH Fogarty International Center. Division of International Science Policy, Planning and Evaluation. Program Evaluation Framework, 2016. [online]: <https://www.fic.nih.gov/About/Staff/Policy-Planning-Evaluation/Pages/evaluation-framework.aspx> Accessed December 1, 2020 .

Viewing (on course site)

Case: New York City's Teen ACTION Program: An Evaluation Gone Awry

Week 3 (February 16): Community-Based Participatory....What? Why?

Overview: Members will learn about the importance of community participation in program evaluation and the many forms it can take. We will then learn about the continuum of community engagement in program evaluation using the framework of community-based participatory and action research.

Reading

Minkler M, Vásquez VB, Chang C, Miller J. Case Study #2: Tackling environmental injustice in industrialized hog production in rural North Carolina. In Promoting healthy public policy through community-based participatory research: Ten Case Studies. PolicyLink, 2008. [online]: <https://www.policylink.org/resources-tools/promoting-healthy-public-policy-through-community-based-participatory-research-ten-case-studies> Accessed December 1, 2020.

Wallerstein, Chapters 4-6.

Viewing

Selected and posted videos

Week 4 (February 23): Putting it all Together: Building a Community-Based Program Evaluation

Overview: A community partner will join the class to discuss a program evaluation need. This will be a real-life opportunity for the class to advise about what should be done, how to do it, and issues for consideration. We will work synchronously with this partner during the class meeting session.

Reading

Selected readings based on community partner and evaluation focus. Readings will be updated shortly.

Week 5 (March 2): So What?: Translating Evaluation Findings for Program and Policy Change

Overview: Findings from program evaluations tend to sit on the shelf. This week, we will discuss the importance of, and approaches to, translating findings for program and policy change. Members will consider several examples from the work of SIROW (Southwest Institute for Research on Women), an award-winning institute at the University of Arizona specializing in community-based program evaluation. Members will then have the opportunity to consider 'next steps' for those that wish to pursue additional training in community-based program evaluation.

Readings

- Brownson RC, Reis RS, Allen P, Duggan K, Fields R, Stamatakis KA, Erwin PC. Understanding administrative evidence-based practices: Findings from a survey of local health department leaders. *Am J Prev Med* 2014; 46(1):49-57.
- Hiatt RA. (ed). Population Health: The translation of research to policy. Robert Wood Johnson Foundation Health & Society Scholars. Selected case studies. [online]: <https://www.milbank.org/publications/population-health-the-translation-of-research-to-policy/> Accessed July 15, 2020.
- Israel BA, Coombe CM, Cheezem RR, Schulz AJ, McGranaghan RJ, Lichtenstein R, Reyes AG, Clement J, Burris A. Community-based participatory research: A capacity-building approach for policy advocacy aimed at eliminating health disparities. *Am J Pub Health* 2010; 100:2094-2102.
- Meyerson BE, Haderxhanaj LT, Comer K, Zimet GD. Learning in the zone: toward workforce development of evidence-based public policy communication. *BMC Public Health* 2018; 18:700.

Viewing

Video material as posted.