

*Use of Evaluation for
Program Growth and
Long-Term Sustainability*

***Selling Your Program
Telling Your Story***

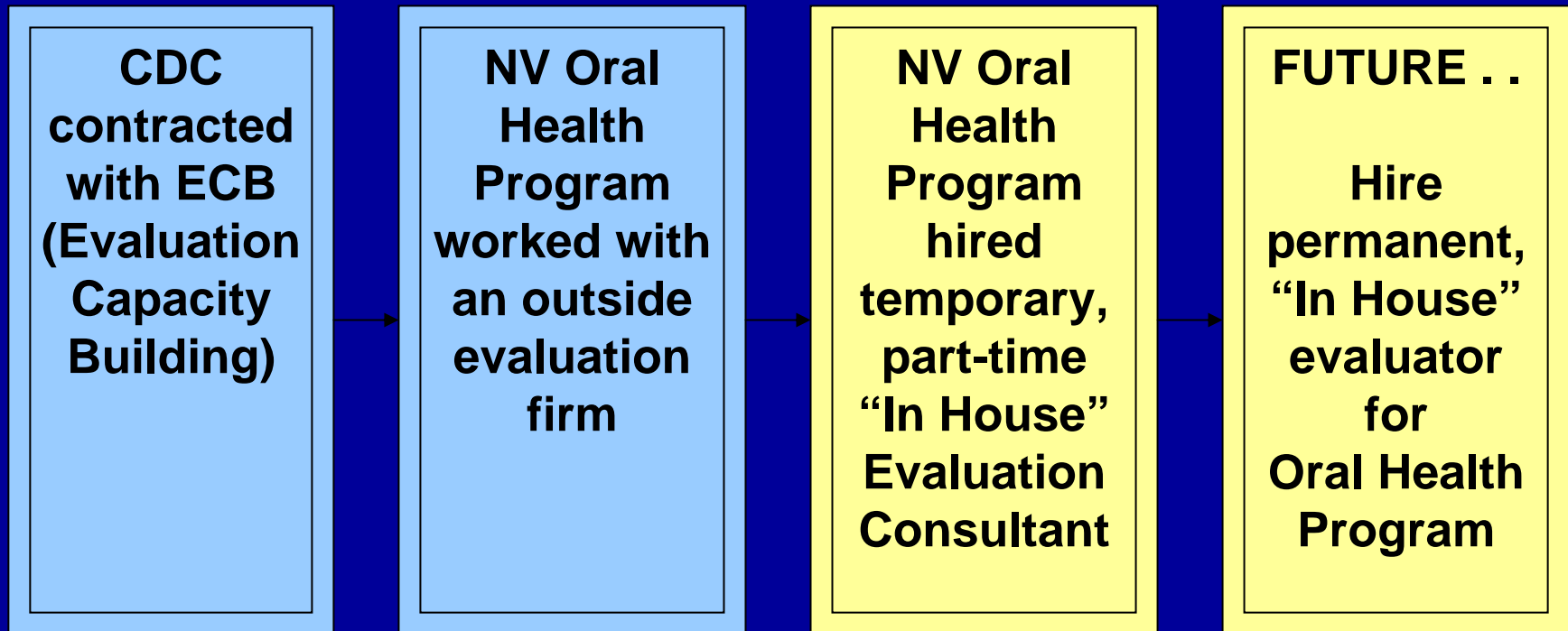
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*Christine Wood, RDH, BS
Oral Health Program Manager
Nevada State Health Division*

Nevada State Oral Health Program History

- Pre SCHIP
- Late 1990's – Fluoridation Grants
- 1999 – Oral Health Initiative
- 2001 – Present – CDC Cooperative Agreement

NV Oral Health Program's *Evaluation Evolution*



What is Program Evaluation?

*Evaluation is a systematic process for an organization to obtain information on its activities, its impacts, and the effectiveness of its work, so that it can **improve its activities** and **describe its accomplishments**.*

How can evaluation improve our programs?

- By having data and feedback readily available we can make good business decisions.
- It also gives us the background to “Tell Our Story”.

Telling Our Story

- Retain or increase funding
- Engage collaborators – policymakers, partners, volunteers, advocates
- Recruit and retain talented staff
- Attract new participants
- Share innovations and success stories with similar programs

NV Oral Health Evaluation

- **Evaluation and Planning**
(Environmental) Assessment: Oral health stakeholders and other key leaders are asked to rate the current status of various elements that impact the implementation and success of a comprehensive public oral health plan.

NV Oral Health Evaluation

- **Coalition Assessments**
 - Collaboration
 - Operating
 - Leadership
 - Sustainability

NV Oral Health Evaluation

- **Surveillance**

- Reports and findings disseminated

- Do the proper individuals or groups receive the report?
 - Are the findings usable and relevant to recipients?
 - Are reports used to improve or sustain existing programs?

NV Oral Health Evaluation

- **School-Based/Community-Based Sealant Programs**
 - Cost benefit analysis of school-based dental sealant programs (Contracted).
 - Process Evaluation - (Working with CDC and Nevada's Sealant Programs to develop.)

Evaluation – Friend or Foe?

Designating an “in house” staff member to coordinate evaluation duties has helped to integrate evaluation components throughout the program and alleviates some of the anxiety the word **EVALUATION** often evokes.

With practice evaluation becomes natural, and is viewed as vital and valuable.

Evaluate your “Storytelling”
and “Selling” Efforts

Program

Fine tune
program

Tell Your “STORY”
Sell your program

Evaluate