



The Opportunities and Challenges of Evaluating Community-Based Health Promotion Projects: Lessons from the Field

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Introduction & Background on Community-Based Health Promotion

- Started with a new broad definition of 'health' by the World Health Organisation
- Catalyzed by the World Health Organisation's 'Healthy Cities' and Communities Projects
- Grew via community-based health promotion initiatives around the globe
- Confronted challenges of achieving and evaluating the ambitious projects

Several Examples from Different Communities around the Globe

- Example 1
- Example 2
- Example 3

The Opportunities of this Health Promotion Approach

- Involves a broad group of stakeholders with diverse perspectives
- Fosters active engagement and commitment
- Takes a complex view of the context and the issues
- Tackles tough issues and aims high, to address 'root causes'
- Views change in multiple ways, including actions, activities and policies

The Challenges of Evaluating this Health Promotion Approach

- Defining the 'program(s)'
- Establishing comparisons
- Measuring community-level changes
- Tracking intermediate- and long-term changes
- Linking activities and outcomes, particularly ambitious impacts such as reducing the root causes of inequities and inequalities

Future Issues and Prospects

- Questions to address
- Prospects for the future