**ID: 168**

**Congress: The First International & 4th National Congress on health Education & Promotion, 2011**

**Title: Effective health promotion evaluation**

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**Abstract: Introduction**
Evaluation is conducted for responsibility purposes. The benefits of evaluation are more wide-reaching than meeting accountability requirements. Evaluation is essential for assessing the effect a program/strategy has had within the local community, its cost effectiveness, whether we achieved what we expected, and identifying opportunities in order to improvement. Evaluation enables individuals more systematically to document and promote effective practice. Evaluation is dependent on a many factors, including the program/strategy implementation methods, delivery and budget.

**Discussion**
There are three types of evaluation: process, impact and outcome. Process evaluation is used to assess the elements of program development and delivery, the quality, appropriateness and reach of the program. This type of evaluation can be used during the whole life of the program, from planning through to the end of delivery. During planning and piloting stages, process evaluation will focus on the quality and appropriateness of the materials and approaches being developed. Impact evaluation is used to measure immediate program effects and, so can be used at the completion of stages of Implementation. Outcome evaluation is used to measure the longer-term effects of programs and is related to judgments about program goal has been achieved. The long-term effects may include reductions in incidence or prevalence of health conditions, changes in mortality, sustained behavior change, or improvements in quality of life, equity or environmental conditions.

**Conclusion**
Health promotion interventions are actions taken to achieve the program objectives. Effective health promotion generally involves a mix of interventions at multiple levels, from the individual through to populations, although single programs may target only some of these levels.

**Presentation: Poster**

| Health promotion, Evaluation, Intervention |   |