



# Professional Development Workshops

## Program Evaluation 101

Thursday, October 17, 2019

1:00—3:00pm

Portland, Oregon: Embassy Suites Washington Square

**Lorella Palazzo, PhD**



Lorella Palazzo, Research Associate at the Kaiser Permanente Washington Health Research Institute, is a sociologist who focuses on optimizing care delivery and improving access to health services. She has extensive experience evaluating educational programs for health professionals and health care improvement efforts. As a researcher, Dr. Palazzo has studied alternative modes of healing and how they are being integrated into health care delivery systems to expand care options for patients. She has also contributed her expertise to work on dementia, cancer, and implementation of evidence-based practices.

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Effective evaluation is critical to improving private and public programs and is increasingly demanded by program stakeholders, including funders.

Social science concepts and methods are an excellent basis for program evaluation.

This workshop will provide participant with knowledge, skills, and practices they can use to conduct their own evaluations for program improvement and advocacy.

At the end of the workshop, participants will be able to:

- Describe the most common approaches to program evaluation
- Understand key steps of effective program evaluation
- Utilize basic program evaluation tools, including evaluation plans and logic models
- Learn how to use and share evaluation results

**REGISTRATION FEE:** \$25/person or \$75 for 5 organization/company members. Free for conference attendees. A post-workshop networking reception will be held on site, with food included in the registration cost.