Community Assessment and Formative Evaluation

DATE
Thursday, July 26, 2012

LOCATION
Ten Oaks Ballroom
5000 Signal Bell Lane
Clarksville, MD  21029

TIME
9:00 AM – 4:00 PM
(Registration begins at 8:15 AM)

*COST: $25

Register Today!
Please register on our website’s events calendar at:
http://www.jhsphe.edu/maphtc/training_events/events_calendar.html

INFORMATION
Need more information? Contact the Mid Atlantic Public Health Training Center at (443) 287-7833 or
maphtc@jhsph.edu.

Course Description
This training is focused on developing and strengthening the skills needed to conduct community assessment
and formative evaluation activities. Partnerships and relationships are fundamental to the process and critical
in the formative stages of developing effective programs to address community needs. Comprehensive
assessments also identify and build on a community’s strengths.

Training Objectives
● Describe the community assessment process;
● Identify types of data that can be used to assess the needs and assets of a community;
● Discuss the quantitative and qualitative methods of assessment;
● Analyze findings to determine community needs and assets; and
● Introduce the role of formative evaluation in clarifying or refining information from the assessment

Presenters:
● Joan Kub, PhD, APHN, BC - Associate Professor, Johns Hopkins School of Nursing (SON), with joint
appointments in the School of Medicine, and Bloomberg School of Public Health.

● Janie Gordon, ScM - Program Administrator, Mid-Atlantic Public Health Training Center, Johns
Hopkins Bloomberg School of Public Health, extensive experience with adult education in public health.

*This covers the cost of breakfast and lunch which are provided

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