Health Program Evaluation 1st edition Campbell Test Bank

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Health Program Evaluation (1st)

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Total Questions: 50

Multiple Choice (25)

Q1. *[Multiple Choice] · Cognitive Domain: Comprehension*

What is one of the major goals of health program evaluation as described in the chapter?

a) To improve public health and reduce health disparities ✓ correct
b) To increase funding for health programs
c) To promote political agendas in healthcare
d) To eliminate all health conditions

Q2. *[Multiple Choice] · Cognitive Domain: Knowledge*

Health disparities are best defined as _____.

a) a set of evaluation standards used to judge program worth
b) the state in which everyone has a fair and just opportunity to attain their highest level of health
c) systematic, plausibly avoidable health differences affecting socially disadvantaged groups ✓ correct
d) the conditions in which people are born, grow, work, live, and age

Q3. *[Multiple Choice] · Cognitive Domain: Knowledge*

“The state in which everyone has a fair and just opportunity to attain their highest level of health” is the CDC definition for _____.

a) health equity ✓ correct
b) Social Determinants of Health (SDOH)
c) health disparities
d) social justice perspective

Q4. *[Multiple Choice] · Cognitive Domain: Comprehension*

What does Social Determinants of Health (SDOH) refer to?

a) A glossary of bolded terms provided at the end of the book
b) Clinically proven treatment regimens for chronic disease
c) Evaluation designs used to establish causality in health programs
d) Non–medical factors and broader forces that shape everyday life conditions and affect health ✓ correct

Q5. *[Multiple Choice] · Cognitive Domain: Comprehension*

Which of the following is one of the book’s cross–cutting themes?

a) Doing Evaluation in a Perfect World
b) Using a Racialized Lens: Understanding Race and Ethnicity and their Role in Evaluation ✓ correct
c) Using the Deficit Model to Define Populations
d) Using Logic and Common Sense to Evaluate Programs

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Q6. *[Multiple Choice] · Cognitive Domain: Comprehension*

According to the chapter, the evaluation perspective used in the book brings together which three components?

a) planning, implementation, and reporting/use of results

b) equality, efficiency, and evidence

c) culturally responsive evaluation (CRE), a racialized lens, and a social justice perspective (SJP) ✓ correct

d) rigor, robustness, and reliability

Q7. *[Multiple Choice] · Cognitive Domain: Comprehension*

A racialized lens in evaluation specifically calls attention to _____

a) geographic variation independent of social context

b) genetic differences as the primary explanation for health outcomes

c) participants' racial diversity as the central driver of program success

d) the ways race and ethnicity shape problem definitions, solutions, and access to opportunity ✓ correct

Q8. *[Multiple Choice] · Cognitive Domain: Analysis*

Which of these practices best aligns with a social justice perspective (SJP) during evaluation?

a) masking inequalities to maintain neutrality and avoid controversy

b) avoiding engagement with communities to preserve evaluator independence

c) focusing solely on overall averages to simplify reporting

d) documenting benefits and burdens of the project across groups and making disparities visible ✓ correct

Q9. *[Multiple Choice] · Cognitive Domain: Comprehension*

Confirmation bias occurs when evaluators _____.

a) seek or interpret information in ways that reinforce their existing beliefs ✓ correct

b) agree with a group to avoid social rejection or gain status

c) interpret information through the lens of the dominant culture's values

d) attribute others' behavior to internal character while excusing their own based on circumstances

Q10. *[Multiple Choice] · Cognitive Domain: Comprehension*

What are implicit biases?

a) Consciously endorsed preferences and beliefs that can be readily communicated.

b) Negative social attitudes attached to a perceived deficiency.

c) Patterns of thinking (heuristics) that distort information processing and lead to errors.

d) Unconscious mental processes that lead to automatic associations and reactions without intention. ✓ correct

Q11. *[Multiple Choice] · Cognitive Domain: Analysis*

Why does the chapter argue that objectivity in evaluation is a myth?

a) Because qualitative methods can never produce reliable findings as long as people are gathering the data

b) Because evaluators must avoid standards when judging merit and worth

c) Because evaluation never uses systematic data collection or analysis

d) Because evaluation is a social practice of valuing that is shaped by perspectives such as race, gender, and class ✓ correct

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Q12. *[Multiple Choice] · Cognitive Domain: Application*

Which example best illustrates stereotype threat in a health or evaluation setting?

a) A reviewer uses the ACT UP framework to assess misinformation.

b) An evaluator organizes project tasks using a Gantt chart.

c) A team selects a logic model that identifies scenarios of de facto discrimination to describe their program theory.

d) A patient underperforms on a diagnostic task due to concerns about confirming a doctor's bias. ✓ correct

Q13. *[Multiple Choice] · Cognitive Domain: Knowledge*

Which of the following is one of CDC's six steps in the 2024 Program Evaluation Framework?

a) advance equity

b) gather credible evidence ✓ correct

c) engage collaboratively

d) learn from and use insights

Q14. *[Multiple Choice] · Cognitive Domain: Analysis*

Which of the following is a key advantage of using an internal evaluator?

a) Guaranteed lower cost than an external evaluator.

b) Familiarity with the project and staff, providing opportunities for informal feedback. ✓ correct

c) Greater perceived objectivity and credibility with funders than external evaluators.

d) Broader and more specialized expertise than external evaluators.

Q15. *[Multiple Choice] · Cognitive Domain: Analysis*

Which of the following is a key advantage of using an external evaluator?

a) Specialized expertise and greater perceived objectivity with credibility among funders. ✓ correct

b) Lower cost and fewer political constraints than internal evaluators.

c) More opportunities for informal feedback due to daily proximity to staff.

d) Greater access to organizational resources than internal evaluators.

Q16. *[Multiple Choice] · Cognitive Domain: Comprehension*

What is the primary purpose of research on programs, as contrasted with evaluation?

a) to assess adequacy of resources, fidelity of operations, and intended effects within a single context

b) to produce new knowledge and contribute to generalizable knowledge ✓ correct

c) to provide findings and recommendations used to improve ongoing programs

d) to act on findings to strengthen activities and systems during the program life cycle

Q17. *[Multiple Choice] · Cognitive Domain: Comprehension*

Which of these statements best distinguishes evaluation from research?

a) Evaluation chiefly aims to contribute to generalizable knowledge across contexts.

b) Evaluation collects, analyzes, and shares data to improve decision making and ongoing programs. ✓ correct

c) Research prioritizes providing ongoing program feedback over generalizability.

d) Research emphasizes acting on findings to strengthen program operations.

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Q18. *[Multiple Choice] · Cognitive Domain: Application*

Which scenario illustrates how politics can influence the use of evaluative evidence?

a) Continued funding for Abstinence Only Sex Education despite evidence of limited or negative effects. ✓ correct

b) Use of logic models to guide program planning despite the limitations of logic models in general.

c) Defining Social Determinants of Health (SDOH) despite pressure from the organizational leadership to focus on biological determinants instead.

d) Using Gantt charts to schedule activities despite general knowledge of their inefficiency.

Q19. *[Multiple Choice] · Cognitive Domain: Comprehension*

Misinformation gains the most influence when _____.

a) shared only unintentionally, without any deliberate production

b) it originates from authoritative sources and is amplified by powerful actors to large or targeted audiences ✓ correct

c) solely produced by individuals without institutional affiliation who are socially connected to their audience

d) shared to small, targeted audiences

Q20. *[Multiple Choice] · Cognitive Domain: Application*

Which action best reflects culturally responsive evaluation (CRE) when working with populations experiencing historical trauma and distrust?

a) avoiding discussions of race to maintain neutrality

b) critically examining historical trauma, stigma, and distrust across the entire evaluation process ✓ correct

c) standardizing protocols and ignoring contextual differences to avoid bias

d) reporting only overall means to simplify findings

Q21. *[Multiple Choice] · Cognitive Domain: Knowledge*

Which of these features appears at the beginning of each chapter?

a) an interview with Groundbreakers

b) a complete list of references for the book

c) a quote representing that chapter's themes ✓ correct

d) the glossary of bolded terms

Q22. *[Multiple Choice] · Cognitive Domain: Comprehension*

Which statement describes the relationship between cultural bias and the dominant paradigm in health program evaluation?

a) Cultural bias is eliminated through training alone and does not affect evaluation.

b) Members of the dominant culture can be influenced by widely held values, limiting recognition of other systems of thought. ✓ correct

c) People tend to have more positive attitudes toward those with whom they do not share identities.

d) Using the dominant paradigm ensures objectivity by eliminating cultural influence.

Q23. *[Multiple Choice] · Cognitive Domain: Application*

In a polarized context, which communication approach from the chapter best helps audiences grasp equity versus equality?

a) replace the term "equity" with "equality" to reduce controversy

b) use concrete stories or examples to show that fair is not always equal ✓ correct

c) assume word meanings are fixed and do not change over time

d) avoid defining terms to prevent debate

Q24. *[Multiple Choice] · Cognitive Domain: Application*

Evaluative thinking should involve which action?

a) avoiding diverse viewpoints to reduce complexity

b) calibrating the strength of one's opinion to the degree of evidence available ✓ correct

c) preferring absolutism over nuance when judging programs

d) making a decision first and collecting information later

Q25. *[Multiple Choice] · Cognitive Domain: Comprehension*

When a project contains both research and evaluation questions, how does the chapter suggest classifying it?

a) Only as research, because it generates new knowledge.

b) As research or evaluation, depending on how the information will be used. ✓ correct

c) Neither, to avoid confusion about purpose.

d) Only as evaluation, because it involves programs.

True/False (15)

Q26. *[True/False] · Cognitive Domain: Knowledge*

The ACT UP framework for helping evaluators assess for misinformation stands for: Author, Currency, Truth, Unbiased, and Priority.

a) True

b) False ✓ correct

Correct answer: False

Q27. *[True/False] · Cognitive Domain: Knowledge*

Health equity means everyone has the same health outcomes regardless of circumstances.

a) True

b) False ✓ correct

Correct answer: False

Q28. *[True/False] · Cognitive Domain: Comprehension*

Culturally responsive evaluation requires attention to cultural context throughout the evaluation process.

a) True ✓ correct

b) False

Correct answer: True

Q29. *[True/False] · Cognitive Domain: Knowledge*

Implicit biases are conscious preferences that evaluators can easily identify.

a) True

b) False ✓ correct

Correct answer: False

Q30. *[True/False] · Cognitive Domain: Comprehension*

The primary purpose of research is to improve ongoing programs and decision–making.

a) True

b) False ✓ correct

Correct answer: False

Q31. *[True/False] · Cognitive Domain: Comprehension*

Evaluation is a systematic process of determining the merit, worth, and significance of a program.

a) True ✓ correct
b) False

Correct answer: True

Q32. *[True/False] · Cognitive Domain: Comprehension*

A racialized lens in evaluation focuses on how race and ethnicity shape problem definitions and solutions.

a) True ✓ correct
b) False

Correct answer: True

Q33. *[True/False] · Cognitive Domain: Comprehension*

Social determinants of health include factors like income, education, and political structures.

a) True ✓ correct
b) False

Correct answer: True

Q34. *[True/False] · Cognitive Domain: Comprehension*

Objectivity in evaluation is universally achievable.

a) True
b) False ✓ correct

Correct answer: False

Q35. *[True/False] · Cognitive Domain: Analysis*

Internal evaluators often have more technical expertise than external evaluators.

a) True
b) False ✓ correct

Correct answer: False

Q36. *[True/False] · Cognitive Domain: Analysis*

External evaluators are generally viewed as more objective and credible by funders.

a) True ✓ correct
b) False

Correct answer: True

Q37. *[True/False] · Cognitive Domain: Knowledge*

Confirmation bias occurs when evaluators seek information that supports their existing beliefs.

a) True ✓ correct
b) False

Correct answer: True

Q38. *[True/False] · Cognitive Domain: Comprehension*

Health program evaluations can clarify why a program is not producing intended results.

a) True ✓ correct
b) False

Correct answer: True

Q39. *[True/False] · Cognitive Domain: Comprehension*

Social justice in health means equal rights and opportunities for all, regardless of race or gender.

a) True ✓ correct

b) False

Correct answer: True

Q40. *[True/False] · Cognitive Domain: Comprehension*

Evaluation and research may share similar methods but differ in purpose.

a) True ✓ correct

b) False

Correct answer: True

Essay (10)

Q41. *[Essay] · Cognitive Domain: Analysis*

Explain the difference between internal evaluators and external evaluators.

Suggested answer: *Sample response: Internal evaluators are part of the organization being evaluated, while external evaluators are hired from outside the organization. They are independent and often bring specialized expertise.*

Q42. *[Essay] · Cognitive Domain: Analysis*

Define culturally responsive evaluation (CRE) and explain why it is important for health disparity programs.

Suggested answer: *Sample response: Culturally responsive evaluation (CRE) considers cultural, social, and contextual factors throughout the evaluation process. It is important for health disparity programs because it ensures evaluations are ethical, accurate, and useful for diverse populations.*

Q43. *[Essay] · Cognitive Domain: Application*

Provide two examples of how bias can affect health program evaluations.

Suggested answer: *Sample response: Confirmation bias, where evaluators seek data that supports their beliefs, can cause evaluators to overlook important information while reporting misperceptions that support their beliefs. Cultural bias is when evaluators overlook cultural differences. Both may lead to inaccurate conclusions.*

Q44. *[Essay] · Cognitive Domain: Analysis*

List three challenges evaluators face when conducting health disparity program evaluations.

Suggested answer: *Sample response: Challenges include lack of standardized indicators, difficulty addressing structural racism, and balancing rigor with inclusivity.*

Q45. *[Essay] · Cognitive Domain: Analysis*

What is one major difference between health program research and health program evaluation?

Suggested answer: *Sample response: Research aims to generate new, generalizable knowledge, while evaluation focuses on providing actionable findings to improve the ongoing program being evaluated.*

Q46. *[Essay] · Cognitive Domain: Analysis*

Discuss the importance of using a culturally responsive evaluation (CRE) framework in health disparity programs. How does CRE addresses equity and diversity?

Suggested answer: *Sample response: Culturally responsive evaluation (CRE) ensures that evaluations consider cultural, social, and contextual factors throughout the process. CRE addresses equity by recognizing historical trauma, stigma, and distrust among marginalized communities. For example, CRE requires evaluators to engage with populations of focus, adapt data collection methods to cultural norms of the target audience, and interpret findings through a lens that acknowledges systemic inequities. This approach improves accuracy, ethics, and utility of evaluations for diverse populations.*

Q47. *[Essay] · Cognitive Domain: Analysis*

Analyze the role of bias in health program evaluations. How can evaluators mitigate the impact of bias on findings and recommendations?

> ***Suggested answer:*** *Sample response: Bias, whether explicit or implicit, can distort evaluation findings by influencing data interpretation and decision-making. For example, confirmation bias may lead evaluators to favor data that supports preconceived notions. To mitigate bias, evaluators should engage in self-reflection, use diverse data sources, apply culturally responsive frameworks, and involve multiple stakeholders in interpretation. Training on implicit bias and adopting transparent processes also help reduce its impact.*

Q48. *[Essay] · Cognitive Domain: Application*

Evaluate the challenges of conducting high–quality evaluations of health disparity programs and propose strategies to overcome these challenges.

> ***Suggested answer:*** *Sample response: Challenges include lack of standardized indicators, structural racism, and limited evaluator expertise in cultural contexts. Strategies to overcome these challenges involve adopting a racialized lens, engaging communities throughout the evaluation process, using mixed-method designs, and prioritizing equity in evaluation planning. Building evaluator capacity and fostering collaboration with populations of focus are also critical to conducting high-quality evaluations.*

Q49. *[Essay] · Cognitive Domain: Analysis*

Compare and contrast health program research and evaluation. Why is it important for evaluators to understand these differences?

> ***Suggested answer:*** *Sample response: Health program research aims to generate new, generalizable knowledge. Evaluation focuses on improving the program being evaluated through actionable findings. Research emphasizes theory and hypothesis testing, but evaluation prioritizes practical decision making and program improvement. Understanding these differences helps evaluators design appropriate methodologies and ensures evaluations meet stakeholder needs without conflating goals with research objectives.*

Q50. *[Essay] · Cognitive Domain: Application*

Explain how a social justice perspective influences the evaluation of health programs. Provide examples of practices that reflect this perspective.

> ***Suggested answer:*** *Sample response: A social justice perspective ensures evaluations uncover inequities and promote fairness across marginalized groups. Practices include documenting disparities in program access, engaging communities in evaluation design, and reporting findings in ways that highlight inequitable benefits and burdens. For example, evaluators might analyze whether interventions reduce racial disparities or inadvertently perpetuate them and recommend policy changes to address any systemic barriers.*