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**The opportunities and challenges of evaluating community-based health promotion projects: Lessons from the field**

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The World Health Organisation has been instrumental in fostering community-based approaches to health, with 'health' broadly defined by the communities themselves to encompass many social and economic issues. This approach has taken root around the world, but the evaluation of these projects had lagged. This AES presentation will discuss the situation in the USA and the author's experiences in collaborating with partners from diverse US communities, including Chinese, Korean and Latino, on planning, implementing and evaluating projects involving various focuses, including cancer control and HIV/AIDS prevention. Drawing upon his experiences as well as those of others working in 'healthy community' projects, the presentation will include examples from several representative projects, as well as a discussion of opportunities and challenges that these projects have for evaluation. In particular, the presentation will focus on the important but difficult issue of measuring changes in both individual-level and community-level intermediate- and long-term outcomes. For example, these projects usually have individual-level, intermediate-term outcomes tied to the content of the program (e.g., improvements in cancer-related attitudes and behaviours) as well as changes related to the collaborative approach (e.g., feelings of personal empowerment). Individual-level changes, however, are just one step in the process: Changes at the community-level are critical if the intermediate and long-term outcomes and impacts of community health improvement are to be achieved. These include changes in community capacity building and, ultimately, in community-wide social determinants of health such as economic and education levels, which address the root causes of inequities and inequalities.