

Title:

Evaluation of a Dementia Awareness Program in the African-American Community.

Conference:

Alliance for CME 34th (2009) Annual Conference

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Objectives:

After attending this program, participants will be able to (1) identify and understand the components of an educational program evaluation; (2) understand the iterative nature of educational program design, from needs assessment to program design to summative evaluation which then in turn informs the design of subsequent programs; and (3) apply insights based on the findings of the evaluation to the development of educational programs targeting patient education and patient-provider communication.

Key Points:

Program objectives were jointly developed by representatives of each of the six study sites. Objectives centered on improving knowledge related to AD in order to inform better health-related decisions, particularly focusing on lifestyle, identifying AD, healthcare and community-healthcare system and professional relationships, and community involvement. Evaluation outcome metrics were based on these objectives. Findings identified areas of success and weakness in the outcomes of the programs, comparing across programs types and across sites. These strengths and weaknesses in turn inform the development of subsequent educational initiatives targeting healthcare providers and African-American community members.