

EVALUATING A WEBSITE – CASE STUDY

Directions to Participants

Read and study the case study individually. As a group, agree on the answers to the questions at the end. When all of the groups have finished their discussion, the case study and answers from all of the groups will be reviewed in a group discussion.

Background:

Public Health for All (PHA) is an organization that provides health and development assistance to countries and organizations worldwide. In 1997, it was awarded a five-year grant from the US Agency for International Development to assist developing-country public-sector health institutions in the area of health reform and decentralization. The specific aims of this project are to:

- Study effective health reform and decentralization efforts and their outcomes, and disseminate lessons learned;
- Assist governments in their decentralization efforts by strengthening the management capacity of public health institutions;
- Develop tools and methodologies for health sector reform and decentralization.

Product Description:

A website was developed in the context of this project. Its purpose is to

- disseminate information about the project and its activities;
- educate on the importance of and challenges associated with health sector reform and decentralization;
- serve as a virtual resource center on health sector reform and decentralization by providing lessons learned, tools and methodologies;
- provide a forum for exchange and discussion on health sector reform and decentralization through an online bulletin board.

Intended Audience:

- Developing-country professionals involved in, or affected by health sector reform and decentralization efforts
- International health and development agencies involved in health sector reform and decentralization efforts

Distribution mechanism:

The website has been promoted through various mechanisms:

- PHA provides a demonstration of the website and promotional materials to developing country institutions it works with during meetings and trainings;
- Promotional materials (e-mail and print) have been sent to other international health and development agencies;
- PHA gives information about the website during conferences, and presentations.

Available Data:

- Questions and comments from website visitors are received by e-mail (address provided on the website's homepage);
- Software provides regular web trends reports, which track number of visits to the site, most visited pages, most active visiting countries, and other access statistics.
- Bulletin board messages are archived on the website. Each message specifies the sender, date and subject of the message, and content of the message.

Discussion Questions

1. For what reasons do you want to evaluate PHA's health reform and decentralization website? What are the specific objectives of this evaluation?
2. How will you use the information you've collected on PHA's health reform and decentralization website?
3. What methodologies will you use to evaluate this website?
4. What are the challenges in evaluating this website?
5. Particularly, what strategies will you use to measure the impact of the PHA website at the results level?