



Friday, March 25, 2016  
12:00-1:00 p.m., EDU 356 (College of Education, 3<sup>rd</sup> Floor)



## **FREE WORKSHOP SERIES**

*Bring your lunch and we will provide dynamic discussions about evaluation.*

### **Fit vs Fidelity: Health Program Evaluation in a Foreign Country**

Samuel Matos, M.D., MPH

This presentation will discuss the challenges and opportunities encountered during the implementation and process evaluation of a US-developed heart health prevention program in a Latin American country. While the program was designed for and proven effective among Latino populations in the US, a number of potential cross-cultural constraints were anticipated and dealt with during the educational intervention. Application of cultural competency constructs was especially valuable in this regard with the intent of adapting the program to local community conditions while still preserving its original essence and meaning. Role of evaluators in successfully navigating such cross-cultural nuances will be highlighted.

#### **For More Information:**

**Web:** <http://www.coedu.usf.edu/main/departments/me/graduatecertificate1.html>  
**Director:** You may contact Dr. Liliana Rodríguez at 813-528-5041 or [liliana@usf.edu](mailto:liliana@usf.edu)

#### **Call for Workshop Proposals:**

We are seeking presenters on a broad array of topics at the international, national, state, and local levels.

For disability related accommodations, please contact Mr. Todd Williams at 813-974- 8351 or [twwillia@usf.edu](mailto:twwillia@usf.edu).

For parking directions, please visit the parking services website ([www.usf.edu/parking\\_services](http://www.usf.edu/parking_services)) or stop at the main USF campus entry/information booth (off Fowler Ave).