

EVALUATION OF JOHNSON & JOHNSON PEDIATRIC INSTITUTE

The Johnson & Johnson Pediatric Institute (hereafter JJPI) is dedicated to the worldwide advancement of maternal and children’s healthcare. JJPI partners with leading healthcare professionals and organizations to develop and implement educational programs, communications, and other initiatives that seek to improve the health outcomes of children from birth to age 5 and their families. The measurement of JJPI initiatives offers key benefits to JJPI, its partners, and their programs, including:

- To ensure maximum effectiveness in meeting JJPI’s program’s goals;
- To enhance the standing of JJPI and its partner organizations;
- To disseminate knowledge to other programs, share best practices, avoid reinventing the wheel;
- To gain allies in the health and related fields, boosting J&J’s worldwide image; and
- To be accountable to J&J’s executive oversight committee and support new fund development.

To maximize these benefits, the assessment of JJPI initiatives included both formative and outcome evaluation components. Formative evaluation assessed the match between the needs of the initiative’s target population and stakeholders and the program strategies that are used. Outcome evaluation assessed whether the goals of JJPI efforts are being met—that is, whether JJPI programming makes a difference in relevant areas of knowledge, attitudes, behaviors, or health status in its various target populations. Together, both types of data facilitated evidence-based planning among JPPI and its partners, so that the overall JJPI mission and the goals of its initiatives are pursued with greater efficiency and effectiveness.

JJPI staff have selected the following JJPI components for evaluation in 2004-2005:

1. JJPI overall;
2. Helping the Children, with a focus on regional trainings for pediatricians with special interest in helping children in disaster situations;
3. Pediatric Round Tables, with a focus on the annual conferences and books for professionals;
4. Neonatal Resuscitation Program, with a focus on trainings in China for medical personnel who are present at births; and
5. March of Dimes/JJPI Prematurity Grand Rounds Program, with a focus on Grand Rounds presentations and train-the-trainer sessions.

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