

# Cost-Inclusive Evaluation:

A Banquet of Approaches for Including Costs in Your Next Evaluation



**Brian T. Yates** is on the faculty at American University in Washington D.C., and is currently serving as treasurer for the American Evaluation Association's Board of Directors.

Dr. Yates has published 72 articles, book chapters and reviews, and five books. He is the author of the National Institute on Drug Abuse online manual for guiding substance abuse treatment programs to measure, report and improve their cost, cost-effectiveness and cost-benefit. Most of his work is in applying cost-effectiveness analysis or cost-benefit analysis to the systematic evaluation and improvement of human services.

Dr. Yates consults regularly on a variety of federally funded projects in health, alcohol and drug addiction, media-based substance abuse prevention, mental health services for children and families, and multi-site studies of the costs, benefits, cost-effectiveness and cost-benefit of adding consumer-operated services to traditional mental health services.

Participants will learn:

- How to explain why cost-inclusive evaluation is necessary and why we do it all the time
- Alternative methods for measuring costs and outcomes, including understanding why measurement should start with individual participants
- Alternative methods for understanding relationships between costs and effectiveness, and costs and benefits, and the difference between the two
- "Take home" messages on how to make better, more ethical decisions using cost and outcome data
- Explanations for why programs and individuals sometimes resist cost-inclusive evaluation

TUESDAY • JUNE 9, 2009 • OMAHA, NE

## Cost-inclusive Program Evaluation Workshop

8:30 – 9 a.m. *Registration (continental breakfast provided)*

9 a.m. – noon **Why cost-inclusive evaluation?**

**Measuring costs and outcomes to improve cost-effectiveness and cost-benefit**

**Describing cost-effectiveness and cost-benefit relationships: Methods and Examples**

noon – 1 p.m. *Lunch (provided)*

1 – 4 p.m. **Additional examples of describing cost-effectiveness and cost-benefit relationships**

**Making good decisions using cost as well as outcome data**

- lessons learned
- ethics and cost-inclusive evaluation
- incorporating costs into evidence-based practices
- understanding resistance to cost-inclusive evaluation

**Closure: costs are not everything, although everything has a cost.**

4:15 – 5:30 p.m. *Inaugural Meeting of AEA Affiliate Organization (Optional)*

6 – 8 p.m. *Reception & dinner with Brian Yates (Optional)*

*Please join us for an informal reception and dinner at Charlies on the Lake ([www.charliesonthelake.net](http://www.charliesonthelake.net)). This will be an opportunity to engage in conversation with Dr. Yates and further network with workshop participants.*

## LOCATION

Omaha Children's Home Society  
West Omaha Facility • 4939 S 118th St  
*just west and south off the L St Exit from I-80*

## REGISTER ONLINE

**[www.unmc.edu/mmi/icpe](http://www.unmc.edu/mmi/icpe)**

\$55 for professionals

\$30 for students

**Munroe-Meyer Institute**

UNIVERSITY OF  
**Nebraska**  
Medical Center



*The cost-inclusive program evaluation workshop is sponsored by the Interdisciplinary Center for Program Evaluation at the University of Nebraska Medical Center's Munroe-Meyer Institute and the Omaha Children's Home Society.*