**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:**

- 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
- How to make better, more ethical decisions using cost and outcome data
- Why programs and individuals sometimes resist cost-inclusive evaluation

**LOCATION**

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

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