Strategy Selection Checklist

The following are questions to consider when selecting community health promotion strategies. More "yes" responses indicate a greater potential for long-term community impact.

1. Community need & appropriateness	YES	NO
Is there community need for this strategy? (How do you know?)	☐	☐
Is there community support for this strategy? (How do you know?)	☐	☐
Is this strategy culturally appropriate for people in your community?	☐	☐
Does this strategy make other useful contributions to the community (e.g., community building, safety, economic opportunities)?	☐	☐

2. Evidence

	YES	NO
Is there evidence that this strategy can effectively change behavior?	☐	☐

3. Impact

	YES	NO
When fully implemented, will it **reach** a significant number? (over 10%)	☐	☐
When fully implemented, will it be significant **strength** (at least 2%?)	☐	☐

4. Resources

	YES	NO
Is there a clear lead person/agency with experience in this strategy that will be primarily responsible for implementation?	☐	☐
Is it clear what resources (money, staffing, materials, political capital) will be required and are these in place?	☐	☐
If this is a high-resource strategy, does the potential for community impact warrant this investment?	☐	☐

5. Synergy among strategies

	YES	NO
Does this strategy complement or reinforce other strategies as part of a **dose cluster** (as opposed to being an "orphan" strategy?)	☐	☐
Is this strategy part of a medium or high dose cluster targeting the same behavioral outcome?	☐	☐

6. Sustainability

	YES	NO
Is this strategy sustainable (likely to continue beyond the grant period)?	☐	☐

KAISER PERMANENTE®