

CRITERIA FOR DEVELOPING

Powerful Strategies

TO MOVE THE NEEDLE AT THE POPULATION LEVEL

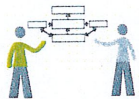
Consider the following criteria *as a guide to* determine what makes a powerful strategy:



- **Informed by a data-driven analysis** — the strategy is responsive to the most important universal and targeted factors identified during factor analysis.



- **Potential for impact at scale** — likelihood that the strategy will lead to population-level impact related to at least one of the indicators.



- **Works at multiple levels** — depending on how you have named your whole population, different components of the strategy focus on factors related to the individual, family, community, local jurisdictional, state and/or national levels as appropriate. Components of strategies may also need to address factors related to practice, policy and system reforms.



- **Takes systems thinking into account** — strategies take into account changes that may need to occur in the mental models that drive how systems operate, the structures of systems themselves and the patterns of behavior of the people who make up the systems.



- **Actionable** — you have high confidence that the capacity needed to implement the strategy successfully already exists or can be built.



- **Evidence informed** — strategy is supported by the best available evidence and/or experience.



- **Realistic and future focused** — strategy is responsive to your read of the social, economic and political environments and how they may change over time.