

Choose Shortcut

Evidence matters. Choosing policies and programs that have been shown to work in real life and that are a good fit for your community will maximize your chances of success.

Here is a step-by-step guide your community can use to explore and select evidence-informed strategies.



Step 1: Where Do You Want to Go?

What do you want and why do you want it? Answering these questions will help you define your goal and guide you toward the best strategy for your community.

As you start, think about who should benefit from your efforts. How will you engage those most affected?



Step 2: Explore Different Routes

Explore policies and programs that have worked in other communities and strategies recommended by experts. What Works for Health on the [countyhealthrankings.org /whatworks](https://www.countyhealthrankings.org/whatworks) website is a great starting place for ideas.

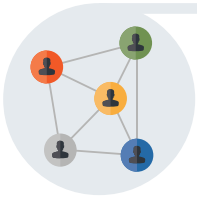


Step 3: Consider the Impact and Context

As you choose between different strategies, think about the potential impact each option will have on the outcomes important to you.

Ask:

- Does it do what we want it to do?
- Is it likely to work here?
- How will it affect those with the greatest needs in our community?



Step 4: Consider Your Community and Stakeholders

Communities are not always ready for change. Understand what is important to the community.

Stakeholders are people who care about your issue—not just supporters. There are three type of stakeholders:

1. The public
2. Specific political stakeholders
3. Implementers



Step 5: Select the Best Strategy

To decide which strategy to implement:

1. Generate a list of your top choices
2. Ensure that your process has been inclusive and that those most impacted are engaged
3. Decide on your chosen strategy

