Evaluating Comprehensive Community Initiatives

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Some Factors Affecting Community Change: Setting Conditions for Success

1. Clear vision and mission
2. Leadership
3. Action planning
4. Hiring community mobilizers
5. Technical assistance
6. Documentation and feedback
7. Making outcome matter
A Framework for Community-Based Participatory Research

- Naming & Framing the Problem/Goal
- Developing a Logic Model for Achieving Success
- Identifying Research Questions & Methods
- Documenting the Intervention and its Effects
- Making Sense of the Data
- Using Information to Celebrate & Make Adjustments
16 Core Competencies

1. Create and maintain coalitions and partnerships
   • Assess community needs and resources
   • Analyze problems & goals
   • Develop a framework or model for change
   • Develop strategic and action plans
   • Build leadership
   • Develop an intervention
   • Increase participation and membership
   • Enhance cultural competence
   • Advocate for change
   • Influence policy development
   • Evaluate the initiative
   • Implement a social marketing effort
   • Write a grant application for funding
   • Improve organizational management and development
   • Sustain the work or initiative