
HOW CAN WE TELL IF OUR STRATEGIES ARE POWERFUL ENOUGH FOR THE CHANGES WE WANT?

As strategies and activities are being considered, the following questions can help the group select those with the greatest probability of success and those with the biggest potential impact:

- Are the specific ways in which our strategies address the identified problems and contribute to the desired outcomes clearly spelled out? Is there a well-described pathway from each activity or program to its expected immediate effects, and from these effects to the next expected change, and so on?
- Do we have evidence -- from research, from best practices, or from experience -- that suggests that the activities or programs of our strategies (if they are implemented well), and their effects, will make a difference in the ways we expect?
- Is the strategy going to be implemented broadly, with sufficient quality, intensity and duration, to make a difference in what you will be able to observe about the expected effects?
- Have external factors that might weaken our strategies or lessen their effects been identified? What has been done to address these factors, or to reduce their consequences, if that is possible? If not possible, what information will be available to take these factors into consideration when evaluating the success of our strategies?