

## **Action**

### ***Convene your partners and build partnership capacity***

When convening your partners, you may need to set up some guidelines and define roles and responsibilities of the partners. It will be important to decide how often you will need to convene your partners and to develop channels of communication. You may also want to develop methods by which you can share the work of all the partners. Working with your partners, can help to generate support and carry out intervention activities. For more information, see [Building Partnership Capacity in Capacity](#).

### ***Revisit your goals and objectives***

Discuss the goals and objectives of your intervention. You may want to revisit your logic model to ensure that all of your goals and objectives are being met. You may also need to revisit the intervention strategies that you have prepared to make sure that they are in line with your goals and objectives.

### ***Enhance your capacity and obtain needed resources***

Once you have begun your intervention activities, you may discover that there are additional resources or costs that were not included in your original plan. It will be important to track these as part of your process evaluation. There should be a process for keeping track of resources, reporting to your partners about what has been used and what is still available.

### ***Implement your intervention activities***

- *Contact media outlets*

Keep your contact brief, simple and focused on specific objectives. Make it easy for the media representatives to understand your messages and how you want them presented. When possible, develop a personal relationship with media representatives to increase chances for ongoing coverage of your messages. Be sure to follow up after your initial contact and keep a record of previous media coverage to share with media representatives to enhance your credibility.

- *Share your media messages*

Deliver the message to the media in person or follow-up by telephone to assure that the message was received. If there are several different messages over a period of several weeks, deliver each separately or follow-up by telephone to assure that subsequent messages do not get lost. Be sure to include items in your baseline and follow-up evaluation materials regarding your campaign messages. This will help you and your partners determine if your messages are reaching your population and having an effect.

- *Revisit your timeline and roles and responsibilities*

As you are implementing your intervention activities, it will be helpful to revisit your timeline and the roles and responsibilities that you outlined in the preparation stage to ensure that you are accomplishing all that you set out to do. You may need to change your timeline and roles and responsibilities as you come across barriers and challenges.

### ***Respond to barriers***

Since you have already identified the barriers in the preparation phase, it is time to make sure that you have addressed these barriers. When considering your evaluation methods, think about process evaluation. This will help you to track your barriers and action steps throughout your intervention planning process. Tracking your barriers can not only help you to avoid similar problems in the future, but may also help others in your field that are doing similar work.

### ***Collect your evaluation data***

Collect your baseline evaluation measures. Be aware that you may need to include additional evaluation measures in your follow-up evaluation materials. For example, in your baseline evaluation, do not ask about exposure to campaign messages as your intervention has not been implemented at that time. Message exposure would be an evaluation measure you would want to capture at the end of your intervention.

### ***Interpret and Summarize your findings***

Once you have collected your evaluation data, it is important to share your evaluation findings with your partners as well as others in the community. It is helpful to do this throughout the intervention so you can make “mid-course adjustments” rather than just at the end of the intervention. In addition, by reviewing your evaluation data at regular intervals, you will be able to determine if your evaluation methods are helping you collect the types of data you need to evaluate your intervention. You may want to work with evaluation experts and ask them to help you to interpret and summarize the findings in a way that is understood by multiple audiences.

### ***Share your work with the population***

Follow up with your media representatives and let them know how successful the campaign or promotion has been in the community as a way to grab the attention of community members. You may also consider presenting at conferences locally or nationally to let others know of your successes and challenges. Getting the word out is key to improving your intervention over time.

The following questions have been provided to help guide the discussion you have with your partners about sharing your work with others:

- What is the goal of sharing our work? What action do we want others to take?
- Which group needs to take action right now? Which group is the primary audience at this moment?
- What does this audience care about? What values do we share with this audience?

- What is our message to this audience? What do they need to hear to take action?
- What media outlets does our audience follow? Which newspapers do they read? Which radio stations do they listen to? Which TV newscasts do they watch?
- Are there reasons to be cautious about how we frame our messages? Are there any potential negative impacts from our partners? Our funders? The intended users of our programs?