

Reflection

Strengthen your partnership

As you review your evaluation data and share the findings with others in your partnership and through the broader community, you may find that you have either the opportunity for new partners or the need for new partners. Alternately, you may have the right partners at the table but realize that the intervention is not being implemented as well as it could be because of partnership challenges. For example, your intervention may rely on media support, but that support is not materializing as you anticipated. You might find that this is because of inconsistent understanding of eligibility for the intervention or lack of support for the intervention. These are partnership challenges that interfere with success.

Consider your unintended outcomes and lessons learned and improve your intervention activities and evaluation methods accordingly

You may find from speaking with participants in your intervention that your intervention may not only be reaching individuals and changing their knowledge and attitudes, but that more individuals are seeking opportunities to be screened for colorectal cancer. While you have heard of these influences you may want to change your evaluation to more intentionally track changes and how they impact behavior change.

Identify the ongoing needs of the community

Any one activity or strategy is unlikely to address all the factors in the community that influence colorectal cancer screening and awareness. You may find that your intervention is successful in its intent but is not having the impact it could have because there are community-wide influences that are not addressed. For example, you may find that your community has inadequate access to screening facilities. You may decide to expand your efforts by moving to address these through environmental and policy changes in addition to campaigns and promotions.

Sustain your efforts

Involve others in your work, make changes when necessary, find new and creative ways to develop your media messages and share your successes. Go to [Momentum](#) for more information.