

## **Action**

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

When convening your partners, you should set up guidelines and define roles and responsibilities. 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 to share the work of all partners. Working with your partners helps to generate support and makes it possible to 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 need to refine 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 and reporting to your partners about what has been used and what is still available.

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

- *Contact political and community representatives*

It is helpful to keep in contact with political and community representatives to reach the goal of implementing a policy or environmental change. Let political and community representatives know that there are a large number of community members who are supportive of the environment or policy initiative you are proposing. This may be done through letter writing, phone call campaigns or by bringing a group of community members together to meet with the appropriate representatives.

Keep your contact brief, simple and focused on specific objectives. Make it easy for others to understand what you want. When possible, develop a personal relationship with political, business and/or community representatives to increase chances for ongoing support of your intervention. Be sure to follow up after your initial contact and keep a record of contacts to share with representatives to enhance your credibility.

Below are some specific tips to keep in mind when contacting representatives:

- Provide example letters or phone scripts, but have each person personalize the script by adding his or her own words and sending individually
- Write to individuals who are on key committees that are important to your target population

- Provide community members with addresses and/or phone numbers of representatives
  - Schedule a meeting with a group of community members in order to discuss a particular issue
  - Be prepared, know key points and have background information on your issue ready, in case they have questions
  - Keep your message brief, and highlight a small number of key points
  - Relate the issue to the interests of the representatives.
  - Be honest, respectful and polite
  - Send thank-you letters
- *Collect information and facts to support the need for policy or environmental change*

Collect information on the impact of colorectal cancer in your area. Facts and figures are the pieces of evidence you need to justify your desire for policy or environmental change. Also, collect economic information about the costs and benefits of similar policy or environmental changes in other communities. Prepare fact sheets, letters or press releases using facts and figures collected.

- *Use tactics to get target areas to implement a policy or environmental change*

For governmental policy change, contact community or legislative representatives to bring awareness to policymakers about the health benefits of colorectal cancer screening and prevention. They must be convinced that there is enough community support for the proposed change. If you are striving towards policy or environmental changes in local schools, contact the school boards and let them know of the benefits being experienced by other schools that have enacted colorectal cancer environment and policy changes. You may want to plan some social action events to draw community support and attention to your proposed environment or policy initiative.

- *Measure the effects of the intervention strategies*

As you push for a change in policy or environment, try to see if you are having success in getting the community behind your proposal. Have local news outlets covered a story about your efforts? Are more community members volunteering to contact representatives? Are some local businesses, schools or workplaces making strides towards implementing colorectal cancer policies or environmental initiatives on their property? The more support you can demonstrate for your proposal, the more likely it is that the policy or environmental change can be put into place.

- *Revisit your timeline and roles and responsibilities*

In situations where policy change is the goal, there is often a strict timeline that must be adhered to because the policy change is contingent on a vote. All relevant activities for your intervention must be complete by the day the votes are cast. Besides the potential voting day deadline, your partners should already have a timeline in place to meet certain goals, and now is the time to revisit this timeline and make sure goals are being met. You may need to change your timeline and roles and responsibilities as you encounter 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. It may also be helpful when considering your evaluation methods to consider process evaluation. This will help you to track your barriers as well as your action steps to respond to those barriers throughout the intervention process. By tracking your barriers, it can help you to not only avoid similar problems in the future, but may also help others in your field doing similar work.

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

Collect your baseline evaluation measures. Be aware that you may need to incorporate additional evaluation measures in your follow-up evaluation materials. For example, in your baseline evaluation, you should not ask about rates of use of free screening as your intervention has yet to be implemented, but rates of use 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 to 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 interpret and summarize the findings in a way that is accessible to multiple audiences.

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

Share your results with your partners and other stakeholders in the organization or community. Follow up with your representatives and let them know how successful the environmental and policy initiatives have been in the community as a way to keep grabbing the attention of decision-makers and 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 the 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 television 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?