

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 partners. By working with your partners, it 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

- *Collect information and facts relevant to your information exchange*

Collect information on the health effects of colorectal cancer and the importance of colorectal cancer prevention and screening. Facts and figures are the pieces of evidence you need to justify your desire for community change. Also, it will be useful to collect economic information about the costs and benefits of colorectal cancer screening in other communities in order to get community and partner support for your intervention. Prepare the materials you will be using to share information with your target population and the partners you wish to engage.

- *Share your intervention materials or messages*

Deliver messages to your target population using the various methods already discussed. Be sure to include items in your baseline and follow-up evaluation materials regarding your individual education messages. This will help you and your partners determine if your messages are reaching your population and are having an effect.

- *Revisit your timeline and roles and responsibilities*

As you convene your partners and work on 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. It may also be helpful, when considering your evaluation methods, to consider process evaluation methods. This will help you to track your barriers as well as your action steps to respond to those barriers throughout your intervention planning process. By tracking your barriers, it can help you to not only 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 rates of use of an information kiosk, as your intervention has not been implemented at that time. 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 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 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 partners and let them know how successful your intervention has been in the community as a way to keep grabbing 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?