

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 (e.g., there is a new partner who is excited about your work) or the need for new partners (e.g., you realize you need greater worksite support for the intervention to be effective). Alternately, you may have the right partners at the table but you 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 lack of understanding regarding the importance of immunizations, or lack of support for the program. These are partnership challenges that interfere with the success of the program and should be assessed and addressed as soon as possible.

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

You may find from speaking with the individuals in your intervention that your intervention may be reaching intended individuals and changing their knowledge and attitudes, and that in turn these individuals are encouraging worksites and schools are responding by creating opportunities for immunizations on site . While you have heard of these influences you may want to change your evaluation to more intentionally track these challenges and how they impact the success of your program.

Identify the ongoing needs of the community

Any one program or strategy is unlikely to address all the factors in the community that influence immunization rates. You may find that your program 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 no low cost or free immunizations. 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.