

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 referrals between partner organizations but the referrals are not as plentiful as you anticipated. You might find that this is because of inconsistent understanding of eligibility for the program, or lack of support for the program. These are partnership challenges that interfere with the success of the program.

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 not only influencing the practitioners enrolled but also factors in the environment that influence their ability to implement the educational strategies you recommend. For example, there may be enhanced technological supports at the health care facility that enable you to implement a more sophisticated physician reminder system, or better medical records tracking systems are implemented. While you have heard of these influences you may want to change your evaluation to more intentionally track these changes and how they impact provider implementation of educational recommendations.

Identify the ongoing needs of the community

Any one program or strategy is unlikely to address all the factors in the community that influence motor vehicle injury prevention. 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 still has social norms that influence behaviors related to motor vehicle injuries. You may decide to expand your efforts by moving to address these policies in addition to provider education.

Sustain your efforts

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