

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 support from school administration, but that support is not materializing as you anticipated. You might find that this is because of lack of understanding of need for the environmental or policy change, or lack of support for the change. 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 acting to create changes in the number of smoke-free venues but also making individuals aware of the importance of changing their lifestyle behaviors, i.e., their knowledge and attitudes. While you have heard of these influences you may want to change your evaluation to more intentionally track these changes and how they impact behavior change.

Identify the ongoing needs of the community

Any one program or strategy is unlikely to address all the factors in the community that influence tobacco prevention and cessation. You may find that your program is successful in its intent but is not having the impact it could have because there are influences that are not addressed. For example, you may find that your community now has adequate smoke-free venues, but that individuals in your community do not see the benefit of supporting the businesses. You may decide to expand your efforts by moving to address these attitudes through individual or support relationship interventions.

Sustain your efforts

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