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## Sample Criteria for Assessing Return on Investment

### Impact

- Proportion of population that would be affected or benefit
- Impact on behavior(s) contributing to the public health problem
- Other health or social benefits
- Potential to reach all segments of at risk population equally as opposed to select groups (e.g., affluent only)

### “Win-ability”

- Enacted in other communities
- Enacted in other communities like ours
- Consistent with values held by majority of decision makers or key decision maker(s)
- Opposition is weak and/or easily overcome
- Potential for media attention
- Potential for public support
- Potential sponsorship by powerful decision makers
- Potential support from key stakeholder groups