

Impact

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

“Win-ability”

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

3

Objective: Select one or two policy options that will give you the best return on your investment

A. Policy Options

Policy options	

B. Assess impact and likelihood of success or win ability on the table below.



Select policies that are closest to the upper right hand corner of the chart. These offer the best balance between impact and "win-ability".

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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