# Is This a Good Community Impact Strategy?

**Strategy name or topic:** _____

## A. Is it a <u>community impact</u> strategy?
Does it aim to (1) create population-level change (2) by changing conditions in the community?

*Circle the code that most closely reflects the extent of your agreement with each statement.*

**D** = *Definitely*  **SO** = *Sort of*  **NR** = *Not Really*  **?** = *Don't Know*

| | |
|---|---|
| 1. The strategy aims to benefit a <u>specific</u> community population – defined geographically, demographically, or as experiencing a shared problem – not simply clients of human service programs, and not <u>all</u> children, adults, families, etc. | D   SO   NR   ? |
| 2. The population includes a large enough number of individuals/families to be meaningful. | D   SO   NR   ? |
| 3. The strategy aims to help the population achieve a <u>specific</u> result in their condition or status. | D   SO   NR   ? |
| 4. Approaches to implementing the strategy focus on the population of concern or on people, organizations, settings, etc. that influence the population. | D   SO   NR   ? |
| 5. The strategy and approaches address critical missing building blocks or other obstacles that keep the population from achieving the intended result and important underlying issues that cause or contribute to the obstacles. | D   SO   NR   ? |
| 6. The approaches go beyond funding direct services to create change in organizations, associations, systems, services, neighborhood characteristics, personal networks, etc. that influence the population of concern. | D   SO   NR   ? |
| 7. The approaches will create lasting change in policies, practices, use of resources, lack of coordination, access barriers, etc. | D   SO   NR   ? |
| 8. In combination, the approaches are sufficient to implement the strategy for the population of concern. | D   SO   NR   ? |
| 9. The strategy includes plans for tracking progress, measuring results, and using the findings to communicate impact to stakeholders and pinpoint opportunities for improvement. | D   SO   NR   ? |
| 10. The strategy is not a stand-alone project, but one of a set of strategies that in combination are sufficient to achieve the target outcome. | D   SO   NR   ? |

## B. Will it work in <u>this</u> community?
Does it reflect local perspectives, local data, local conditions, local assets?

*D = Definitely       SO = Sort of       NR = Not Really       ? = Don't Know*

| | |
|---|---|
| 1. The strategy was developed by a broad-based community coalition that includes people and organizations that are working on the issue, people with expertise in understanding the issue, people with the power to make changes in organizations and systems to help address the issue, and people affected by the issue. | D   SO   NR   ? |
| 2. All United Way functions were involved in strategy development, offering their perspectives to strengthen decision making, gaining understanding of the rationale for various choices, and developing insights into the implications for their work. | D   SO   NR   ? |
| 3. Local data and stakeholder input, including input from members of the population of concern, confirm that the population on which the strategy is focused is significantly affected by the issue. | D   SO   NR   ? |
| 4. Local data and stakeholder input, including input from members of the population of concern, confirm that the intended result will make a significant difference for the population. | D   SO   NR   ? |
| 5. The coalition examined local data and engaged with people who have relevant experience and expertise, including members of the population of concern, to identify the underlying reasons that the population isn't achieving the intended result already. | D   SO   NR   ? |
| 6. The coalition looked at research on strategies and approaches to implementing them to learn what has been effective elsewhere. | D   SO   NR   ? |
| 7. The coalition engaged with people who have relevant experience and expertise, including members of the population of concern, in selecting the strategy and developing approaches to implementing it based on local conditions and assets. | D   SO   NR   ? |
| 8. The coalition identified other local efforts related to the issue and coordinated this strategy with theirs. | D   SO   NR   ? |
| 9. Conversations with major community investors indicate that there is interest in supporting the strategy or the goal to which it contributes. | D   SO   NR   ? |