

**Please use the following criteria to evaluate the potential strategies:**

Cost vs. benefit OR Return on Investment potential

Time to realize an impact (short term or long term)

Potential for and extent of impact

Resource intensity

Political feasibility

Availability of evidence-based tactics; demonstrated success

Degree of innovation

Readiness of implementation or expansion; does the strategy already exist

Potential for Sustainability

Replicability and adaptability (to larger and/or different target populations)

Level of stakeholder interest and support