

Hospital Systems Capacity Building Initiative Sustainability Assessment



Hospital Systems Capacity Building Initiative Sustainability Assessment

Acknowledgements

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Introduction

Increasing the capacity of health systems to solidify their structures, processes, and relationships can help them to achieve sustainable success in their cancer prevention and screening efforts. Evidence-Based Interventions (EBIs) to support increased uptake of cancer-related vaccination and screening can be utilized in health systems to reduce cancer morbidity and mortality.

Many factors can contribute to slippage or discontinuation of implemented practices, and it can be challenging to implement and sustain EBIs outside of controlled project settings. This is particularly true for projects that were completed with smaller pilot populations. Understanding these processes and determining how to foster the continuation of effective practices at a level that is sufficient to yield desired health outcomes is at least as important as understanding how to implement them in the first place.¹

To ensure ongoing initiative success, it is important to intentionally focus efforts on building your organization's sustainability capacity.

Initiative sustainability is critical to:

- ✓ Continuing to implement program activities
- ✓ Maintaining partnerships
- ✓ Maintaining organizational practices and policies
- ✓ Continuing to see positive outcomes



The World Health Organization categorizes HPV vaccination, breast and colorectal cancer screening to be cost-effective as long-term interventions. These practices are determined to be cost saving when additional health and other benefits are generated at a lower cost than usual. Collectively, the use of EBIs for prevention and early detection of breast, cervical, and colorectal cancers are estimated to result in 27 million disability-adjusted life years (DALY) averted and a 34% reduction in cancer burden globally.²

This Sustainability Assessment was designed for use by teams that are implementing cancer prevention and screening EBIs in hospital systems. The assessment contains 27 sustainability elements across 10 sustainability categories. It was adapted from the Washington University Clinical Sustainability Tool and the Program Sustainability Tool.^{3,4} It was designed to support your organization in identifying its current level of sustainability capacity across ten key multi-level factors,⁵ and provides resources and tools to support your organization in building capacity to sustain EBIs.

By completing the assessment, your organization will identify its current strengths and opportunities for improvement. We recommend using your results and the [Sustainability Assessment Resource Guide](#) to support the development of a sustainability action plan.

Hospital Systems Capacity Building Initiative Sustainability Assessment

Instructions

This assessment tool measures the extent to which your organization has sustainability-related elements in place. It contains ten categories, and each category has 3-5 elements for you to consider. Completing this assessment will help your team to identify strategies for improving the sustainability of your cancer screening and prevention efforts. Before you begin, take some time to agree on clear definitions for terms the team might be unclear about. For example, how will you define leadership?

A facilitated, simultaneous team voting process is recommended. Simultaneous voting helps to equalize all voices in the room. When cued by a facilitator, participants will vote on one of the sustainability elements using one, two, three, four, or five fingers. If someone cannot vote on an element, they will hold up a closed fist.

If all responses are the same, record the votes and move on to the next element. If there are different responses within the group, do not record the votes yet. The facilitator will lead a discussion to explore the rationales for the different responses. Following the discussion, hold a second vote, and record the final responses.

Voting Scale	
1	To little or no extent
2	To some extent
3	Neutral
4	To a great extent
5	To a very great extent
X	Closed fist = cannot vote

Example

1. For each of the voting choices 1 through 5 (scale/extent values), enter the count of people who voted.
2. Record the total number of voters. Do not include people who could not vote and held up a closed fist.
3. In the Weighted Sum of Votes box, calculate and enter the weighted sum for the votes.
4. In the Average Score box, calculate and enter the average score.

Sustainability Element	Scale					No. of Voters	Weighted Sum of Votes	Average Score
	1	2	3	4	5			
The initiative has patient and public facing communication strategies to secure and maintain public support	1	0	5	4	0	10	$(1 * 1) + (0 * 2) + (5 * 3) + (4 * 4) + (0 * 5) = 1 + 0 + 15 + 16 + 0 = 32$ weighted sum of votes	#voters = $1 + 5 + 4 = 10$ Avg Score = $(32 \text{ sum}) / (10 \text{ voters}) =$ avg score of 3.2

After completing the assessment, your team will identify focus areas to increase your capacity. Additional resources have been provided on how to build capacity in each category.

The following tables contain fillable fields in their table cells. If you type your voting numbers into the fillable cells, the table will automatically calculate the totals for you.

Hospital Systems Capacity Building Initiative Sustainability Assessment

Assessment

1 – Organizational Readiness

Definition: Your organization has the internal support and resources needed to effectively manage the initiative

Sustainability Elements	Scale					No. of Voters	Weighted Sum	Average Score
	1	2	3	4	5			
1-1 Organizational systems and policies/procedures are in place (e.g., EMR, dashboards, etc.) to support initiative needs								
1-2 The initiative has sufficient resources (e.g., time, staff, space, funding) to achieve its goals								
For scores of less than 3, note gaps and challenges. If the team did not vote on the element, note the next steps.								

2 – Engaged Staff and Leadership

Definition: Having supportive frontline staff and management within the organization

Sustainability Elements	Scale					No. of Voters	Weighted Sum	Average Score
	1	2	3	4	5			
2-1 The initiative engages leadership at key intervals (e.g., goal setting, sharing outcomes, etc.)								
2-2 The initiative engages staff at key intervals								
2-3 Leadership is committed to the initiative (e.g., willing to invest time and resources)								
2-4 Staff are committed to the initiative								
2-5 The initiative has engaged ongoing champions across departments and levels (e.g., IT, Director, Nurse, etc.)								
For scores of less than 3, note gaps and challenges. If the team did not vote on the element, note the next steps.								

Hospital Systems Capacity Building Initiative Sustainability Assessment

3 – Champion and Implementer Characteristics

Definition: Characteristics/skills of individuals who oversee and/or are responsible for implementing the work

Sustainability Elements	Scale					No. of Voters	Weighted Sum	Average Score
	1	2	3	4	5			
3-1 Staff have the skills, knowledge, and abilities to complete initiative activities								
3-2 Champions and staff understand how to use and review initiative data to update activities and aim as appropriate								
3-3 Champions have the connections and influence needed to garner resources (e.g., financial resources, IT support, leadership buy-in, etc.)								
For scores of less than 3, note gaps and challenges. If the team did not vote on the element, note the next steps.								

4 – Implementation and Training

Definition: Promoting process and learning that guide the direction, goals, and strategies of the initiative

Sustainability Elements	Scale					No. of Voters	Weighted Sum	Average Score
	1	2	3	4	5			
4-1 The initiative clearly outlines roles and responsibilities for all staff positions								
4-2 Initiative purpose is clearly communicated to and understood by all staff								
4-3 Staff receive ongoing coaching, feedback, and standardized training								
For scores of less than 3, note gaps and challenges. If the team did not vote on the element, note the next steps.								

Hospital Systems Capacity Building Initiative Sustainability Assessment

5 – Workflow Integration

Definition: The initiative has been designed to fit into existing processes, policies, and technologies

Sustainability Elements	Scale					No. of Voters	Weighted Sum	Average Score
	1	2	3	4	5			
5-1 The initiative is built into standard workflow and automated when appropriate								
5-2 The initiative integrates well with established health system practices and can be scaled up								
For scores of less than 3, note gaps and challenges. If the team did not vote on the element, note the next steps.								

6 – Monitoring and Evaluation

Definition: Assessing the initiative to inform planning and document results

Sustainability Elements	Scale					No. of Voters	Weighted Sum	Average Score
	1	2	3	4	5			
6-1 The initiative has measurable process components, outcomes, and metrics								
6-2 Initiative monitoring, evaluation, and outcomes data are routinely reviewed and reported to staff, leadership, and the community								
For scores of less than 3, note gaps and challenges. If the team did not vote on the element, note the next steps.								

Hospital Systems Capacity Building Initiative Sustainability Assessment

7 – Outcomes and Effectiveness

Definition: Understanding and measuring outcomes and impact

Sustainability Elements	Scale					No. of Voters	Weighted Sum	Average Score
	1	2	3	4	5			
7-1 The initiative has evidence of beneficial outcomes (e.g., patient-level, clinic-level, population health-level)								
7-2 The initiative is cost-effective or provides cost savings								
For scores of less than 3, note gaps and challenges. If the team did not vote on the element, note the next steps.								

8 – Engaged Collaborators

Definition: Having external support and engagement for the initiative

Sustainability Elements	Scale					No. of Voters	Weighted Sum	Average Score
	1	2	3	4	5			
8-1 The initiative engages community organizations and community members that are representative of the community as appropriate								
8-2 The initiative is valued by a diverse set of collaborators (e.g., patients, community members, community organizations, etc.)								
8-3 The initiative team has a process in place to collect and respond to collaborator feedback								
For scores of less than 3, note gaps and challenges. If the team did not vote on the element, note the next steps.								

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9 – Communication

Definition: Strategic communication with collaborators about cancer prevention and screening

Sustainability Elements	Scale					No. of Voters	Weighted Sum	Average Score
	1	2	3	4	5			
9-1 The initiative has patient and public facing communication strategies to secure and maintain public support								
9-2 The initiative is marketed in a way that generates interest in cancer prevention and screening								
For scores of less than 3, note gaps and challenges. If the team did not vote on the element, note the next steps.								

10 – Strategic Planning

Definition: Strategic direction and plans for future initiative implementation

Sustainability Elements	Scale					No. of Voters	Weighted Sum	Average Score
	1	2	3	4	5			
10-1 The initiative plans for future resource needs								
10-2 The initiative is included in hospitals' or health systems' strategic plans, visions, goals, or priorities								
10-3 The initiative has processes in place to adapt to changes in the environment (e.g., pandemic, natural disaster) if needed								
For scores of less than 3, note gaps and challenges. If the team did not vote on the element, note the next steps.								

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Assessment Scoring

In the table below, include the average score that was calculated for each sustainability element in the assessment. Sum the average scores to calculate a Category Total value. Divide the Category Total on each line by the count of sustainability elements on the line to calculate a Category Average value.

Use these results to guide your sustainability planning activities. Categories with lower average scores are areas that you can focus on to increase the sustainability of your program.

When completed electronically, this table is automatically calculated from the fillable voting fields above.

Assessment Category	Average Scores for Sustainability Elements					Category Total	Category Average
	1	2	3	4	5		
Organizational Readiness							
Engaged Staff and Leadership							
Champion and Implementer Characteristics							
Implementation and Training							
Workflow Integration							
Monitoring and Evaluation							
Outcomes and Effectiveness							
Engaged Collaborators							
Communication							
Strategic Planning							



Hospital Systems Capacity Building Initiative Sustainability Assessment Resource Guide

The Sustainability Assessment Resource Guide created by the **American Cancer Society (ACS)**, in collaboration with **Abt Associates**, outlines key categories for sustaining cancer screening and prevention strategies. This section provides related resources that offer additional insights, guidance, and best practices for sustainability planning and practical application. Consider the category definition and sustainability elements when deciding what next steps to take. We have also provided some potential action steps as prompts to get your planning started.

The blue action step links below will take you to external websites or online documents.

Hospital Systems Capacity Building Initiative Sustainability Assessment

Resources and Best Practices by Category

1 – Organizational Readiness

Definition

Having the internal support and resources needed to effectively manage the initiative

Sustainability Elements

- Organizational systems and policies/procedures are in place (e.g., EHR, dashboards, etc.) to support initiative needs.
- The initiative has sufficient resources (e.g., time, staff, space, funding) to achieve its goals.

Best Practices^{6,7,8}

- Critical to the success of evidence-based interventions is an organization's capacity to operationalize measurement and data tracking for the purpose of assessing impact. Organizations can use cancer screening measures for data tracking and assessment purposes to build on existing health system infrastructure during intervention development and implementation.
- Assessing workforce and infrastructure needs in the context of current and scaled service provision is essential to sustained success and growth of evidence-based interventions.

Potential Action Steps

- Engage organizational experts (e.g., IT) to discuss Electronic Health Record (EHR) capabilities and their current level of implementation. Identify those that could be scaled up or made into a rule for all orders/providers (automations, standing orders, hard stops, BP alerts, order expiration dates, etc.).
- Assess other system-wide policies and procedures that could support cancer screening and prevention to ensure that they are current and represent best practices.
- **Identify gaps in screening/prevention dashboards** (are all screenable cancers included, do they share the level of detail necessary, etc.), or work to develop a dashboard.
- **Assess resource needs**, including time, staffing levels, space, funding, and create a plan to address gaps in resources.
- Identify opportunities to share resources and best practices across departments or programs.

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2 – Engaged Staff and Leadership



Definition

Having supportive frontline staff and management within the organization



Sustainability Elements

- The initiative engages leadership at key intervals (e.g., goal setting, sharing outcomes, etc.).
- The initiative engages staff at key intervals.
- Leadership is committed to the initiative (e.g., willing to invest time and resources).
- Staff are committed to the initiative.
- The initiative has engaged ongoing champions across departments and levels (e.g., IT, Director, Nurse, etc.).



Best Practices^{9,10,11,12,13}

- Often, the first step in building successful collaborator relationships is conducting an analysis to inform your actions. Stakeholder analysis can be completed by 1) identifying and mapping internal and external collaborators, 2) assessing the nature of each collaborator's influence and importance, 3) constructing a matrix to identify collaborator influence and importance, and 4) monitoring and managing collaborator relationships.
- Sharing success stories through methods such as the Elevator Speech, the Spotlight, etc., can draw attention to your intervention, engage staff and leadership, and create a compelling case for intervention services.



Potential Action Steps

- Conduct a **stakeholder analysis** to identify potential internal collaborators, estimate their influence and importance, and manage collaborator relationships.
- **Identify champions** who can help to share the intervention's impact with leadership and frontline staff.
- Use the **Leadership Buy-In Brief Example** to create a similar document and share the impact of the initiative and your specific achievements.
- If you have dedicated leadership and champion buy-in, discuss the cadence for check-ins to share progress, elicit feedback, etc.
- Use this **detailed template** to shape your impact stories for the different audiences that you engage.
- Develop a plan to celebrate successes, staff and clinic achievements, etc., to keep staff engaged and committed to the intervention.

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3 – Champion and Implementer Characteristics



Definition

Characteristics/skills of individuals who are responsible for implementing the work



Sustainability Elements

- Staff have the skills, knowledge, and abilities to complete initiative activities.
- Champions and staff understand how to use and review initiative data to update activities and aim as appropriate.
- Champions have the connections and influence needed to garner resources (e.g., financial resources, IT support, leadership buy-in, etc.).



Best Practices^{14,15}

- Champions can bridge communication gaps, foster support for changes, spur collaboration, and mobilize resources to improve implementation.
- To identify the right champions and best utilize/grow their skill sets, you will need to clearly communicate your expectations for the engagement and participation of champions in accordance with the goals and objectives of the intervention.



Potential Action Steps

- **Identify champions** to guide and encourage the continued growth of the initiative.
- Set regular meetings with champions to discuss the goals, outcomes, and resource needs of the initiative. ([HSCB site example](#))
- Develop a plan to communicate the roles of champions and suggested methods of feedback for clinic and staff needs.
- **Integrate assessment and feedback into clinic flow** and provide regular touch points to discuss screening rates, practices, and opportunities to adjust.

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4 – Implementation and Training



Definition

Promoting process and learning that guide the direction, goals, and strategies of the initiative



Sustainability Elements

- The initiative clearly outlines roles and responsibilities for all staff positions.
- The initiative purpose is clearly communicated to and understood by all staff.
- Staff receive ongoing coaching, feedback, and standardized training.



Best Practices^{16,17}

- Process mapping can be used to help design multi-level health interventions and implementation strategies. Process mapping works to clearly define roles, intervention activities, and processes for collaborator reference.
- Understanding your current workflow is important to the design, implementation, and adaptation of evidence-based interventions. Workflow maps are visual representations of the actions or steps that are being taken to achieve results. They let you see graphically how work is being completed.



Potential Action Steps

- **Integrate assessment and feedback into clinic workflows** and provide regular touch points to discuss screening rates, practices, and opportunities to adjust.
- Engage new clinics and staff by using the **Leadership Buy-In Brief Example** to create a document that will share the data and reasons for doing this work.
- Conduct a Process Mapping exercise to ensure that roles are clearly defined for all staff (**directions; template**).
- Conduct standardized clinician and staff training.

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5 – Workflow Integration



Definition

Designing the initiative to fit into existing processes, policies, and technologies



Sustainability Elements

- The initiative is built into standard workflow and automated when appropriate.
- The initiative integrates well with established health system practices and can be scaled up.



Best Practices^{18,16}

- Health interventions can benefit from integrated health information technology (health IT). Using health IT can improve clinical and administrative workflows by automating processes.
- Organizations can use workflow mapping to visualize intervention processes across all activities, define staff roles and responsibilities, and support shared understandings of processes and protocols.
- Specific and actionable objectives foster successful implementations. Organizations can use the SMART goal framework to develop realistic and measurable objectives to guide the implementations of evidence-based interventions.



Potential Action Steps

- **Engage organization experts to discuss Electronic Health Record (EHR) capabilities** and their current level of implementation, and identify those that could be scaled up, or made into a rule for all orders/providers (automations, standing orders, hard stops, BP alerts, order expiration dates, etc.).
- Conduct a Process Mapping exercise to outline existing processes and consider gaps and opportunities to optimize effectiveness, minimize redundancies, and identify opportunities to automate. (**directions; template**)
- Use **SMART goal setting** if adjustments to workflows are needed to integrate into existing processes or areas of opportunity identified by process mapping exercises.
- **Assess the scalability of interventions** to reach into other clinics/settings and consider staffing levels, resources, etc.

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6 – Monitoring and Evaluation



Definition

Assessing the practice to inform planning and document results



Sustainability Elements

- The initiative has measurable process components, outcomes, and metrics.
- Initiative monitoring, evaluation, and outcomes data are routinely reviewed and reported to staff, leadership, and the community.



Best Practices^{17,19,20,21}

- It is important to plan for how your intervention will collect and monitor data to guide monitoring and activities. Review and revise procedures to ensure that quality data is collected and evaluated in accordance with intervention goals.
- Collaborator input can aid the selection of appropriate measurement indicators. Collaborators can contribute information to help define intervention success and/or what makes sense to measure.
- Evaluation reporting should not only identify what, when, how, and to what extent information should be shared, but also should take into account how information might be received and used.



Potential Action Steps

- Establish regular intervals to collect and share data with staff, leadership, and the community.
- Take monitoring and evaluation a step further – can you dial data down to the clinic and provider level?
- Use collaborator feedback and system strategies to **define and adjust data sets**.
- Engage leadership in celebrating successes in their staff and community communication channels.
- **Consider using a logic model** to graphically depict relationships among program activities and intended efforts. (**examples**)

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7 – Outcomes and Effectiveness

Definition

Understanding and measuring outcomes and impact

Sustainability Elements

- The initiative has evidence of beneficial outcomes (e.g., patient-level, clinic-level, population health-level).
- The initiative is cost-effective or provides cost savings.

Best Practices^{22,23}

- Return on Investment (ROI) calculations can show the net financial impact of your evidence-based intervention and can help hospitals and health system leadership make informed decisions for prioritizing resources. Demonstrating the financial benefits of your intervention can help to justify the investments needed to sustain programming.
- Organizations may also demonstrate the societal benefits of evidence-based interventions by using measures such as cost-benefit analyses, cost-effectiveness analyses, value on investment analyses, and social return on investment analyses. Communicating these impacts can encourage staff, increase patient satisfaction, and attract support of leadership.

Potential Action Steps

- Use monitoring and evaluation tools to ensure you track and share indicators valued by the organization, leaders, and staff.
- Use **ROI** or an **alternative economic evaluation** to gain an understanding of the cost-effectiveness, savings, or social return on investment provided by the initiative.
- Engage new clinics and staff by using the **Leadership Buy-In Brief Example** to create a similar document and share the beneficial outcomes that stem from your evidence-based intervention.
- Develop a plan to celebrate successes, staff and clinic achievements, and the positive impacts and outcomes of the initiative.

Hospital Systems Capacity Building Initiative Sustainability Assessment

8 – Engaged Collaborators



Definition

Having external support and engagement for the initiative



Sustainability Elements

- The initiative engages community organizations and community members that are representative of the community as appropriate.
- The initiative is valued by a diverse set of collaborators (e.g., patients, community members, community organizations, etc.).
- The initiative team has a process in place to collect and respond to collaborator feedback.



Best Practices^{9,11,24}

- Stakeholder analysis can help foster constructive collaborator relationships. See **Staff and Leadership Engagement Best Practices** for more information on conducting a stakeholder analysis.
- Use storytelling in outreach – it is a compelling method for engaging external collaborators.
- Provide clarity and realistic expectations for collaborator involvement and opportunities for feedback throughout the design, implementation, and evaluation process.



Potential Action Steps

- Record current partnerships and community organizations engaged in cancer screening and prevention (current COP partners are a great start!), and document representation gaps.
- Identify current procedures, if any, to collect external collaborator feedback and discuss strategies to address and **collect future feedback**.
- Discuss opportunities to share intervention impacts in the community and with other organizations (use the **Leadership Buy-In Brief Example, storytelling template**, etc.).
- Meet with the COP team to discuss a continued partnership beyond the project period.

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9 – Communication

Definition

Strategic communication with collaborators about cancer prevention and screening

Sustainability Elements

- The initiative has patient and public facing communication strategies to secure and maintain public support.
- The initiative is marketed in a way that generates interest in cancer prevention and screening.

Best Practices^{25,26,27,28}

- As when engaging collaborators, storytelling can be a helpful communication strategy. Relevant stories can help you to recruit partners, build public support and funding, and share important qualitative information.
- Understanding how the key components of a social media campaign on health issues take shape can aid your team in the development of messaging to promote awareness and the use of your evidence-based intervention.
- Cancer screening communications should encourage informed decision-making by patients.

Potential Action Steps

- Set regular meetings with hospital marketing staff to discuss the current and future strategies for communication, tracking of click rates, etc.
- Check to see if current patient communication strategies take into account patient communication preferences (MyChart, phone, text), and propose a plan to align communications accordingly for maximum reach.
- Consider using patient stories to generate interest in hospital and media communications on the importance of screening. ([storytelling template](#))
- Work with marketing to ensure that outcomes are correctly marketed on websites and externally-facing publications.
- Identify a well-known provider champion or key collaborators to share communications about screening and prevention.

Hospital Systems Capacity Building Initiative Sustainability Assessment

10 – Strategic Planning

Definition

Strategic direction and plans for future initiative implementation.

Sustainability Elements

- The initiative plans for future resource needs.
- The initiative is included in hospital or health systems strategic plan, vision, goals, or priorities.
- The initiative has processes in place to adapt to changes in the environment (e.g., pandemic, natural disaster) if needed.

Best Practices^{29,30,31,32,8}

- The implementation and sustainability of evidence-based health care interventions is affected by alignment (the process of connecting the internal and external contexts of an organization or system). It is important to consider the alignment of visions, goals, systems, people, and processes during implementation. You can create alignment by engaging with leaders, providers, administrative staff, community actors, policymakers, and patients in a collaborative process.
- To identify priorities and develop recommendations/strategies to address changes in the environment, use the consensus-building cycle strategy. The process is facilitated through four phases: Learn, Explore, Dialogue, and Implement.
- Organizations can use a SWOT analysis to identify situational strengths, weaknesses, opportunities, and threats while planning and implementing evidence-based health interventions.
- The ability to identify and address intervention staffing and retention challenges is critical to the strategic planning process. Without a skilled team supporting day-to-day activities, the intervention cannot function or create the intended changes.

Potential Action Steps

- Use a **SWOT analysis** to identify situational strengths, weaknesses, opportunities, and threats.
- **Identify priorities and strategies to address potential changes** in the environment, and plan for adaptations.
- Discuss the hospital or health system mission, goals, and strategy and align your mission/AIM in a similar direction.
- Set a meeting with leadership to share the mission/AIM of your intervention, and encourage their inclusion in system strategic planning and priority-setting activities.
- Plan for recruitment and retention needs using **tools to identify and address staffing and retention challenges**.

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Additional Resources

For more information and resources to assist your team with sustainability planning and practical application, explore the following resources listed by category below.

Organizational Readiness

For more information on the types of changes needed to advance institutionalization of your evidence-based intervention, check out [Nine Steps for Developing a Scaling-Up Strategy](#). This World Health Organization guide identifies categories of change related to vertical scaling, key questions, and recommended actions for groups to consider under Step 5.

Engaged Staff and Leadership

Learn tactics for engaging staff while redesigning care by viewing [Engaging Doctors in the Healthcare Revolution](#). The resource explains four tactics: engaging healthcare workers in shared goals and organizational aims, appealing to their self-interest, leveraging their desire for non-financial rewards such as respect, and embracing organizational standards and tradition.

Champion and Implementer Characteristics

To identify the key attributes of health change champions, explore the article [Champions in context: which attributes matter for change efforts in healthcare?](#) This resource will help you to identify and describe attributes of health change champions that influence the outcomes of healthcare change efforts.

Monitoring and Evaluation

Need additional information on logic models? Check out the [Evaluation Guide: Developing and Using a Logic Model \(cdc.gov\)](#), a CDC technical assistance tool clarifying approaches to and methods for evaluation. This resource defines the components of a logic model, provides recommendations for model layout (Figure 1 – pg. 2), identifies evaluation domains (Figure 2 – pg. 8), and shares tips for mapping evaluation questions to intervention models to aid in program assessment (Figure 3 – pg. 9).

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Engaged Collaborators

Visit the [Share Success Stories \(cdc.gov\)](https://www.cdc.gov/share-success-stories/) guide developed by CDC to learn how storytelling can be used to engage external collaborators, and see a template and methods for shaping different kinds of stories.

Communication

Visit the [Using Social Media Platforms to Amplify Public Health Messages](#) report for ways to utilize social media to effectively communicate public health messages. This resource highlights tips for developing your digital communication strategy with communications staff (Section 1.1) and best practices for creating and sharing public health messages on social media (Section 1.2) to provide valuable and actionable information to the public.

For an overview of the best ways to support informed decision making about cancer screening, refer to the [Improving Communication About Cancer Screening: Moving Towards Informed Decision Making](#) resource, which outlines theoretical and practical aspects of relevant health communications.

Strategic Planning

The implementation and sustainability of evidence-based health care interventions are affected by alignment – the process of connecting the internal and external contexts of organizations or systems. Initiatives can create alignment by engaging with leaders, providers, administrative staff, community actors, policymakers, and patients in a collaborative process. To learn more about alignment and the most common strategies for achieving it, check out [Alignment in Implementation of Evidence-Based Interventions: A Scoping Review](#).

Visit the [Intervention Scalability Assessment Tool \(ISAT\)](#) to learn key considerations for scaling up. The ISAT was developed to assist policymakers and practitioners in making systematic assessments of the suitability of health interventions for scaling up.

For a step-by-step approach to scaling up, refer to this [Nine Steps for Developing a Scaling-Up Strategy](#). The report defines terms related to scaling up and provides detailed instructions you can use to create a strategic plan.

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