



PUBLIC HEALTH  
IMPACTS



POLITICAL SUPPORT



FUNDING  
STABILITY



COMMUNICATIONS



STRATEGIC  
PLANNING



PARTNERSHIPS



PROGRAM ADAPTATION



PROGRAM  
EVALUATION



ORGANIZATIONAL  
CAPACITY

### **Political Support**

internal and external political environment which influences program funding, initiatives, and acceptance

### **Funding Stability**

making long-term plans based on a stable funding environment

### **Partnerships**

the connection between program and community stakeholders

### **Organizational Capacity**

the resources needed to effectively manage the program and its activities

### **Program Evaluation**

monitoring and evaluation of process and outcome data associated with program activities

### **Program Adaptation**

the ability to adapt and improve in order to ensure effectiveness

### **Communications**

the strategic dissemination of program outcomes and activities with stakeholders, decision-makers, and the public

### **Public Health Impacts**

the program's effect on the health attitudes, perceptions, and behaviors in the area it serves

### **Strategic Planning**

the process that defines program direction, goals, and strategies