6 Criteria for Strategy Selection

• Consistency
• Theory and Empirical Evidence
• Relevance
• Feasibility
• Adaptability
• Sustainability
1. Consistency

- Continuum of Care model
- Strategic Plan principles
2. Theory & Empirical Evidence
Not on evidence alone...

- Identify types of interventions that
  - address a community’s salient risk and protective factors and contributing conditions
  - target opportunities for intervention in multiple life domains
  - drive positive outcomes in one or more substance abuse problems, consumption patterns, or consequences

- Select specific programs, practices, and policies that
  - are feasible given a community’s resources, capacities, and readiness to act
  - add to/reinforce other strategies in the community—synergistic vs. duplicative or stand-alone efforts

- AND
  - are adequately supported by theory, empirical data, and the consensus judgment of informed experts and community prevention leaders

- Demonstrate “Evidence of Effectiveness”
- Demonstrate “Practical Fit”
- Demonstrate “Conceptual Fit”

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov
“Evidence” of Effectiveness

• Grounded in theory
• Empirical track record
• Consensus among informed experts

‡from SAMHSA federal requirements
3. Relevance

If the program, policy, or practice doesn’t address the underlying risk and protective factors/conditions that contribute to the problem, then it is unlikely to be effective in changing the issue, problem or behavior.
4. Feasibility

If the program, policy, or practice doesn’t fit the capacity, resources, or readiness to act, then the agency is unlikely to implement the intervention effectively.
5. Adaptability

• Core components
  – Preserving effectiveness

• Strategic modifications
6. Sustainability

• Funding
• Beyond funding...
  – institutionalized
  – infrastructure
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