

Estimating Essential Elements of Community and Societal Approaches



Practitioners can use this worksheet to estimate essential elements of community and social change approaches.

	Questions for Practitioners	Estimated Essential Elements
W H A T	What are the key messages, design elements, media, and policy components?	
H O W	What guiding principles, approaches, and processes are central to the approach's success?	
W H O	Which leaders and partners are central to the success of the approach, and what are their characteristics (e.g., technical expertise, ability to sway opinions)?	