



Strategy Prioritization Matrix Instructions

Tasks:

1. Brainstorm strategies.
2. Review list of strategies to determine relevance to disparities, reduce redundancy or duplication and clarify meaning. Consolidate strategies, if appropriate.
3. As a group, use the Prioritization Matrix below to rank order strategies. Rank strategies for each criterion using the following scale:
High = 3 points; Medium = 2 points; Low = 1 point
4. Assign total points for each strategy.
5. Calculate the results.
6. Interpret the results and identify the top three strategies.
7. Discuss until your small group has achieved consensus on the **top three** strategies.

Criteria:

- **Urgency:** Is this a priority issue that needs to be addressed in the next 1-3 years?
- **Potential Impact:** Is it likely that addressing this critical issue will have a significant impact on one or more specific populations? Do you have reason to believe you can be successful on this issue?
- **Actionable/Feasible:** Are there opportunities for action to address the critical issue? Is there room to make meaningful improvement on the issue?
- **Resources:** Are resources (funds, staff, expertise) either readily available or likely resources can be obtained to address the critical issue? Are there resources through the state and community members to work on the issue? If not, can resources be acquired?
- **Community Readiness:** Is this a critical issue identified as important by the community? Are people in the community interested in the issue? Is there community momentum to move this initiative forward?
- **Integration:** Is there opportunity for collaboration? Is there opportunity to build on existing initiatives? Will this duplicate efforts?



Strategy Prioritization Matrix Example

Critical Issue: Population-Specific Interventions

Goal Example: *By June 30, 2009, a minimum of 3 population-specific interventions will be disseminated statewide to at least 75 organizations reaching specific populations.*

Strategy Example:	Urgency	Potential Impact	Actionable/ Feasible	Resources	Community Readiness	Integration	Total Points
Identify “Best Practices” models that address tobacco-related disparities.	3	2	3	1	3	2	14
Identify and compile appropriate promising and best practices for specific population groups.	3	2	3	2	3	3	16
Design and implement effective tobacco prevention, cessation and secondhand smoke exposure programs for individuals of low socioeconomic status.	2	3	3	2	3	3	18



Strategy Prioritization Matrix Worksheet

Critical Issue: _____

Goal: _____

STRATEGIES	Urgency	Potential Impact	Actionable/ Feasible	Resources	Community Readiness	Integration	Total Points
<u>Strategy:</u>							
<u>Strategy:</u>							
<u>Strategy:</u>							
<u>Strategy:</u>							