

26. Uptake of Public Health Recommendations											
Basic			Developing			Advanced			Leading Edge		
1	2	3	4	5	6	7	8	9	10	11	12
Strategic Direction	The NPHI develops and disseminates recommendations in response to some specific requests from the MOH or outside groups.		The NPHI responds to requests for policy or program recommendations, and also sometimes takes the initiative to develop recommendations proactively. Its ability to disseminate recommendations strategically are limited.			The NPHI proactively develops evidence-based recommendations on priority topics, as well as responding to requests from the MOH and others. It works strategically with the MOH and other stakeholders to encourage adoption of high-profile recommendations.			The NPHI engages decision-makers and other stakeholders in setting priorities and developing recommendations, which helps to increase uptake. The NPHI considers the needs and preferences of its target audiences in developing materials and designing strategies to increase uptake of its recommendations.		
Systems	The NPHI shares its recommendations on its website or in scientific publications. It does not have systems for developing briefing documents or sharing them with decision-makers.		The NPHI uses policy briefs from other organizations to inform its work or as the basis for recommendations for the MOH and other decision-makers. It has regular meetings with some groups, during which recommendations may be shared.			The NPHI has templates for policy briefs and systems for sharing its recommendations widely. For example, NPHI leadership meets regularly with key decision-makers and participates in a number of forums and other venues, in addition to using email, social media, and other approaches for dissemination.			NPHI leadership regularly informs key decision-makers and other stakeholders of its recommendations and strategizes with them about how to increase uptake. The NPHI invests in strategic relationships that can support uptake of its recommendations, including with national and international organizations and the media.		
Resources	NPHI staff have little time, no training, and limited experience in developing policy briefs and other materials for disseminating recommendations, and do not have access to people with specialized skills (e.g., in communications).		NPHI staff often lack skills in developing policy briefs and other materials for decision-makers. Access to specialized skills is project-dependent.			The NPHI has resources, including skilled communications staff, to generate briefing documents and other materials on a wide range of topics.			The NPHI has human and other resources to tailor materials and distribution processes to key audiences. It has resources to conduct research to learn how to improve the uptake of its recommendations.		
Quality	Materials for decision-makers and dissemination efforts are generally of limited scope and poor quality.		The quality of materials for decision-makers and dissemination efforts varies by project. No special effort is made to package recommendations in ways that are persuasive for policy-makers.			The NPHI's materials for decision-makers and dissemination efforts are generally of high quality. The NPHI uses multiple approaches to get key messages to decision-makers.			The NPHI uses results of evaluations and conducts research to improve uptake of its recommendations. The NPHI's policy briefs and other materials for decision-makers serve as models for many organizations.		
Engagement	Decision-makers and other stakeholders provide little input into the NPHI's documents and recommendations.		The NPHI proactively meets with decision-makers and other stakeholders on a few key topics, but engagement with stakeholders is intermittent and often ad hoc.			The NPHI engages decision-makers and other stakeholders in the development of most of its high-profile policy recommendations (e.g., to provide data and input on such issues as feasibility and acceptability).			Engagement with decision-makers and other stakeholders early in the process helps ensure that concerns are addressed. The NPHI actively builds capacity of partners to use the NPHI's recommendations.		
Impact	The NPHI's information and recommendations are rarely used by decision-makers. Decision-makers rely on other organizations for guidance.		The NPHI's recommendations are sometimes used by decision-makers. However, uptake of the recommendations is sometimes limited because of poor quality or because the information is not presented in a persuasive manner.			Decision-makers trust the NPHI's recommendations and often seek out its opinions. Because the NPHI's recommendations are high-quality and presented in a persuasive manner, they are very influential.			The NPHI's recommendations have a major impact on decision-making in its own country. They are also used in other countries as a basis for decision-making. Evaluation of the impact of the NPHI's recommendations shows that they have improved the health of the public.		