



Tip sheet: Implementation Strategies

What are Interventions and Implementation Strategies?

In the context of health care, an **intervention** refers to a program, pill, practice, procedure, policy, product, or principle [See the 7Ps], that has been shown to be effective.

Implementation strategies are ways teams support intervention delivery across settings and sustain it over time. Examples include training, facilitation, and audit with feedback.

Why is this step important?

- To separate the intervention from implementation activities to introduce and test it – this helps planning and adaptation. Some interventions use proven strategies; others need new strategies based on the local context.
- Success depends on aligning both your intervention and implementation strategies with your context and available resources.

What are the key goals of this step?

- Work with different types of partners – funders, supervisors, implementers (e.g., staff), and recipients (e.g. patients) – to select feasible strategies that guide intervention delivery.
- Document/explain what was done to implement the intervention for learning and future efforts.

Key Steps

1. Review if and how interventions like this have been delivered in the past.
2. During planning, reach a consensus about which issues your strategies will target. [See Define the Problem Tip Sheet]
3. Discuss strategies with your engagement group. Based on the discussion, adapt your strategies. Pilot and assess again.
4. Document intervention delivery and adaptations.

Pro Tips

- *Often, multiple strategies are needed.*
- *Start with strategies that have worked in similar projects and settings.*
- *Focus on strategies that are realistic to implement in your setting.*
- *Expect to adjust or modify strategies based on initial results.*

Common Pit Falls

1. Expecting one implementation strategy you initially pick to work perfectly.
2. Picking strategies that are too intensive, complex, expensive, or do not fit the culture.
3. Selected strategies don't impact barriers, or new barriers arise.
4. Strategies are poorly defined.

Actions to Avoid Them

1. Stay flexible. Strategies may need adaptation or replacement.
2. Be pragmatic when choosing strategies.
3. Be systematic when picking strategies that have high potential for big impact.
4. Define your strategies clearly. [See Detailed Guidance]