



# Action for PSE Change WORKSHEET

## Step 3: Assess – Identify Priority Areas

Use this worksheet as you consider how to assess existing data that will help you determine which specific aspect of the broader health issue can be addressed through PSE change.

### What issue(s) are important and why?



- Is this issue more relevant for any particular subpopulation in your community, tribe, territory or state?

### What data do you need to support your position on the issue(s)? Consider the following:



- Where can you obtain data to support your position?
- Are there data that can be used in opposition to your position?
- What kind of data can you obtain (qualitative, quantitative, peer-reviewed journals, trusted primary sources, etc.)? — Ensure that the data are evidence-based, objective, reliable and valid
- Are data/evidence available regarding the potential costs and benefits of the PSE change?
- Are the data compelling? Can you tell a story to make your case?

### What are your SMART (specific, measurable, attainable, relevant and time-bound) goals and objectives for your PSE change initiative? Consider the following:



- What is the rationale for each of the goals and objectives?
- What is your timeline for accomplishing these goals and objectives? Why?
- What would happen if the issue(s) is/are not addressed?
- What are the milestones along the way to reach the goals and objectives?
- What would success look like? – This sets you up for Step 7: Evaluate
- What happens if you achieve success?

### Notes:

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