

Social Movement Action Framework: Scaling a change initiative – Assessing the “CORRECT” attributes and strategies to enhance them

The table below describes the “CORRECT” attributes – credible, observable, relevant, relative advantage, easy to use and understand, compatible and testable. These are robustly supported by evidence to enable effective scaling. We also provide you with guiding questions and suggested strategies to enhance each attribute.

‘CORRECT’ attributes for scaling	Defining characteristics	Guiding questions	Suggested strategies to enhance the attribute
<u>C</u> redible	The change initiative is evidence-based or evidence-informed.	<p>Have the results from pilot testing of the change initiative been documented?</p> <p>How sound is the evidence? Is further evidence needed?</p> <p>Has the change initiative been tested in a setting similar to yours?</p>	<p>Document the results of pilot testing and share them with stakeholders.</p> <p>Review and analyze additional evidence, if necessary.</p> <p>Conduct further testing of the change initiative in similar settings to determine the applicability to the local context.</p>
<u>O</u> bservable	Future users can see the results of the piloted change initiative.	How observable are the results of your piloted change initiative?	Share the results of your piloted change initiative with stakeholders.
<u>R</u> elevant	The change initiative addresses a	Does the change initiative address a	Clearly articulate to stakeholders, including policymakers, how the

	persistent problem or priority area.	persistent problem and/or priority area?	change initiative can address a priority area.
<u>Relative advantage</u>	The costs of implementing and scaling the change initiative are warranted by the benefits.	Does the change initiative offer advantages over existing practices? Is it cost-effective?	Communicate the advantages of the change initiative. Establish the costs and cost-effectiveness of the change initiative.
<u>Easy to use and understand</u>	The change initiative is easy to use and understand, versus complex and complicated.	How different is the change initiative from current practice? What technical support or other resources are needed to support the scaling of the change initiative? Are these significant? Does the change initiative have the potential to create conflict if scaled?	Simplify and streamline the scaling of the change initiative as much as possible without losing the essential components. Anticipate and minimize any potential conflicts that could result from scaling. Identify available resources to support scaling.
<u>Compatible</u>	The extent to which the change initiative fits with established values, norms and practices	Is the change initiative compatible with current organizational values and practices? Are challenges anticipated with maintaining the change initiative as it is scaled? Will changes in logistics be needed	Emphasize the compatibility of the change initiative with other settings. Create and use indicators to measure the impact of the change initiative when scaled. Identify the adaptations that will be needed to maintain the integrity of the change initiative.

		<p>to scale the change initiative?</p> <p>What elements of the change initiative will need to be adapted to the local context?</p>	<p>Identify ways to minimize the number of adaptations needed when scaled.</p>
<u>Testable</u>	<p>The ability for stakeholders to see the scaling from small- to large-scale, and be able to modify as needed</p>	<p>Can the scaling of the change initiative be tested in stages (or incrementally) before full adoption?</p>	<p>Expand the scaling of the change initiative incrementally.</p>

SOURCES: Adapted from World Health Organization (2010). [nine steps for developing a scalingup strategy who 2010.pdf](#)