CRITERIA FOR SELECTION	YES/NO High/Medium/Low
Data: Do you have access to data demonstrating the extent of the problem? Does the data demonstrate that the proposed solution will result in real improvements?	
Scope: Does the issue affect many people? Do enough people feel affected to do something about it?	
Understandable: Is the issue easy to understand and explain? Are you able to frame the issue in such a way that people readily comprehend the issue and its solution?	
Resources: Will you be able to raise enough money to support work on this issue? Do people care enough to donate funds and resources?	
Targets: Are you able to clearly identify the key decision makers (individuals) to address this issue? Do you have their names and contact information?	
Networks: Do you have existing alliances with other stakeholders or key individuals based on this issue?	
Values: Is the issue consistent with your organization's mission statement and values?	
Winnability: Is the issue and its proposed solution feasible and/or winnable given the current political and social climate?	
Future: Does work on this issue provide the potential for building momentum for campaigns in the future?	
Commitment: Do people care enough about the issue to take action?	
Empowerment: Does the way you have framed the issue offer an opportunity for patient involvement?	