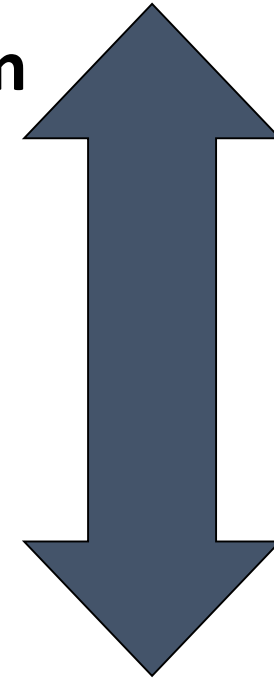


What is Evidence....?

- Surveillance Data
- Systematic Reviews of Multiple Intervention Research Studies
- Expert Opinion/Narrative Reviews
- A Single Intervention Research Study
- Program Evaluation
- Word of Mouth/Media/Marketing
- Personal Experience

OBJECTIVE



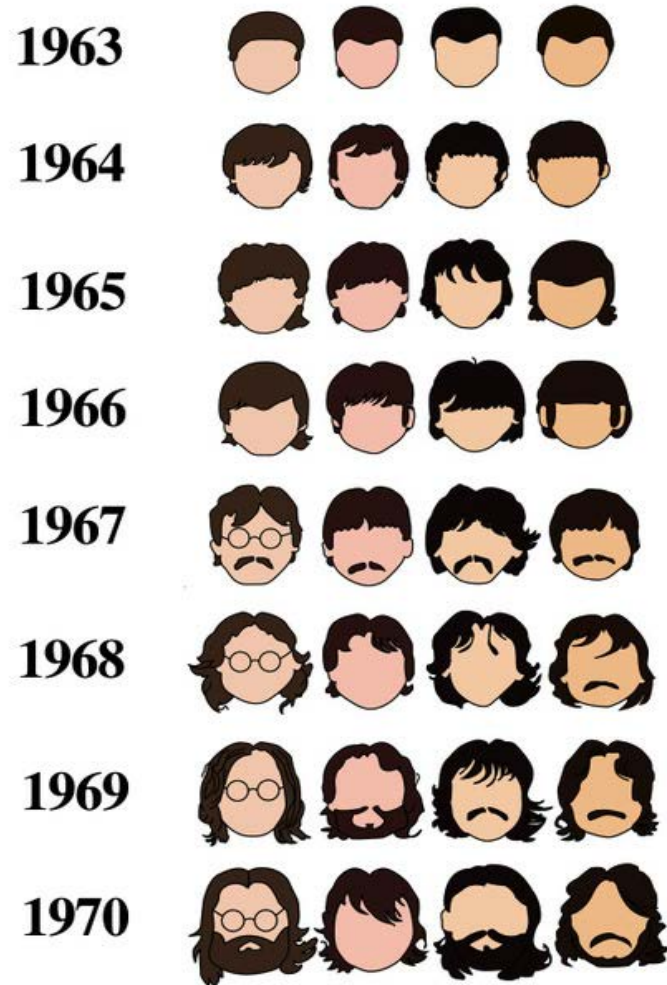
SUBJECTIVE

...like beauty, it's in the eye of the beholder

Evidence-Informed Public Health



Dynamism of Evidence in Your Work?



- Evidence about the intervention?
- Evidence about a D&I strategy?
- How success is defined in the implementation context?
- How fluid/flexible is your research design?