Lessons Learned

• Bad Systems Trump Good Programs

• Kludge Eats Innovation for Lunch
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• Stick With It to Scale
Stairway to Scale

Early Stage
- Develop
- Innovate
- Pilots

Proof of Concept
- Test and improve
- Build evidence

Replicate to Tipping Point
- Demonstrate feasibility, fidelity in different locations
- Multi-site initiatives
- Training and T.A.
- Organizational growth

Broad Expansion
- Market change
- Field building
- Systems improvement
- Policy Change
- Campaign and movement building
- Advocacy
- “Wholesale” through networks

Move the Needle
- For larger and larger populations (neighborhood → city → state → nation)

- Data monitoring
- Continuous improvement
- Ongoing advocacy

Continuous improvement
- Ongoing advocacy