

Domains that influence evidence-based decision making [from Spring et. al. (151,152)]

## OBJECTIVE



## SUBJECTIVE

- Scientific literature in systematic reviews
- Scientific literature in one or more journal articles
- Public health surveillance data
- Program evaluations
- Qualitative data
  - Community members
  - Other stakeholders
- Media/marketing data
- Word or mouth
- Personal experience

Different forms of evidence. Adapted from Chambers & Kerner (37).

