



Appendix B:

► *The Intervention Decision Matrix*

Fowler CJ & Dannenberg AL, 1995. Revised 1998, 2000, & 2003

Intervention	Option 1	Option 2	Option 3
Effectiveness			
Feasibility			
Cost Feasibility			
Sustainability			
Ethical Acceptability			
Political Will			
Social Will			
Potential for Unintended Benefits			
Potential for Unintended Risks (LOW risk = HIGH priority)			
Final Priority Rating			

Compare options ranking each cell as “high, medium, or low priority.”

Which option is strongest?

Is there a “fatal cell”?