Evidence-Informed Decision Making

Building capacity for
evidence-informed public health

A Model for Evidence-Informed Decision Making in Public Health

Evidence-informed decision making involves integrating the best available research evidence into the decision-making process.

Additional factors—community health issues and local context, community and political preferences and actions, and public health resources—also play an important role. These four domains are represented by the coloured ovals at the right and may exert influence on decisions.

It is important to note that the model to the right is dynamic. In any given public health situation, the different factors may be weighted differently in making a final decision.

Examples of some of the evidence that can impact decision making is summarized in the table below.

A model of the different factors to consider when making an evidence-informed decision in public health

Factor(s)	Sources of evidence to consider
Research evidence	• The most relevant, high-quality qualitative or quantitative evidence available • Research findings from a variety of disciplines and sectors relevant to public health
Community health issues, local context	• Surveillance data and community health status reports to determine the magnitude of the health issue in the local setting • Significance and importance of the issue in comparison to other community health concerns
Community and political preferences and actions	• Needs and interests of community members • Support or opposition from the public/government officials • Current political climate (local, regional, provincial, federal) • Current organizational/corporate climate
Public health resources	• Financial resources • Human resources (personnel/staffing, administrative support, support from management) • Materials (workspace, computers, supplies)

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