Title which describes i) The intervention ii) the target population iii) the health problem/intended outcome.

Identify a local or national public health problem

Write a proposal (max. 2000 words) for relevant public health decision makers (e.g. Director of Public Health, commissioners etc.)

why the intervention is needed (that is, the public health problem)

why you have selected this particular intervention (as opposed to a different intervention, taking into account the evidence base for the intervention),

how the intervention will be delivered

how you intend to evaluate it after it has been implemented

**Background -300 words**Provide a brief background to the problem: Explain what the problem is, describe the current scale of the problem and what is currently being done to resolve it. This should be made specific to your context.

**Overview of the intervention and delivery strategy -850 words**  
Identify the intervention that you are recommending and explain why you are proposing this intervention, as opposed to one of the other interventions that could be used to address this problem.

Describe the evidence which demonstrates that this is an effective intervention and suitable for your setting.

Provide some detail about how the intervention will be delivered in your setting.

Explain why this is likely to be the most effective and feasible way to deliver the intervention to your target population.

**Logic model -100 words**Present a logic model for the intervention (not included in the word count).

**Evaluation -800 words**  
Describe the methods for a summative evaluation of your intervention comprising and outcome and a process evaluation. Summarise the purpose of the evaluation, the evaluation questions, your proposed outcomes, study design, and which data will be used. If you are proposing primary data collection, give an overview of how the data will be collected. Remember to justify your choice of methods and discuss the strengths and limitations.

**Timeline**Summarise the timescales for the intervention, including the evaluation, in a GANTT chart (not included in the word count).

**Recommendation -50 words**Make a recommendation that is clear and substantiated by the evidence you have put forward.

**References**  
A maximum of 20 references (not included in the word count).