**PAPER NUMBER #65**

**Sacrificing Science for Feasibility, Sustainability, and Impact**

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**Objectives/aims**

Researchers often spend time and energy building the perfect evidence-based intervention and designing and conducting the best scientific studies to prove their interventions work. Once the intervention has the right scientific evidence, developers work to push it into large-scale implementation. Far too often, these implementation efforts fail! This Ignite session will focus on challenging the audience to think about making minor sacrifices to science, in order to design interventions that are feasible and sustainable in the real-world, and ultimately have impact in our communities.

**Methods**

This Ignite session will challenge the audience to rethink intervention design and implementation based on real-world experience and evidence from a number of different studies. Although multiple research studies will be utilized, the presentations primary purpose will be to provoke the thought of those in attendance. As such, it will be in the style of a TED talk.

**Main findings**

The goal of this Ignite session is to propose that attendees rethink the sustainability, feasibility, and impact of interventions.