

REAIM PLANNING TOOL

<http://www.re-aim.org/>

REACH

Dimension or Issue	Key questions (ones in bold most important to consider)	Probes and follow-up questions
Who will take part?	Who will the initiative target? (End-users of the initiative e.g., patients, students, employees, children, parents, community members) How and where will you access them?	Whom do you plan to target in your initiative? Define the intended target population(s). How will you advertise and promote the initiative? Who needs to approve these methods? How will know if the initiative reached the target audience and who participated? What methods will you use to attract underserved populations and focus on inequities? What information is available to determine that the sample is representative of the target audience?
	How will you know if those who participated are representative of the intended beneficiaries (target population)?	

EFFECTIVENESS

Dimension or Issue	Key questions (ones in bold most important to consider)	Probes and follow-up questions
What Results?	What are the most important outcomes you expect to see? (e.g., more physical activity, eating low fat foods, less bullying, less absenteeism, less drug use; better medication adherence, more punctuality, less risk behaviours)	What is the targeted individual-level change?
		How will you measure these changes?
		Who will care about the outcomes?
		How will you share these outcomes?
	How likely is it that your initiative will achieve its key outcomes?	What are the biggest threats to seeing the outcomes you want?
	What unintended consequences or outcomes might there be?	What has gone wrong in other similar initiatives?

ADOPTION

Dimension or Issue	Key questions (ones in bold most important to consider)	Probes and follow-up questions
Where will initiative be conducted?	What settings or organizational types are you targeting (e.g., schools, workplaces, clinics, community settings or organizations)? * How many of these settings and organizations do you estimate will use the program or participate in your policy? Who will deliver the program (actually do the work) and do they have the skills and time? (e.g., teachers, human resource staff, clinicians, lay health educators, volunteers)? * How many of these persons (staff or adoption agents) do you estimate will use the program or participate in your policy?	What are key characteristics of the settings? Who might be interested in this initiative and why? How will settings hear about this? What were characteristics of settings that did not participate (e.g., location, facilities, finances, personnel) What external or environmental supports or threats are there? How will you know if organizations used the initiative? Who can help gather information about this? What are the expertise or characteristics of those (e.g., staff, volunteers) you are wanting to deliver the intervention? What characteristics may differ from the targeted staff and those who participate (e.g., education, time in position, training, capacity)?

IMPLEMENTATION

Dimension or Issue	Key questions (ones in bold most important to consider)	Probes and follow-up questions
How consistently will you deliver the program or policy?	How will the initiative be delivered, including adjustments and adaptations?	What are the key elements of the initiative that must be delivered to be successful?
	To what extent will the key aspects of the program be delivered as intended?	How will you assess program delivery? Describe the feasibility of these methods.
	What adaptations or modifications do you think will be necessary to help implement the initiative to fit your different settings?	What are likely implementation challenges you will need to overcome?
	How will you know what adaptations or modifications were made during the program?	Who can help you keep track of modifications or adjustments made?
	What are some of the possible obstacles to consistent implementation?	Are there competing projects or programs to consider?
	What costs and resources (including time and burden, not just money) need to be considered?	Are these costs and resources available and reasonable to ask for (high enough priority?)

MAINTENANCE/ SUSTAINABILITY

Dimension or Issue	Key questions (ones in bold most important to consider)	Probes and follow-up questions
When will your initiative need to be renewed?	What will happen over the long-term? Consider for both individuals and settings (e.g., support longer term benefits to children, employees, patients, students; ongoing infrastructure and policy) Can <u>organizations</u> sustain the initiative over time and are there plans to leave trained staff in place?	What infrastructure supports will be needed to sustain the initiative? Is there an infrastructure and funding that will remain?
	How likely is your initiative to produce lasting effects for <u>individual participants</u>?	How will this initiative align with current and future policies and reimbursement; revenue streams?
	How will you be able to follow your initiative for an extended period of time?	How will individuals be delivered key program components over time? Will they stay in contact?
	How will you get the word out about your product and lessons learned?	How will you continue to track success and provide ongoing feedback? “How’s it working for you?”
	What are likely modifications or adaptations that will need to be made to sustain the initiative over time (e.g. lower cost, different staff, reduced intensity, different settings)?	What easy to understand materials can you produce to tell others about your lessons learned? How can you track the major changes made over time?