

RE-AIM Questions to Ask and Ways to Enhance Overall Impact

| RE-AIM Dimension | Questions to Ask of Potential Programs | Possible Ways to Enhance Dissemination |
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| REACH (Individual Level) | <p>What percent of the target population comes into contact?</p> <p>Does program reach those most in need?</p> <p>Will participants be representative of the targeted population?</p> | <p>Formative evaluation with potential users with those declining</p> <p>Small scale recruitment studies to test methods</p> <p>Identify and reduce barriers</p> <p>Use multiple channels of recruitment</p> |
| EFFECTIVENESS (Individual Level) | <p>Does program achieve key targeted outcomes?</p> <p>Does it produce unintended adverse consequences?</p> <p>How will impact on quality of life (QOL) be assessed?</p> | <p>Incorporate more tailoring to individual</p> <p>Reinforce via repetition, multiple modalities, social support and systems change</p> <p>Use stepped care approach</p> <p>Evaluate adverse outcomes and QOL for program revision and cost-to-benefit analyses</p> |
| ADOPTION (Setting/ Organizational Level) | <p>What percent of target settings and organizations will use?</p> <p>Will these organizations having underserved or high-risk populations use it?</p> <p>Does program help the organization address its primary mission?</p> | <p>Conduct formative evaluation with adoptees and settings that decline</p> <p>Recruit settings that have most contact with target audience</p> <p>Provide different cost options and customization of intervention</p> <p>Develop recruitment materials outlining program benefits and required resources</p> |
| IMPLEMENTATION (Setting/ Organizational Level) | <p>How many staff within a setting will try this?</p> <p>Can different levels of staff implement the program successfully?</p> <p>Are different components delivered as intended?</p> | <p>Provide delivery staff with training and technical assistance</p> <p>Provide clear intervention protocols</p> <p>Consider automating all or part of the program</p> <p>Monitor and provide staff feedback and recognition for implementation</p> |
| MAINTENANCE (Individual and Setting Levels) | <p>Does the program produce lasting effects at individual level?</p> <p>Can organizations sustain the program over time?</p> <p>Are those persons and settings that show maintenance those most in need?</p> | <p>Reduce level of resources required</p> <p>Incorporate "natural environmental" and community supports</p> <p>Conduct follow-up assessments and interviews to characterize success at both levels</p> <p>Incorporate incentives and policy supports</p> |