

## Common Challenges Encountered in Evaluating Health Behavior Interventions and Remedies

RE-AIM Dimension	Challenge	Remedy
<b>Reach</b>	Not studying a relevant, high-risk, or representative sample	Use population-based recruitment or over-recruit high risk subgroups  Do not include too many exclusion criteria
<b>Efficacy or Effectiveness</b>	Not thoroughly understanding outcomes or how they come about, e.g., no knowledge of mediators, conflicting or ambiguous results, or inadequate control conditions to rule out alternative hypotheses	Assess broad set of outcomes including possible negative ones  Include measures of hypothesized mediators  Conduct subgroup analyses or include different assessment points  Select stringency of control condition to fit your question
<b>Adoption</b>	Program not ever adopted or endorsed — or only used in academic settings	Involve potential adoptees (real world) settings beginning with initial design phase  Approach a representative or broad group of settings early on when you can still revise
<b>Implementation</b>	Protocols not delivered as intended (type III error)	Assess if Tx is too complicated, too intensive, or not compatible with other duties  Involve potential (non-research) intervention agents in program design
<b>Maintenance</b>	Program or effects not maintained over time	Include maintenance phase in both protocol and in evaluation plan  Leave Tx behind after study and plan for institutionalization