



**Representativeness.  
Success.  
Sustainability.**

## The RE-AIM Team

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# Outline

- ◆ **What is our (RE-AIM team) role in AFL?**
- ◆ **Definitions of Success (and strategies for achieving it)**
  - **Organizational**
  - **Coalition**
  - **RE-AIM**
- ◆ **Resources available to you**

# The RE-AIM Team's Role

- ◆ **Technical training and support**
  - Participant representativeness, organizational adoption, and program sustainability
  - Respond to your needs
    - Questions to help consider what is success
    - Strategies that help grantees realize success
- ◆ **Roles of other support players**
  - Marketing
  - Program content
  - Evaluation

# Definitions of Success

## ◆ Organizational

### – Number 1 response?

- Achieve basic program objectives

### – Other regular responses

- Make sure evaluators get what they need
- Behavior change
- Recruited targeted numbers of participants

# Definitions of Success

## ◆ Coalition

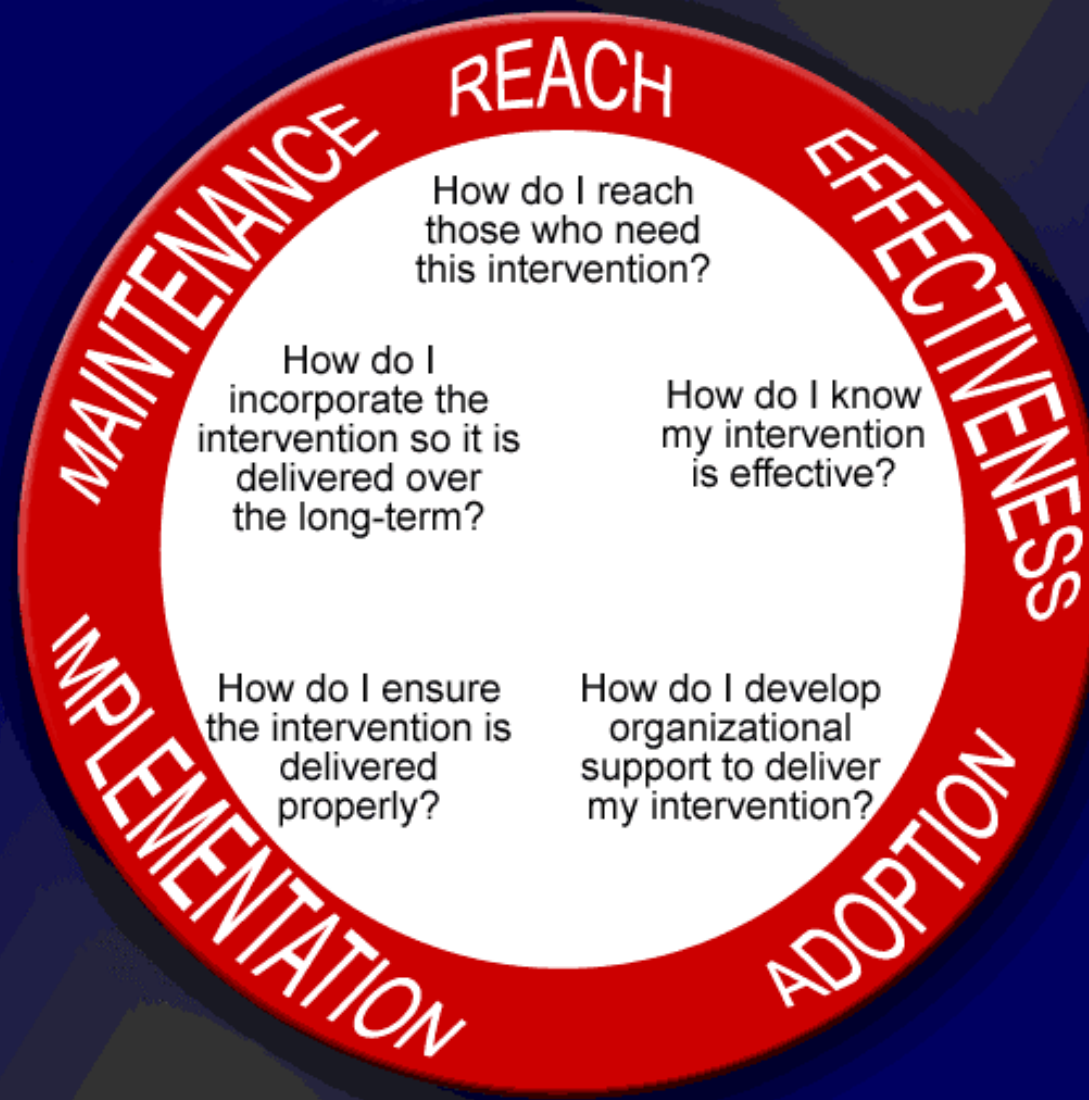
### – Number 1 response?

- Ensure participants change behavior

### – Other regular responses

- New member recruitment
- Program Sustainability
- Generate revenue (related to sustainability).

# RE-AIM Definitions of Success



# Reach Questions for Success

- ◆ How do I reach those who most need this program?
- ◆ How do I ensure that I get a representative group?
  - Age
  - Ethnicity
  - Income
  - CHD Risk

# Reach Strategies for Success

- ◆ Build relationships with your community and target population.
- ◆ Get your target population to participate in recruitment—include current, past, and non users of your services.
- ◆ Determine what recruitment materials are best for your program (e.g., literacy level).
- ◆ Go to where the target population is and don't make them come to you for recruitment materials.

# Effectiveness Question for Success

- ◆ How do I know my program is effective?

# Effectiveness Strategies for Success

- ◆ Use evidence-based programs.
- ◆ Plan to measure the things that your program is targeted to change.

# Adoption Questions for Success

- ◆ How do I get organizational support to deliver my program?
- ◆ How do I get a wide variety of settings to deliver the program?

# **Adoption Strategies for Success**

- ◆ **Demonstrate how your program will add value to the organization's service and mission**
- ◆ **Identify existing resources and practices that would make it easy to deliver the program.**
- ◆ **Include organizational decision-makers in the formative stages of program development.**
- ◆ **Provide data that demonstrates the reach, effectiveness, and ease of delivery.**

# Implementation Question for Success

- ◆ How do I ensure that the intervention is delivered properly?
- ◆ Can delivery be modified to fit the system?

# Maintenance Question for Success

- ◆ How do I ensure that the intervention delivery is sustained once research funding is no longer available?
- ◆ How do I ensure participants sustain regular physical activity? (Won't focus on this today)

# Sustainability Strategies for Success

- ◆ Build new programming into existing services.
- ◆ Engage community partners to support ongoing delivery.
- ◆ Pursue alternate funding.
  - Health Department
  - Local endowments
  - Wealthy satisfied participants
  - Fee for use
- ◆ Train the trainer model with volunteer leaders

# Conclusion

## What can we do for you?

- ◆ Group sessions
- ◆ [www.re-aim.org](http://www.re-aim.org)
- ◆ Available on conference calls