### RE-AIM Planning Approach to Enhance Translation and Dissemination: Questions to ask when planning programs or developing assessment plans

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| Reach (individual level)     | • What percentage of the target population would come in contact with your program?  
                                 • Will you reach the most needy?  
                                 • Will research participants reflect the targeted population? | • Formative evaluation with potential users and nonusers  
                                                                 • Small-scale recruitment studies to enhance methods  
                                                                 • Identify and reduce participation barriers  
                                                                 • Use multiple channels of recruitment |
| Effectiveness (individual level) | • Will the intervention likely affect key targeted outcomes?  
                                   • What unintended adverse consequences may occur?  
                                   • How will impact on quality of life be assessed? | • Incorporate tailoring to individuals  
                                                                  • Reinforce messages via repetition, multiple modalities, social support and systems change  
                                                                  • Consider stepped care approaches  
                                                                  • Evaluate adverse outcomes and quality of life for program revision and cost-to-benefit analysis |
| Adoption (setting or organizational level) | • What percentage of target settings and organizations will use the program?  
                                           • Do organizations include high-risk or underserved populations?  
                                           • Does program fit with organizational goals and capacities? | • Conduct formative evaluation with adoptees and non-adoptees  
                                                                 • Recruit settings that have contact with the target audience  
                                                                 • Develop recruitment materials outlining program benefits and required resources  
                                                                 • Provide various cost options and customization of the intervention |
| Implementation (setting or organizational level) | • Can different levels of staff successfully deliver the program?  
                                                   • What proportion of staff within a setting will agree to program delivery?  
                                                   • What is the likelihood that various components will be delivered as intended? | • Provide delivery agents with training and technical assistance  
                                                                 • Provide clear intervention protocols Consider automating all/part of the program  
                                                                 • Monitor and provide staff feedback and recognition for implementation |
| Maintenance (individual and setting levels) | • Does the program produce long-term individual behavior change?  
                                           • Will organizations sustain the program over time?  
                                           • What are characteristics of persons and settings showing maintenance? | • Minimize level of resources required  
                                                                 • Incorporate “natural environmental” and community supports  
                                                                 • Conduct follow-up assessments and interviews to characterize success at both individual and setting levels  
                                                                 • Consider incentives and policy supports |