Below are strategies you could consider using to improve different categories of RE-AIM

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| RE-AIM category | Possible strategies to improve |
| **Reach**  (individual level) | * 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) | * 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) | * 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) | * 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) | * 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 |

**Below are additional resources for information regarding implementation strategies**

1. A paper summarizing 73 different types of implementation strategies (*see Table 1*):

Waltz et al. Use of concept mapping to characterize relationships among implementation strategies and assess their feasibility and importance: results from the Expert Recommendations for Implementing Change (ERIC) study. Implement Sci. 2015;10:109

1. Additional considerations that may help guide the development of strategies to address RE-AIM or PRISM:

<https://re-aim.org/applying-the-re-aim-framework/re-aim-guidance/use-when-planning-a-project/>