Implementation Models, Theories & Frameworks

# RE-AIM: Reach, Effectiveness, Adoption, Implementation, Maintenance

The Reach, Effectiveness, Adoption, Implementation, Maintenance (RE-AIM) framework is a multi-dimensional implementation framework that provides a systematic approach to evaluating the effectiveness and impact of health interventions in real-world settings at individual and system levels.

## Type

Evaluation Framework

## Purpose

The RE-AIM provides comprehensive evaluation of interventions across different populations and settings. It can be used to consider outcomes and the broader social and contextual factors that influence implementation.

## Elements

- **Reach:** Individuals who participate in the intervention
- **Effectiveness:** The impact of the intervention on individual outcomes (both desired outcomes and unintended consequences)
- **Adoption:** The extent to which the target settings and practitioners implement the intervention.
- **Implementation:** The fidelity and quality of the intervention delivery in real-world settings.
- **Maintenance:** Long-term sustainability and the extent to which it becomes routine practice.

## Use with

Consolidated Framework for Implementation Research (CFIR)

PRISM

## Strengths and Limitations

### STRENGTHS

- Comprehensive tool that can be used to evaluated health promotion and disease prevention initiatives.
- Provides a clear, transparent structure for reporting key implementation outcomes.
- Allows comparisons across different interventions and populations.
- Helps identify and address systemic barriers to implementation, strengthening public health strategies.
- Balances internal validity with external applicability of interventions.

### LIMITATIONS

- Assessing all five dimensions thoroughly can impact understanding of intervention dynamics.
- Lacks detailed guidance for operationalising the framework across different contexts.
- May require adaptation and tailored resources to apply consistently in varied settings.

*Note: Practically you do not need to use every measure/part of the RE-AIM, depending on the project.*

## See it in practice

The WellingTONNE Challenge Toolkit: Using the RE-AIM framework to evaluate a community resource promoting health lifestyle behaviours.

The Royal Brisbane and Women's Hospital (RBWH) Allied Health TeleBurns Service: An implementation evaluation using the RE-AIM approach.

## Find out more

RE-AIM.org

RE-AIM: An Evaluative Framework for Knowledge Translation

Evaluating the impact of health promotion programs: using the RE-AIM framework to form summary measures for decision making involving complex issues.

Evaluating the public health impact of health promotion interventions: the RE-AIM framework.

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