<table>
<thead>
<tr>
<th>Dimension</th>
<th>Questions</th>
<th>Level</th>
<th>Measurement</th>
<th>Influencing Factors</th>
<th>Improvement Strategies</th>
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</thead>
</table>
| REACH                  | How many people are exposed or served and are they representative?        | Individual                | • # people actually exposed or served  
  • # people ideally exposed or served  
  • Compare characteristics between those actually exposed vs. those ideally exposed or vs. the whole population | • Available resources (e.g., funding, staff, and stakeholder support)  
  • Perceived benefits vs. costs  
  • Acceptability by target population  
  • Mandatory versus voluntary policy | • Identify and address potential barriers  
  • Compare feedback from those actually exposed vs. those ideally exposed  
  • Include modifications and new ideas |
| EFFECTIVENESS          | What is the impact of your initiative on intended outcomes?              | Individual and Setting/sector | • Look at existing evidence  
  • Be clear about your outcomes  
  • Develop a logic model  
  • Examine impact across sub-groups  
  • Look at unanticipated (+ and -) consequences  
  • Examine benefits vs. adverse consequences | • Approach is evidence-based  
  • Strength of implementation  
  - Available resources (time and money)  
  - Relationships with organizational partners | • Develop documentation and tracking systems  
  • Allow for ongoing input from your target population |
| ADOPTION               | How many settings/sectors are involved and are they representative?      | Setting/sector             | • # settings/sectors that actually participate  
  • # setting/sectors that could participate  
  • Compare characteristics between settings/sectors that participate vs. those that don’t participate in the initiative | • Fit with the values and capacity of the settings/sectors  
  • Sense of urgency around the issue  
  • Evidence of effectiveness  
  • Organizational capacity  
  • Difficulty with implementation | • Ensure compatibility with the values and capacity of settings/sectors  
  • Meet with settings/sectors during the planning phase  
  • Identify necessary resources and required practices  
  • Build organizational support |
| IMPLEMENTATION         | Were the required activities of your initiative successfully implemented? | Setting/sector              | • Define activities required to implement  
  • Determine process measures that capture data on activities  
  • Assess time and costs to implement  
  • Assess acceptability of initiative to key stakeholders | • Complexity of the initiative  
  • Specific types and level of staff  
  • Costs (time and money) | • Get stakeholder support before you start  
  • Adapt your initiative to fit local culture and norms  
  • Pilot test your initiative  
  • Provide staff training, technical assistance and protocols  
  • Track implementation and adapt initiative if necessary |
| MAINTENANCE            | What are the long-term effects of your initiative, and is it sustainable?| Individual and Setting/sector | • Look at targeted outcomes  
  • Examine how your staff, settings, and partners are involved  
  • Plan for long-term maintenance  
  • Engage partners to help with sustainability  
  • Examine strategies to ensure funding | • Individual: continued social support, policy and environmental supports  
  • Individual and setting: perceived benefits vs. costs  
  • Setting: amount of training and technical assistance to staff, settings, and partners; level of | • Minimize required resources  
  • Design an initiative with low complexity or that can be adapted  
  • Contact those exposed periodically  
  • Encourage social support groups  
  • Institute policy and incentive |

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