

Pennsylvania 2009 EPIC B.E.S.T. Initiative

RE-AIM

BEST EVALUATION

	Definition	Operational Definition	Measures
<u>R</u> each	Extent to which the training attracts its target audience and the representativeness of those individuals.	Percentage of the target audience getting trained. Practices reached in SE and ASW and number of staff as well as their specialty and title	Reach 50 practices Ped OB FP Midwife
<u>E</u> fficacy	Impact on key outcomes – was training effective?	1. Evidence-based research information. 2. Pre/Post Evaluations	2. Increase in confidence, attitude and knowledge level.
<u>A</u> doptions	Extent to which practices participate and representativeness of those practices.	Number of practices who agree to make changes regarding breastfeeding support. Day of training or 2 week call or email	
<u>I</u> mplementation	Extent to which different components of the training are delivered.	Initial assessment prior to training then Follow-up assessment 2 months	Assessment should have primarily Strongly Agree & Agree answers to be implementing or show improvement from initial
<u>M</u> aintenance	Extent to which the different components of the training are sustained.	Follow-up assessment 4 months.	Assessment should have primarily Strongly Agree & Agree answers to be implementing or show improvement from initial