**Sustainability -- How do you design programs to support sustainability?**

**RE-AIM Framework: Maintenance**

Definition: The extent to which a program or policy becomes institutionalized or part of the routine organizational practices and policies. Maintenance also refers to adherence at the individual level.

Planning Questions for Improving Maintenance:

Individual Level

1. What evidence is available to suggest the intervention effects can be maintained 6+ months after it is completed? How confident are you that the program will produce lasting benefits?
2. What are the barriers to adherence? What do you plan to do to support initial success and prevent or deal with relapse of participants?
3. What resources (financial, social) are available to provide long-term support for individuals?

Community or Organizational Level

1. How confident are you that your program will be sustained in your setting 12+ months after implementation support and grant funding ends?
2. What do you see as the greatest challenges to organizations continuing their support?
3. Do you have key stakeholder commitment to continue the program if it is successful? What benefits do you need to demonstrate in order to achieve their commitment?
4. How can the intervention be integrated into routine practice?
5. What are your plans for intervention financial sustainability? What is the business model?

Source: http://re-aim.org/

**Product Design Principles: Unique Value Proposition**

Definition: A business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service. This statement convinces a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings.

For \_\_\_\_\_\_\_\_\_\_\_\_ (target customer)

who \_\_\_\_\_\_\_\_\_\_\_\_ (statement of the need or opportunity)

our (product/service name) is \_\_\_\_\_\_\_\_\_\_\_\_ (product category)

that (statement of benefit) \_\_\_\_\_\_\_\_\_\_\_\_ better (be specific) than (alternative) \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Source: Value Proposition Design (2014)

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