

# Defining the Challenge and Creating an Aim Statement

Amanda Cornett



National **MCH** Workforce  
Development Center  
Advancing Health Transformation



# Learning Objectives

- Appreciate why 5Rs is an important step in developing challenge and aim statements
- Develop a shared challenge statement
- Understand the components of an effective aim statement
- Draft an aim statement

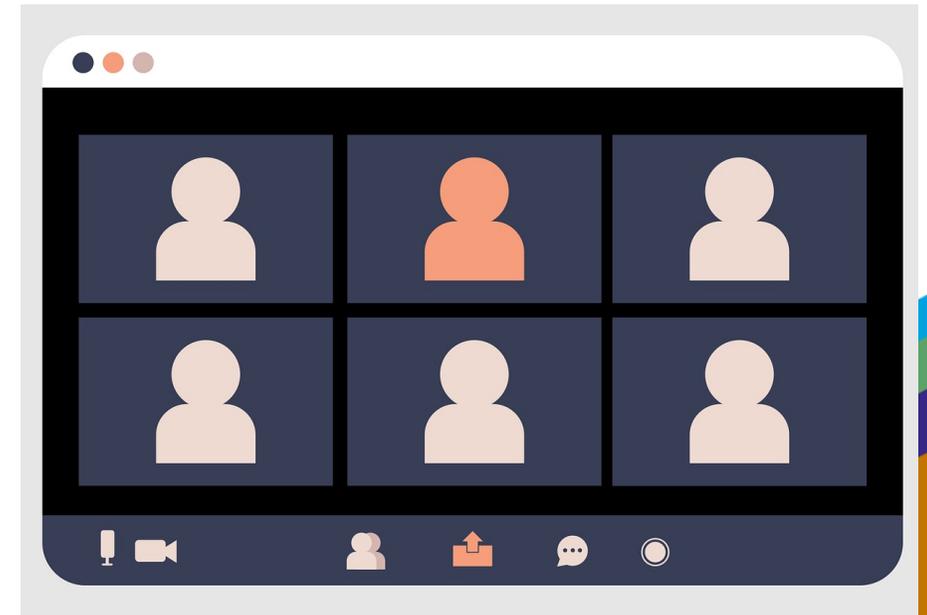


# Prework Process



## 5Rs & Challenge Statement

## Team Synthesis







# Defining the Challenge

- Describes the challenge your team will address
- Provides an agreed upon starting point for action



# Suggested Format

**WHO** most needs **WHAT**, specifically, and **WHY** it is important

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*(The target population)*

needs \_\_\_\_\_  
*(name the important needs and note any details about how the needs must be met)*

because \_\_\_\_\_.  
*(explain why the need is important to the result your team seeks to create)*



# Example Challenge Statement

CYSHN & their families need coordinated local services to improve health outcomes because health care systems are complex and inherently disconnected.

CYSHN & their families need a coordinated system to ensure optimal health and development. This coordinated system is needed because without it, the burden lands on families.



# Aim Statement

The goal is to state, specifically, **what your team plans to do together to address the challenge.**





# Aim Statement Template

We aim to \_\_\_\_\_ because \_\_\_\_\_ for \_\_\_\_\_ by \_\_\_\_\_.

- We aim to:
  - What are we trying to accomplish? (Improve, reduce, increase...)
  - Be specific and achievable.
- Because:
  - Why is it important? "So what?"
- For:
  - Who is your target population?
- By:
  - What is the time frame for the project?



# Example Aim Statement

CYSHN & their families need coordinated local services to improve health outcomes because health care systems are complex and inherently disconnected.

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## AIM STATEMENT

**We aim to** align systems to better support care coordination for families of CYSHN in our communities **because** we see inefficient use of resources, gaps, and high burden of “coordinating the coordinators” placed on families. We will convene stakeholders with a role in care coordination, map systems, and prioritize changes **for** 3 communities in the state **by** June 30, 2020.



# Example Aim Statement

**We aim to** create sustainable strategies to improve asthma prevention across our community **because** we see inequitable asthma rates by race. We will do this **for** 5 minority-majority public elementary schools in the county **by** June 30, 2020.

Adapted from: National Institute for Children's Health Quality



# Team Time

- Combine your challenge statements into 1-3 concise statements
- Based on your challenge statements create a draft aim statement





# Next Steps

- Share your challenge and aim statements with others.
  - Full State Team
  - Individuals that should see and/or sign off (those that can clear the path!)
- Consider how to 'unpack' the work you do this week
  - How, when, and to whom should you communicate?

