

Defining the Challenge and Creating an Aim Statement



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



Six word memoirs

If you had to tell me about your life in six words, what would you say?

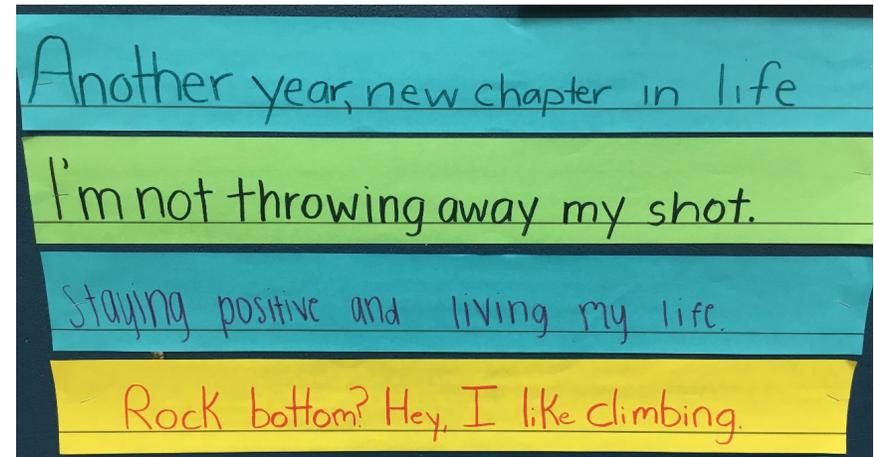


Image
source: <https://movingwriters.org/2016/08/25/first-day-of-school-six-word-stories-with-a-twist/>



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

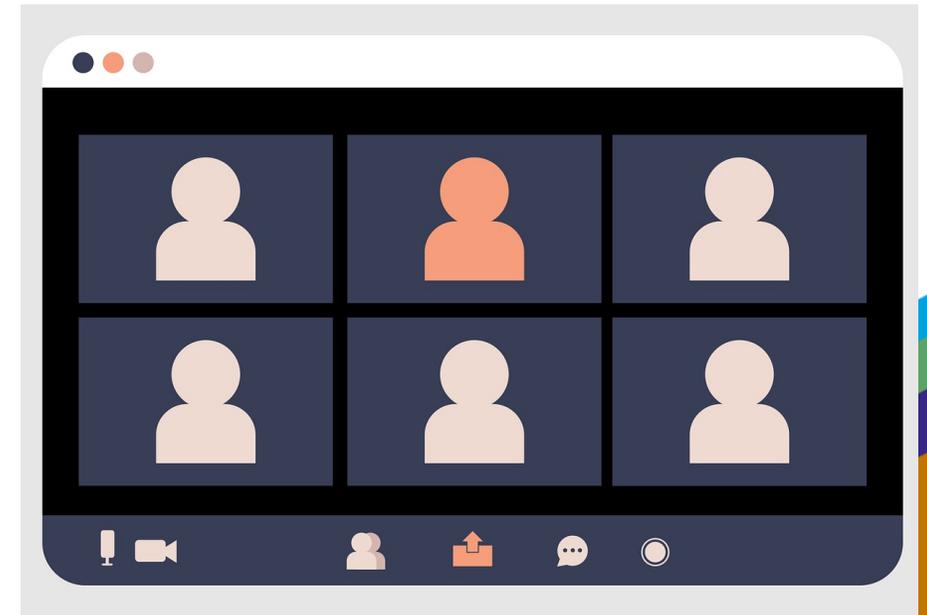


Prework Process



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

(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 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 _____ with _____ by _____.

- We aim to:
 - What are we trying to accomplish? (Improve, reduce, increase...)
 - Be specific and achievable.
- Because:
 - Why is it important? "So what?"
- With:
 - 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.

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

We aim to align internal 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 **with** our internal CYSHN department **by** August 30, 2022.



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 **with** 5 minority-majority public elementary schools in the county **by** August 30, 2022.

Adapted from: National Institute for Children's Health Quality



Team Time

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





Debrief

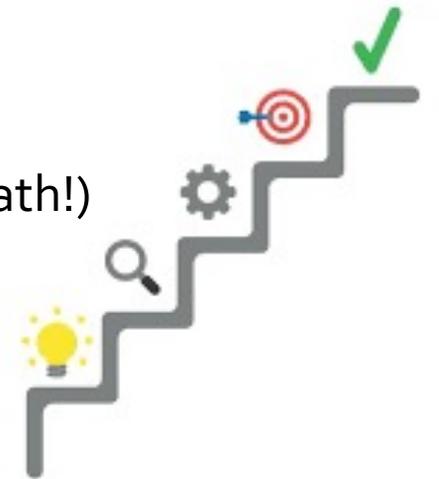
- **Share your draft challenge and/or aim statement**
- How easy or hard was this activity?
- What changed from the challenge statement your team started with to the final statement you landed on?
- What came up for your team in the discussion of the challenge or aim statement that you want to explore further?





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?





Thank you!

