

Setting Your Team Aim for HWC

A. Healthy Weight Collaborative Aim

The overarching vision that drives the work of the Healthy Weight Collaborative (HWC) is to: *enable multi-sector teams, including primary care, public health and community sector participants, to implement selected evidence-based and promising interventions to accelerate progress towards sustainable strategies to maintain community-wide healthy weight and health equity.*

B. Setting Your Aim

An aim is an explicit statement summarizing what your Team hopes to achieve during the Collaborative.

Each team sets an aim that:

- Supports the vision of the Collaborative.
- States what your Team hopes to achieve in a particular period of time.
- Defines the target population for the work.
- Reflects what your Team thinks is important.
- Inspires your Team

We propose you start with a draft aim statement that contains those concepts. A suggestion for a team exercise has been provided to assist you if it would be helpful. You can find this document in the ILab under Project Resources, titled “Aim Statement- Additional Information.”

The next sections describe how to add specificity to the aim statement by adding the Target population and Collaborative measures and goals.

C. Choosing the Target Population

The Target Population is defined as all individuals to whom improvements will be applied. Be specific about the population you wish to reach by the end of the Collaborative. Some teams may choose to test ideas on a subset of the population first but the definition of the target population would include all those that will be impacted through March 2013.

Examples of target populations include:

- *All students attending K– 12 schools of Green Hills County Schools*
- *All residents of Broad County*
- *All patients of the three primary care clinics serving Isle City*

The number of individuals in the target population (“n”) is based on the most current information when the measure is calculated and may change over time.

D. Choosing Measures of Performance and Numeric Goals

For the purposes of this Collaborative, the leadership has established measures recommended by national experts to assess progress toward your aim. Teams will be required to track progress for these Collaborative-wide measures that are described in detail in HWC Measures and Milestones – Phase II document. All participants should incorporate these measures into their aim. (See example below in E.)

For most measures detailed, there is a suggested quantitative goal. The goals for 2 measures (Measures 6 and 9) will be refined with your Coaching Group once your target population is identified. What is feasible to achieve depends substantially on your target population for these two measures and we will work through a reasonable range with your team.

Note: You are encouraged to continue capturing data that you have been monitoring prior to the beginning of the HWC. While only required measures will be entered into ILab, we welcome any other metrics about your work that you are willing to share. These additional metrics can be shared as part of your monthly Narrative Report.

E. Example

The example below illustrates how a team might complete the task of creating an aim statement that includes quantifiable goals aligned with the Collaborative. The team elected not to add an optional measure.

Aim Statement	We the [Team name] are dedicated to creating sustainable strategies to maintain healthy weight and health equity across our community and recognize the important role we play in leading this effort. By February 28, 2013, we will improve our effectiveness as a team to lead this effort and will work together to implement evidence-based and promising interventions to promote healthy weight on behalf of our target population. We will target our efforts specifically to [description of the target population] Our improvement will be evidenced by achieving the goals listed below.
Core Measures and Goals	<ul style="list-style-type: none"> • Composite score of >80 on the Wilder Collaboration Factors Inventory • Achieve a score of ≥ 5 on the Message Dissemination scale • Achieve a score of ≥ 5 on the Message Integration Scale • Participating ambulatory care sites will assess weight status__% • At least one participating non-ambulatory site will assess weight status • __% of the target population will have undergone assessment of weight status • Participating ambulatory care sites will offer healthy weight plans__% • At least one participating non-ambulatory site will offer healthy weight plans • ___% of the target population will have been offered an evidence-based, standardized Healthy Weight Plan • Implement at least two activities involving two or more sectors

	<ul style="list-style-type: none"> • The team will have progressed to ≥ 3 on the Public Health Policy Scale • The team will have progress to ≥ 5 for two organizational policies: one to promote healthy eating and one to promote physical activity
Optional Measures and Goals	No additional measures are required but you are encouraged to report an related metrics such as NQF, Meaningful Use, HP 2020, IHS measures et al. that relate to healthy weight promotion.

F. Aim Statement Checklist

Evaluate your aim statement against the following checklist. If your aim statement is clear, you will know the following after reading it:

- ✓ What is expected to happen
- ✓ Time period to achieve the aim (by when?)
- ✓ The target population (for whom?)
- ✓ Specific numeric goals (how much?)
- ✓ Statement that identifies and inspires your team