|  |  |
| --- | --- |
| Why? | Brief explanation. |
| What? | What are you trying to accomplish? *(reduce, increase)* |
| For whom? | Who is your target population? |
| By when? | Target date for project completion. |
| How much? | Quantify the desired improvement. |
| Full Statement. |  |

**AIM Statement:**

*An AIM statement is an explicit description of a team’s desired outcomes, which are expressed in a measurable and time-specific way. It answers the question: What are we traying to accomplish?*

**When to start thinking about your AIM Statement?**

After you have identified a NEED in your *walkthrough*.

AIM Statement Example:

In response to the need to increase physical activity in child care settings, Blue Earth County Public Health formulated a strategy to address existing opportunities to form and support healthful physical activity habits in young children. By emphasizing activity in child care and preschool settings and offering young children a wide variety of physical activity choices, adults can lay the foundation for health in childhood.

To this end, Blue Earth County Public Health devised this aim statement:

By February 2011, 25% of licensed child care providers in Blue Earth County will be trained in the "I am Moving, I am Learning" curriculum.

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| Why? |  |
| What? |  |
| For whom? |  |
| By when? |  |
| How much? |  |

|  |  |
| --- | --- |
| Why? |  |
| What? |  |
| For whom? |  |
| By when? |  |
| How much? |  |

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| --- | --- |
| Why? |  |
| What? |  |
| For whom? |  |
| By when? |  |
| How much? |  |

AIM Statement Example:

By September 2019, increase by 15% over the state baseline the percent of women who have received oral health care during pregnancy, as measured by the PRAMS (or equivalent) survey data.

AIM Statement Example:

We will reduce the average process time for documentation on Unit 3 from its current baseline of 45 minutes per shift by 50% to 22 minutes, by December 2010.

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| --- | --- |
| Why? |  |
| What? |  |
| For whom? |  |
| By when? |  |
| How much? |  |

AIM Statement Example:

By November 2022, decrease the no-show rates to the scheduled appointment slots by 3% in DI, through evaluation of existing processes including the recently launched automated patient reminder calling system by comparing pre- and post-implementation periods of data (monthly /quarterly) from the prior and current fiscal year.

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| Why? |  |
| What? |  |
| For whom? |  |
| By when? |  |
| How much? |  |

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| --- | --- |
| Why? |  |
| What? |  |
| For whom? |  |
| By when? |  |
| How much? |  |

|  |  |
| --- | --- |
| Why? |  |
| What? |  |
| For whom? |  |
| By when? |  |
| How much? |  |

AIM Statement Example:

By August 2000, I aim to reduce the amount of time it takes my family to get up and out of the house during the week by 50 percent.

|  |  |
| --- | --- |
| Why? |  |
| What? |  |
| For whom? |  |
| By when? |  |
| How much? |  |

AIM Statement Example:

We will reduce the average process time for documentation on Unit 3 from its current baseline of 45 minutes per shift by 50% to 22 minutes, by December 2010

|  |  |
| --- | --- |
| Why? |  |
| What? |  |
| For whom? |  |
| By when? |  |
| How much? |  |