Application of the RE-AIM model in the social marketing of surveillance information products

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Public health surveillance activities result in the collection and analysis of data that lead to the creation and dissemination of information products to the end users, a fact that is critical in behavioural change, preventing disease and improving health. Typically, the end users of information products are public health researchers, practitioners, clinicians, professionals and policy makers, and the general public. The complexity of this information often precludes the general audiences from availing themselves of this information. Therefore, it is essential to develop information products that are accessible and readily understood by different types of audiences. Uptake would require social marketing that would motivate various target audiences to utilize the information. In other words, the importance of surveillance is not simply in its information, but as part of intervention, going from "knowing to doing". RE-AIM is a systematic way of evaluating health behaviour interventions. The RE-AIM model outlines 5 steps that are relevant to public health surveillance systems:

Reach the target population
Efficacy or effectiveness
Adoption by target population
Implementation—consistency of delivery of intervention
Maintenance of intervention effects in target populations over time.

RE-AIM can be used to estimate the impact of surveillance information products on public health. In this paper, the authors will demonstrate that the components RE-AIM are applicable to surveillance: Reach: Is the surveillance data reaching and easily accessible for the target population? Efficacy: Is the appropriate surveillance data reaching the target population in a timely way? Adoption: Is the surveillance data being adopted by the target audience to take action and make changes? Implementation: Is the surveillance data being used to implement programs or interventions? Maintenance: Can the information uptake and actions be maintained over time?