

# Our PCN proactive care aim statement

This form may be helpful to help you create your project aim statement. Try to involve as many people as you can in the creation of the aim statement, particularly those who will be involved in the delivery of the project. If possible, find ways of including people who might be impacted by the project.

**1. What?** What is the problem you are trying to improve?

**2. How much?** By how much will you improve it? Or 'how good' do you want to get it?

**3. By when?** What is the date by which you will achieve the level of improvement you've set out to accomplish?

**4. For whom?** Who is in your target cohort?

**5. Complete Aim statement** (the above in a single sentence starting with "We will...")

