**Results** Planning and evaluation approaches for the 5 core REAIM dimensions as these related to the falls prevention plan were identified. Relevant research objectives included: identification of subgroups of older people most frequently admitted to hospital; examining the acceptability of proven falls interventions to those subgroups; identification of factors that encourage and support relevant lifestyle changes; identifying opportunities to incorporate proven falls interventions in existing programs and services; developing and testing guidelines for sustainability within agencies and programs. The application of REAIM to evaluating the integration of home hazard assessment and modification into hospital discharge planning will be presented as an example.

**Conclusions** Using a model which supports the whole process from planning a statewide falls prevention program, identifying the necessary evidence-base, through to designing the evaluation provides coherence, ensures systematic consideration of critical factors and incorporates feedback into program planning from the outset. 1. Glasgow *et al* AJPH 1999;89(9):1322–7