

Using theory to improve implementation of behaviour change programs

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A common problem....



“I’ve been asked to do some education.....”

Why the focus on implementation?

Two very different questions

1. Does it work ?
 - *Effectiveness*
2. Does it work in the real world?
 - *Where and when*
 - *Why and how*



Multiple different perspectives and expectations



Policymakers



Clinicians



Patients



General public



Health Service Executives

What is implementation science?

Implementation science is the study of methods to promote the adoption and integration of evidence-based practices, interventions and policies into routine health care and public health settings.

Fogarty Centre, NIH:

<https://www.fic.nih.gov/researchtopics/pages/implementationsscience.aspx>

“Making sense of implementation theories, models and frameworks”

Three overarching aims of the **use** of **theories**, models and frameworks in **implementation science**:

1. describing and/or guiding the process of translating research into practice
2. understanding and/or explaining what influences **implementation** outcomes
3. evaluating **implementation**.

Neilsen, 2015

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4406164/>

Theory as a road map...Guiding the **implementation** process



Case study

- Implementing a practice change bundle



Implementation framework

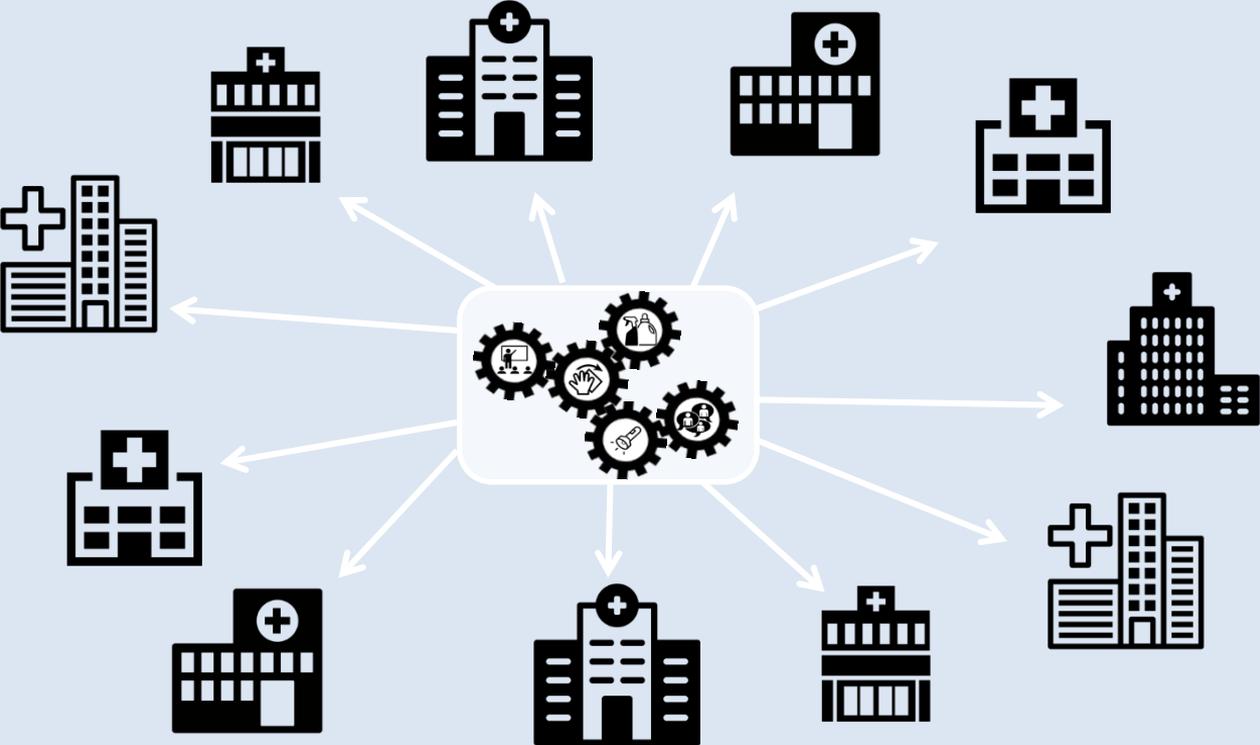
iPARIHS:

Promoting Action on Research Implementation in Health Services

Successful implementation =
Facilitation (Innovation + Context + Recipients)



Tailoring the cleaning bundle



Core vs flexible components

Establishment phase: 4 weeks

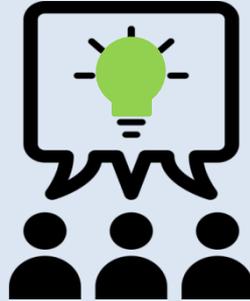


Control phase: 8 weeks

Survey



Discussion Group



Baseline data



Intervention phase: 20-50 weeks

CORE: “What?”

- training
- gel dot audits + feedback
- correct technique
- correct product use
- enhanced communication

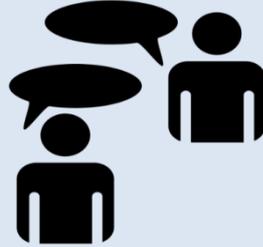
FLEXIBLE: “How?”

**Tailored
implementation
strategy**



Flexibility.....

- resources
- feedback
- communication
- reward and recognition
- support



Theory to help explain what influences implementation outcomes



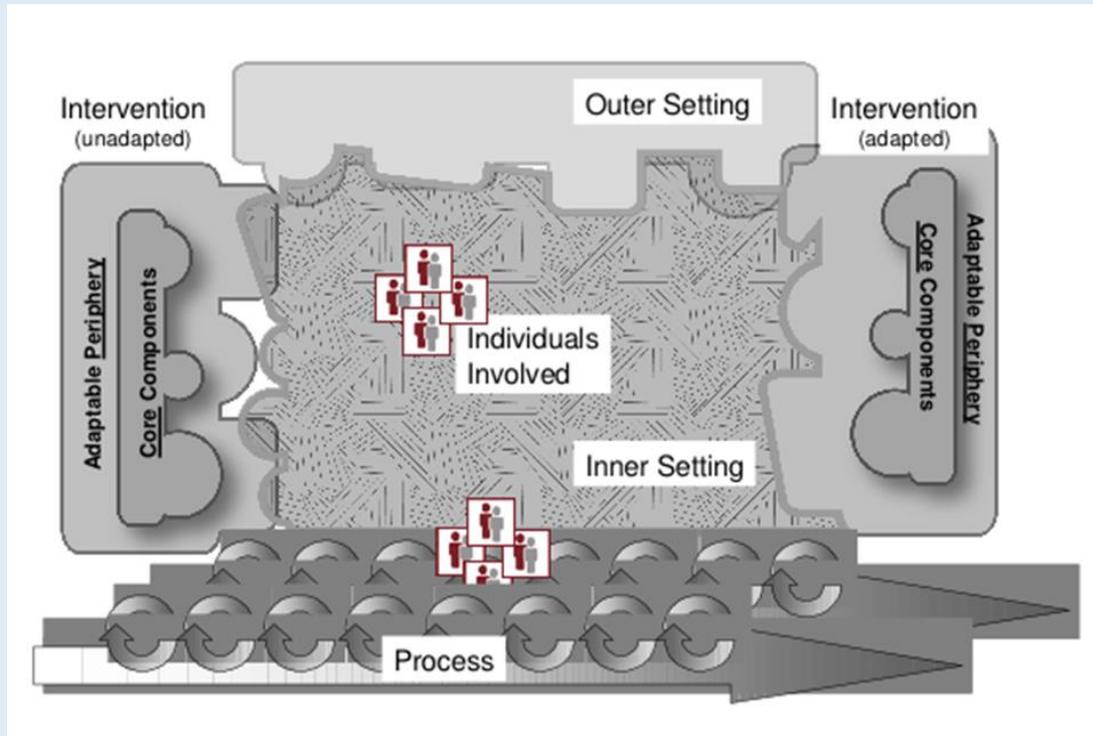
Case Study - Aseptic Technique

A “real life” account of the implementation of AT to examine the contextual factors that have impacted on organisations in the process of introducing policy requirements.

Design

- Exploratory qualitative research approach
- Focus groups were used to collect data about implementation activities specific to aseptic technique practices
- Participants were selected using stratified purposive sampling to ensure representation from public and private Infection Control services as well as regional and metropolitan services.
- Topic guide based on constructs of the Consolidated Framework for Implementation Research (CFIR). (www.cfirguide.org)

Consolidated Framework for Implementation Research (CFIR) (Damschroder et al, 2009)



Selected results – context (inner/outer setting, individuals)

Theme	Discussion Points	Quotes
Resourcing & preparedness	<ul style="list-style-type: none"> • Cost • Waste • Capacity • Sharing of resources • Equipment 	<ul style="list-style-type: none"> • “extremely labour intensive” • “we waste enormous amounts of hours re-inventing the wheel” • “there should be a much more seamless approach” • “what resources or supports were there?...before it all started?” • “should it have been looked into, the staffing required to put in Standard 3?”
Relationships & Culture	<ul style="list-style-type: none"> • Leadership • External networks • Collaborations • Medical staff 	<ul style="list-style-type: none"> • “The Education department goes...we don’t have responsibility for staff” • We have an education model...it’s not really effective...it’s been taken out of our hands” • “I have deliberately not taken responsibility for asepsis” • “VMOs are separate to our accreditation” • “what they are thinking of is the risk to the organisation, rather than the risk to the patient”

Research Findings

- Context is important when implementing IC policy.
- Similar factors are affecting ICPs implementing policy in a variety of hospital settings.
- Understanding these factors better and considering these when designing interventions and policy is crucial to improving the effectiveness of implementation.

In conclusion.....Handy hints

- ✓ Make theory your friend!
- ✓ Don't over complicate things
- ✓ Look for existing tools and case studies online
- ✓ Use theory to help design your program
- ✓ Use theory to help evaluate what happened and why