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The Institute for Healthcare
Improvement



Director,
Torchbearing Ltd
“Making Messages Memorable”



I SEE CHANGES,

CHANGES EVERYWHERE.



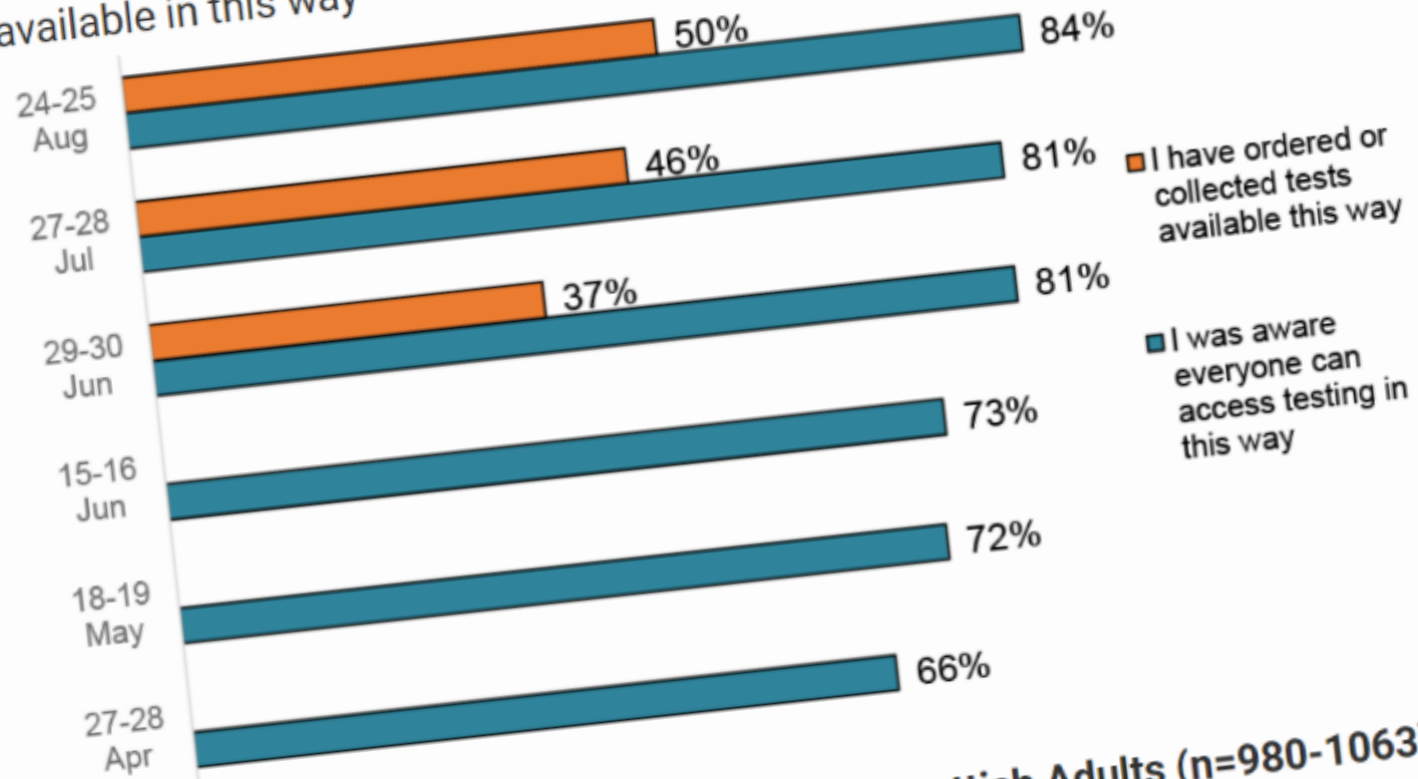








Figure 26: Proportion who are aware that everyone can access twice weekly Coronavirus tests and proportion who have ordered or collected tests available in this way



Source: YouGov Scotland survey. Base: All Scottish Adults (n=980-1063)

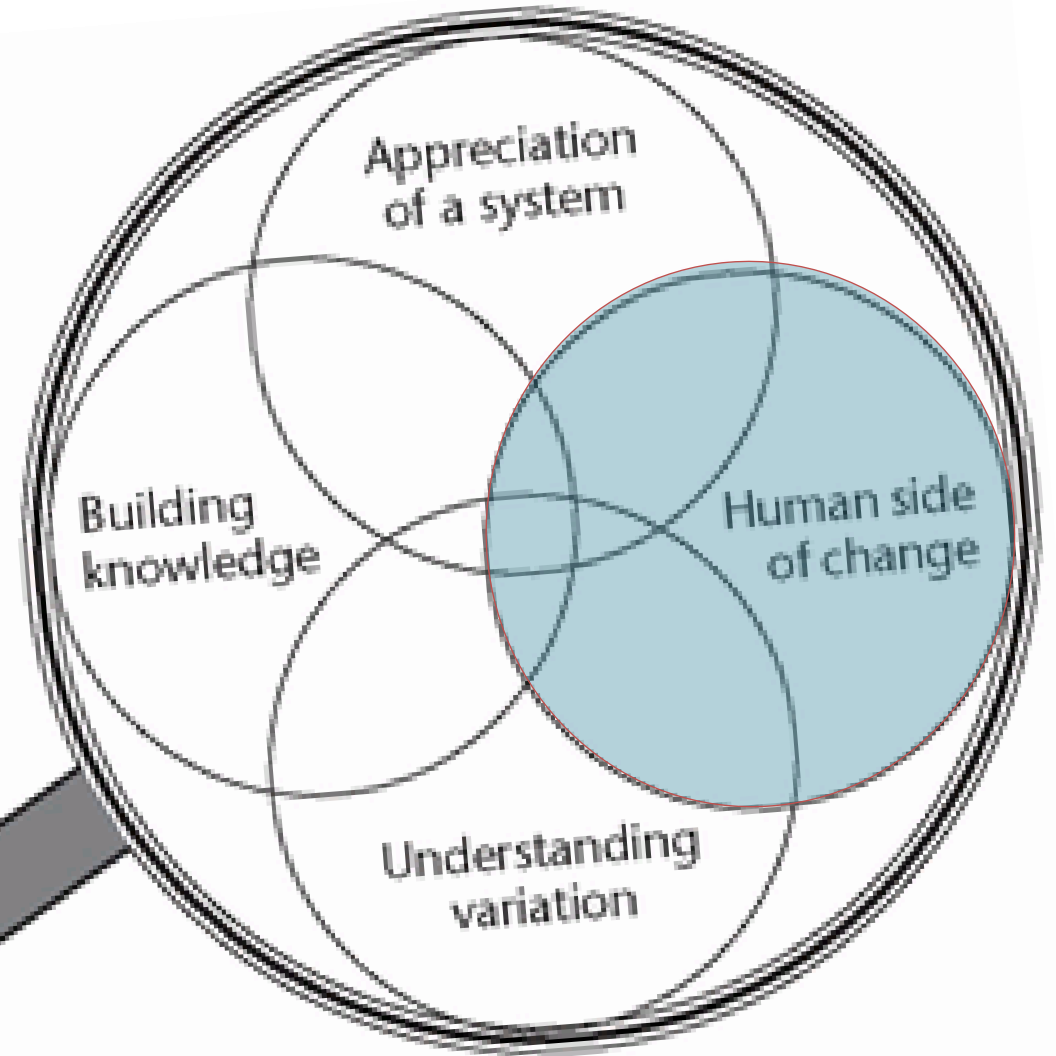
2ND EDITION

the **IMPROVEMENT GUIDE**



A PRACTICAL APPROACH to
ENHANCING ORGANIZATIONAL PERFORMANCE

GERALD J. LANGLEY, RONALD D. MOEN, KEVIN M. NOLAN,
THOMAS W. NOLAN, CLIFFORD L. NORMAN, LLOYD P. PROVOST



1. Defining the behaviour change



2. Understanding your audience



3. Designing your message



4. Spreading the word

PROPER HANDWASHING
IS ONE OF THE MOST
EFFECTIVE WAYS TO
PREVENT THE SPREAD
OF COVID-19.





1. Defining the behaviour change



```
graph TD; A[1. Defining the behaviour change] --> B[2. Understanding your audience]; B --> C[3. Designing your message]; C --> D[4. Spreading the word];
```

2. Understanding your audience

3. Designing your message

4. Spreading the word

1. Defining the behaviour change





WHO
needs to
perform
the
behaviour?



WHAT
do they
need to do
to get the
outcome?



WHEN
do they
need to do
it?



WHERE
do they
need to do
it?



**HOW
OFTEN**
do they
need to do
it?

CORONAVIRUS

WASH YOUR HANDS MORE OFTEN FOR 20 SECONDS

**Use soap and water or a
hand sanitiser when you:**

- Get home or into work
- Blow your nose, sneeze or cough
- Eat or handle food

CORONAVIRUS

**PROTECT
YOURSELF
& OTHERS**

1. Defining the behaviour change



```
graph TD; A[1. Defining the behaviour change] --> B[2. Understanding your audience]; B --> C[3. Designing your message]; C --> D[4. Spreading the word];
```

2. Understanding your audience

3. Designing your message

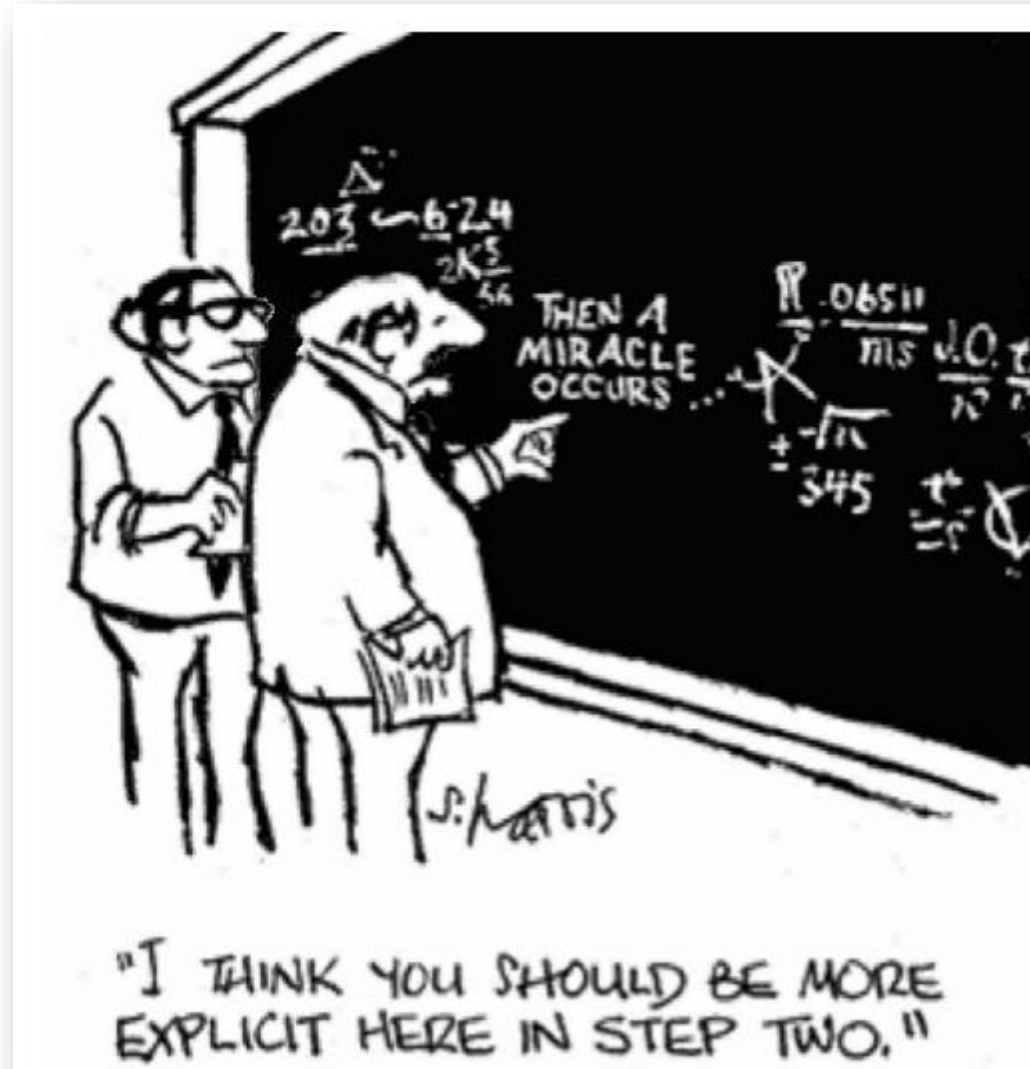
4. Spreading the word

2. Understanding your audience



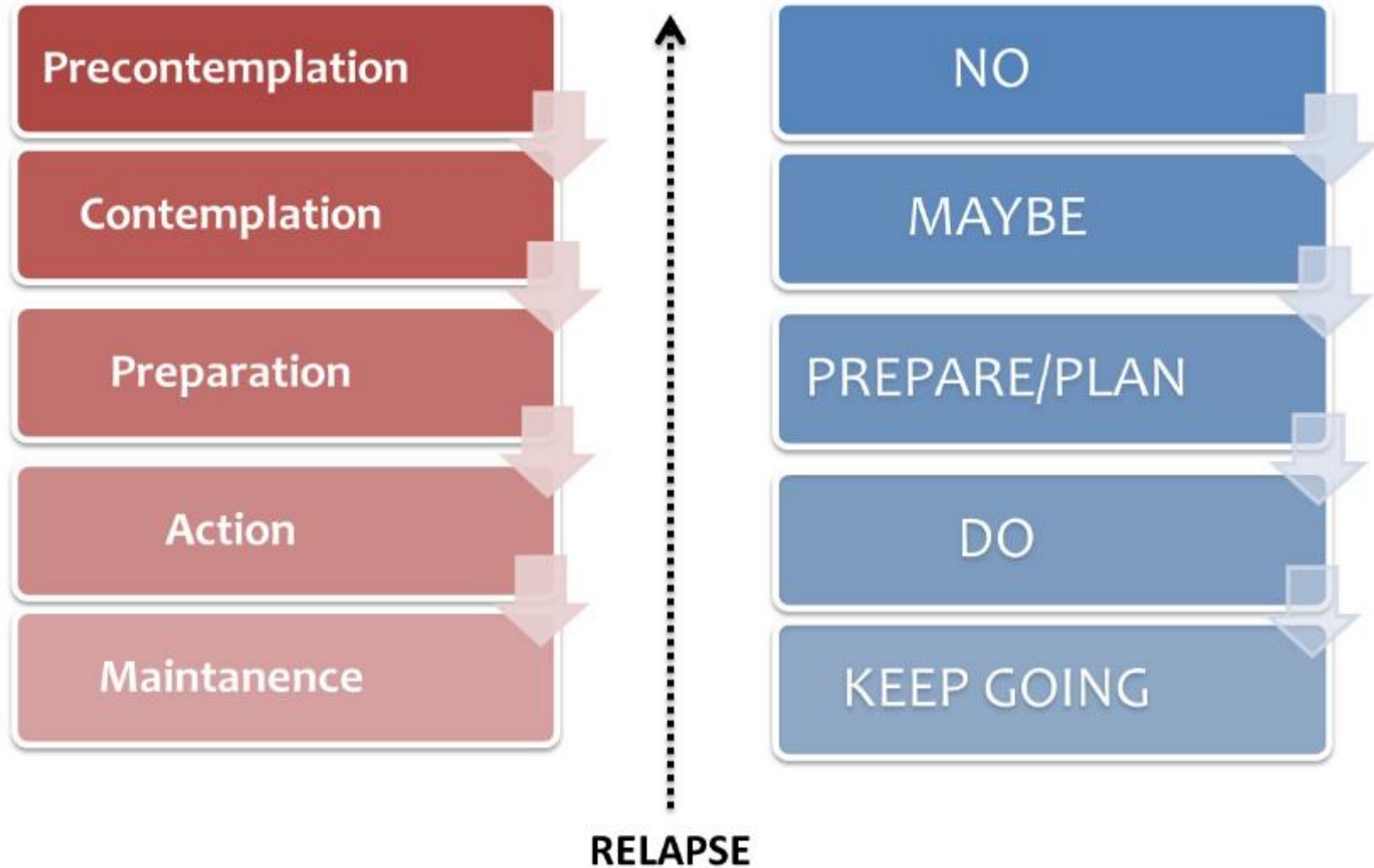
“All models are wrong, some are useful.....”

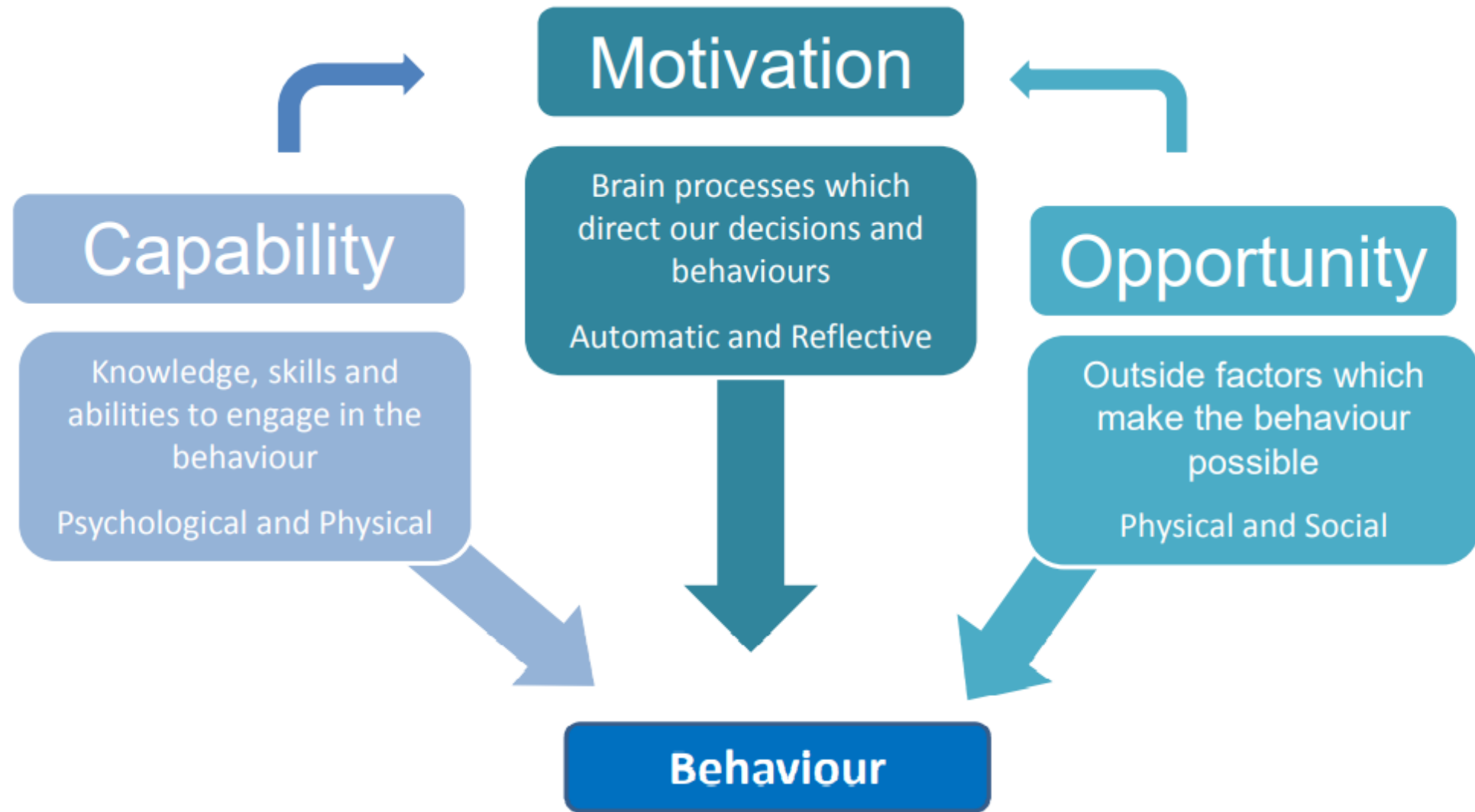
George Box

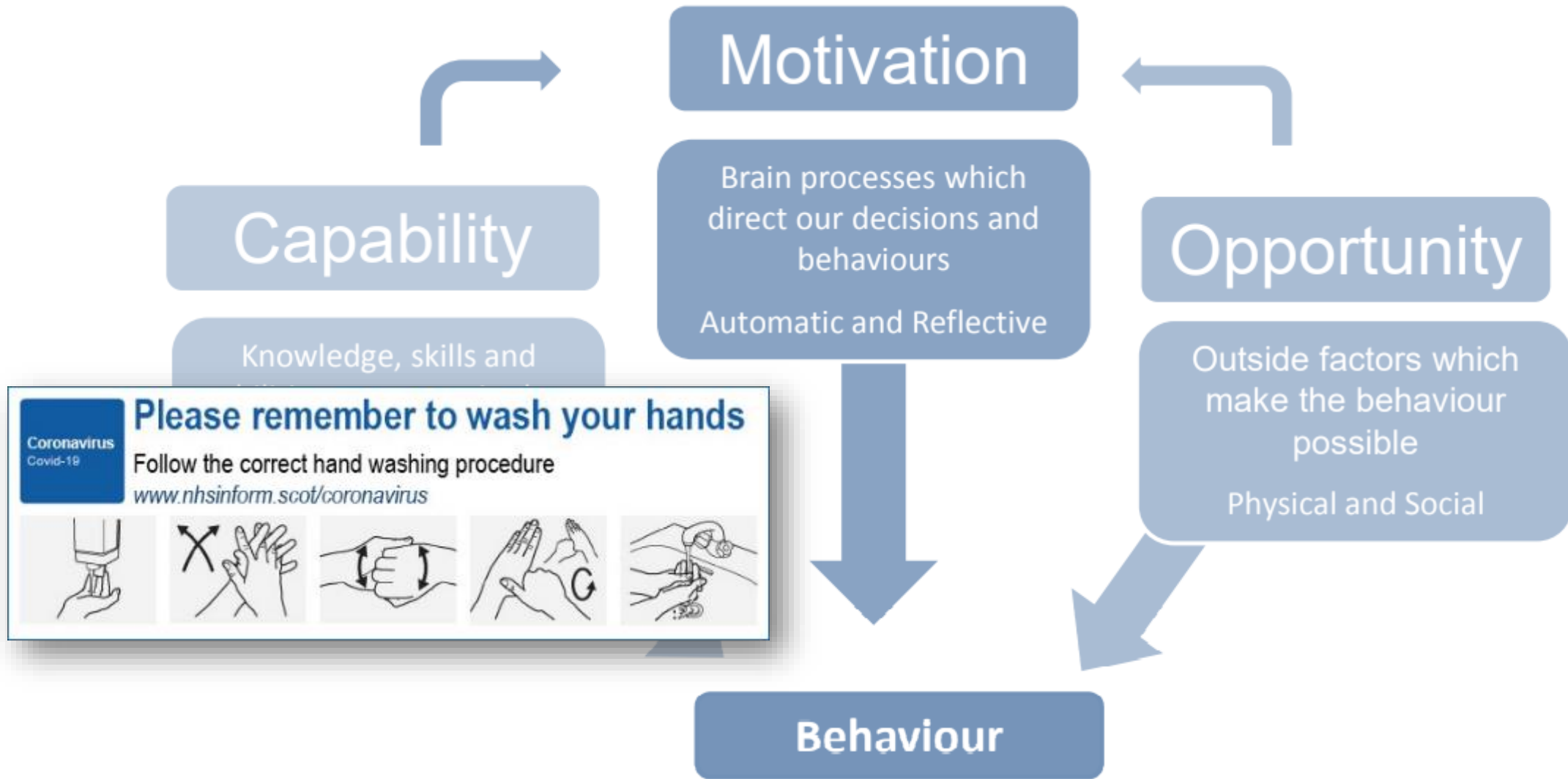


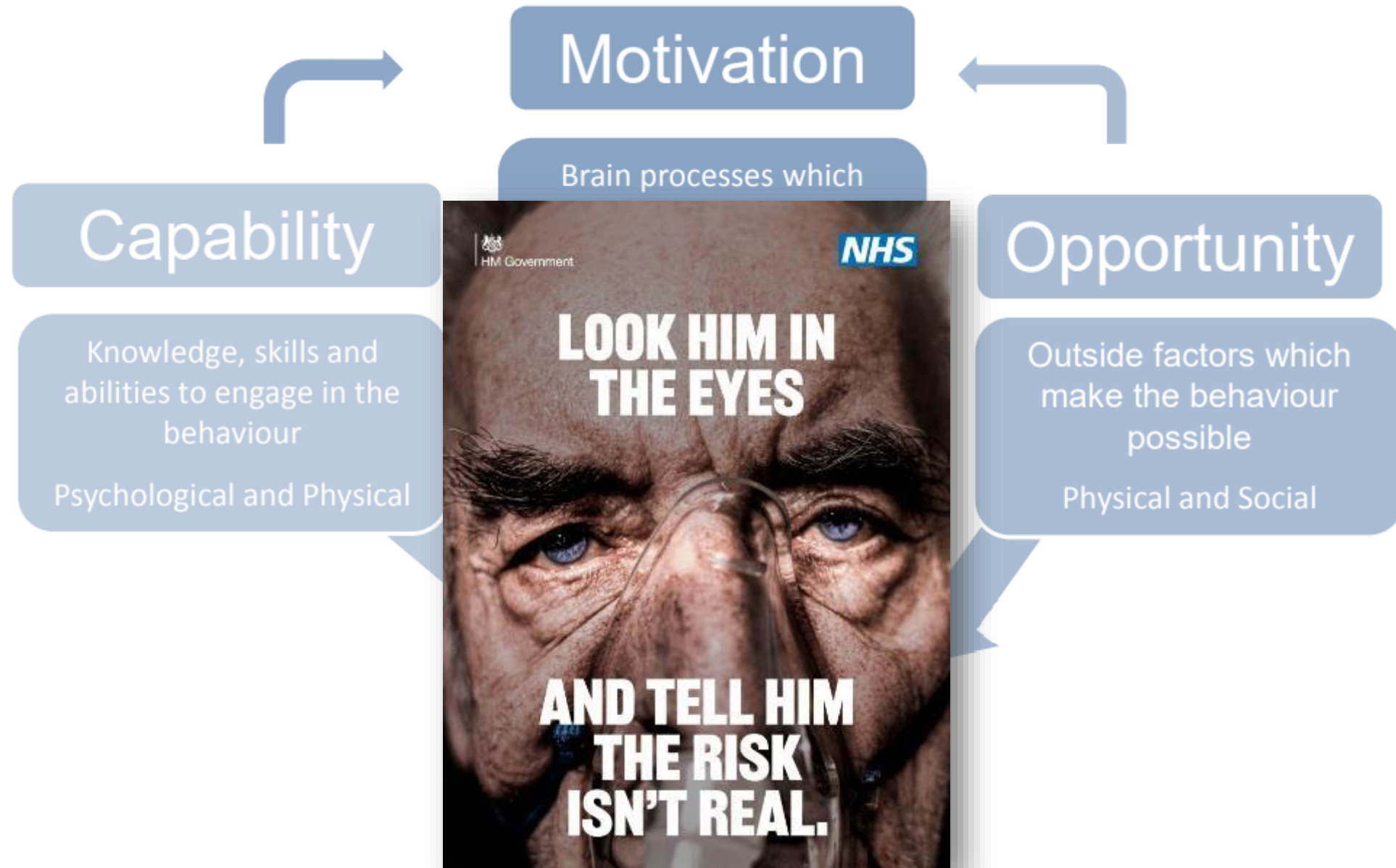
Transtheoretical Model

Stages of change











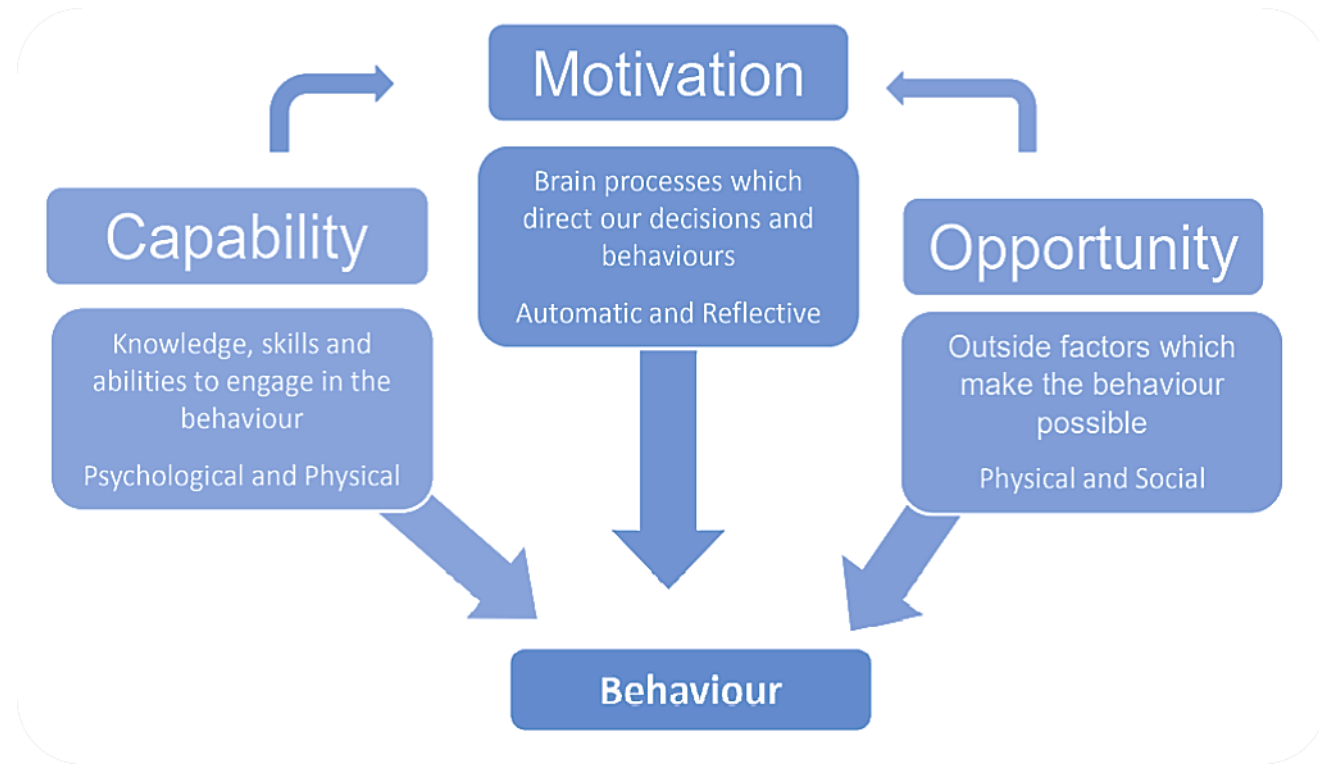


You try it.....

1. Defining the behaviour change



2. Understanding your audience



1. Defining the behaviour change



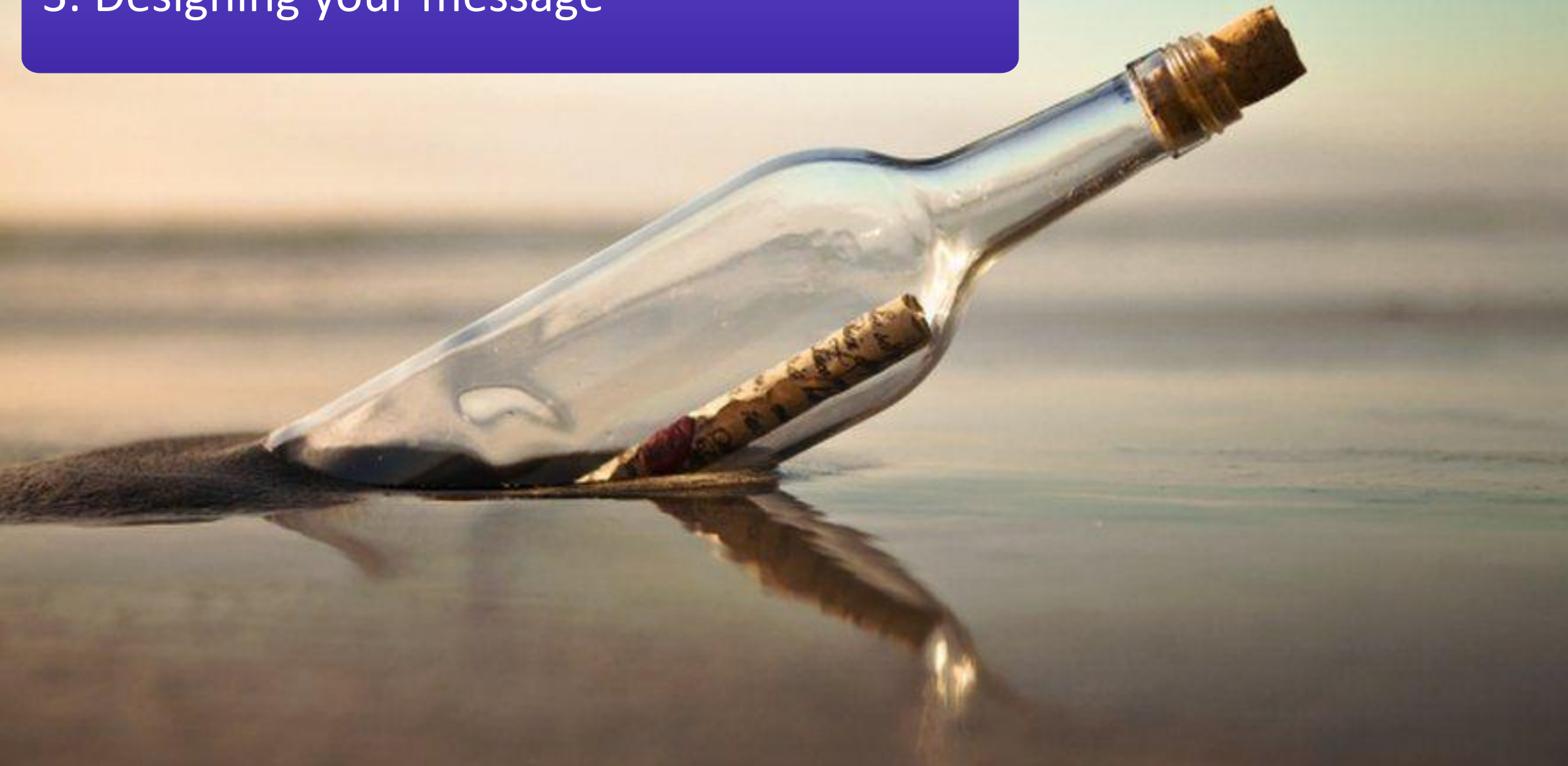
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graph TD; A[1. Defining the behaviour change] --> B[2. Understanding your audience]; B --> C[3. Designing your message]; C --> D[4. Spreading the word];
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2. Understanding your audience

3. Designing your message

4. Spreading the word

3. Designing your message





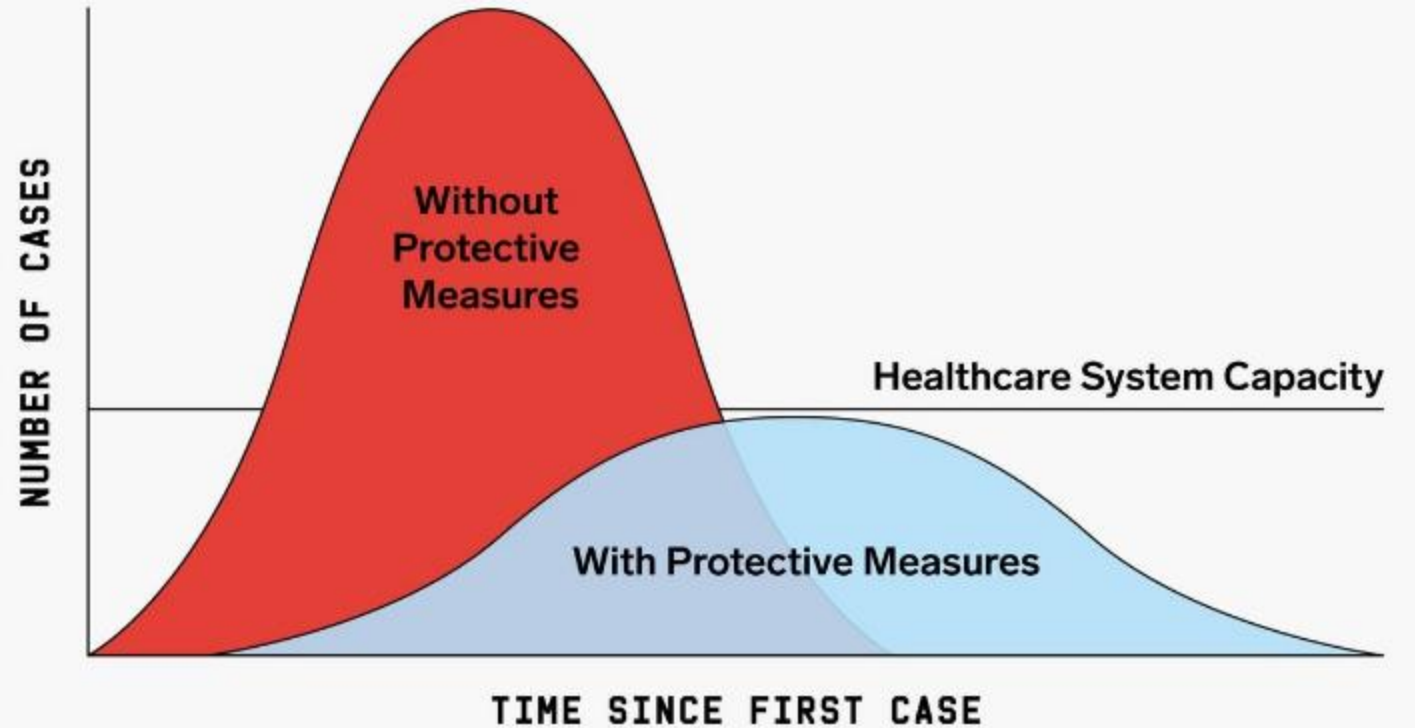
What is the
problem
we're
trying to
solve?

Clearly
explain the
new
behaviour

Explain the
why



What is the problem we're trying to solve?





Clearly
explain
the new
behaviour



HM Government

NHS

Coronavirus

**Wash your hands
with soap and water
more often
for 20 seconds**

Use a tissue to turn off the tap.
Dry hands thoroughly.

CORONAVIRUS

**PROTECT
YOURSELF
& OTHERS**



Palm to palm



The backs of hands



In between the fingers



The back of the fingers



The thumbs



The tips of the fingers



Explain
the
why





You try it.....



What is the
problem
we're
trying to
solve?

Clearly
explain the
new
behaviour

Explain the
why

1. Defining the behaviour change



2. Understanding your audience



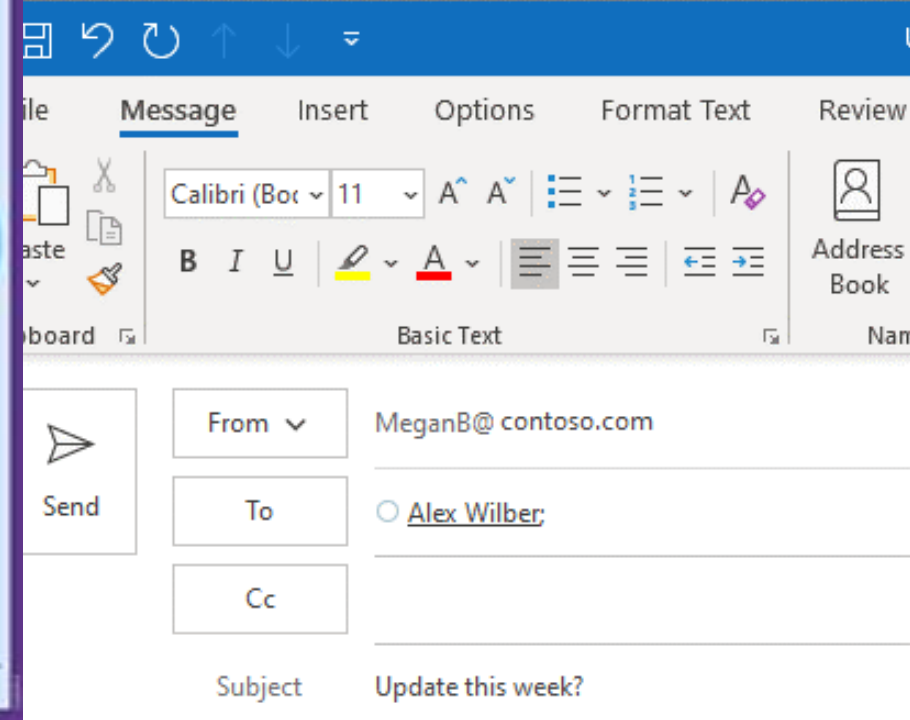
3. Designing your message

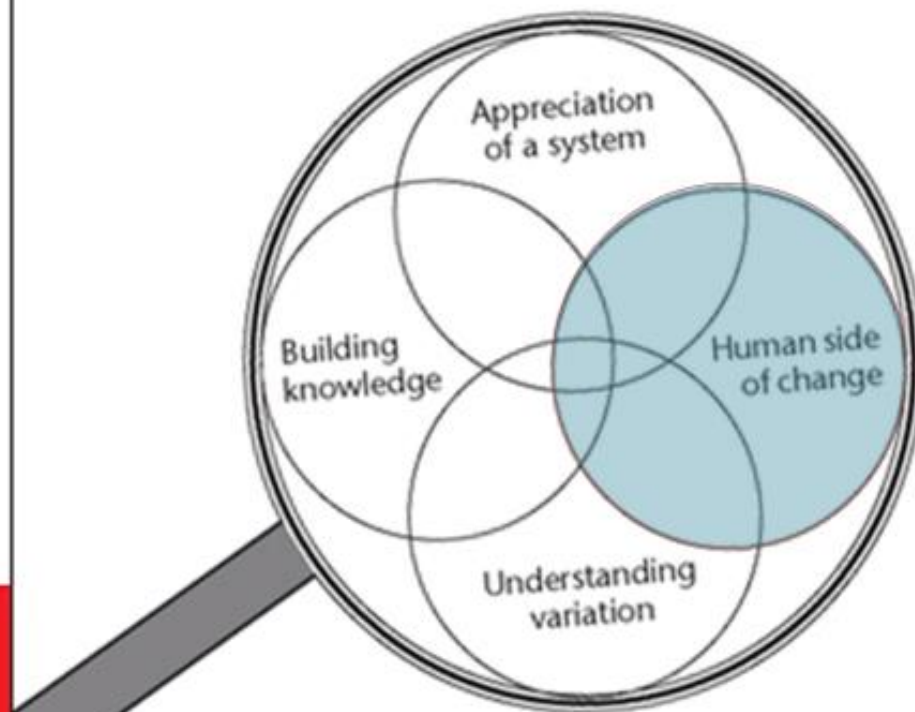
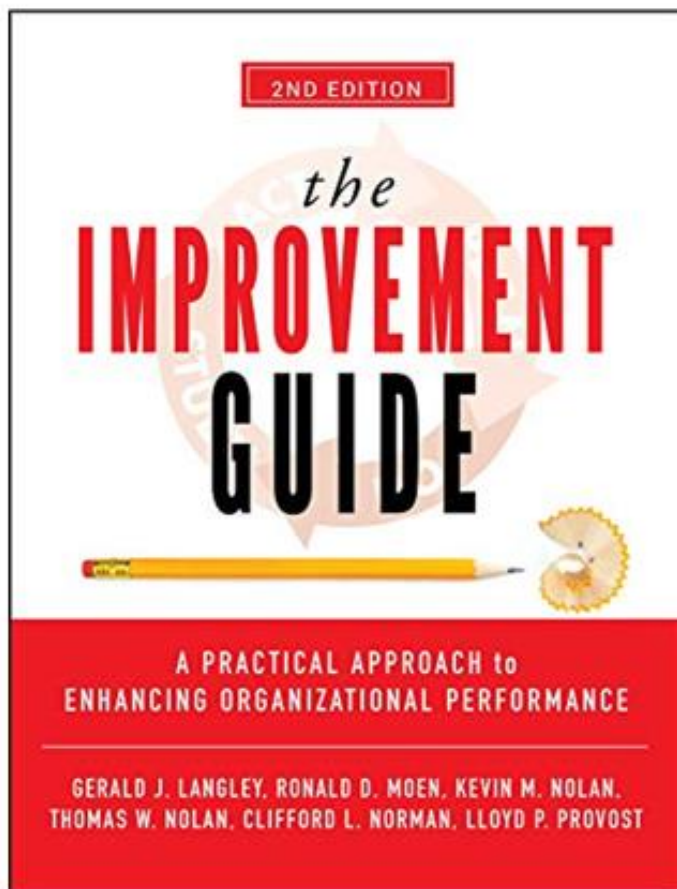


4. Spreading the word

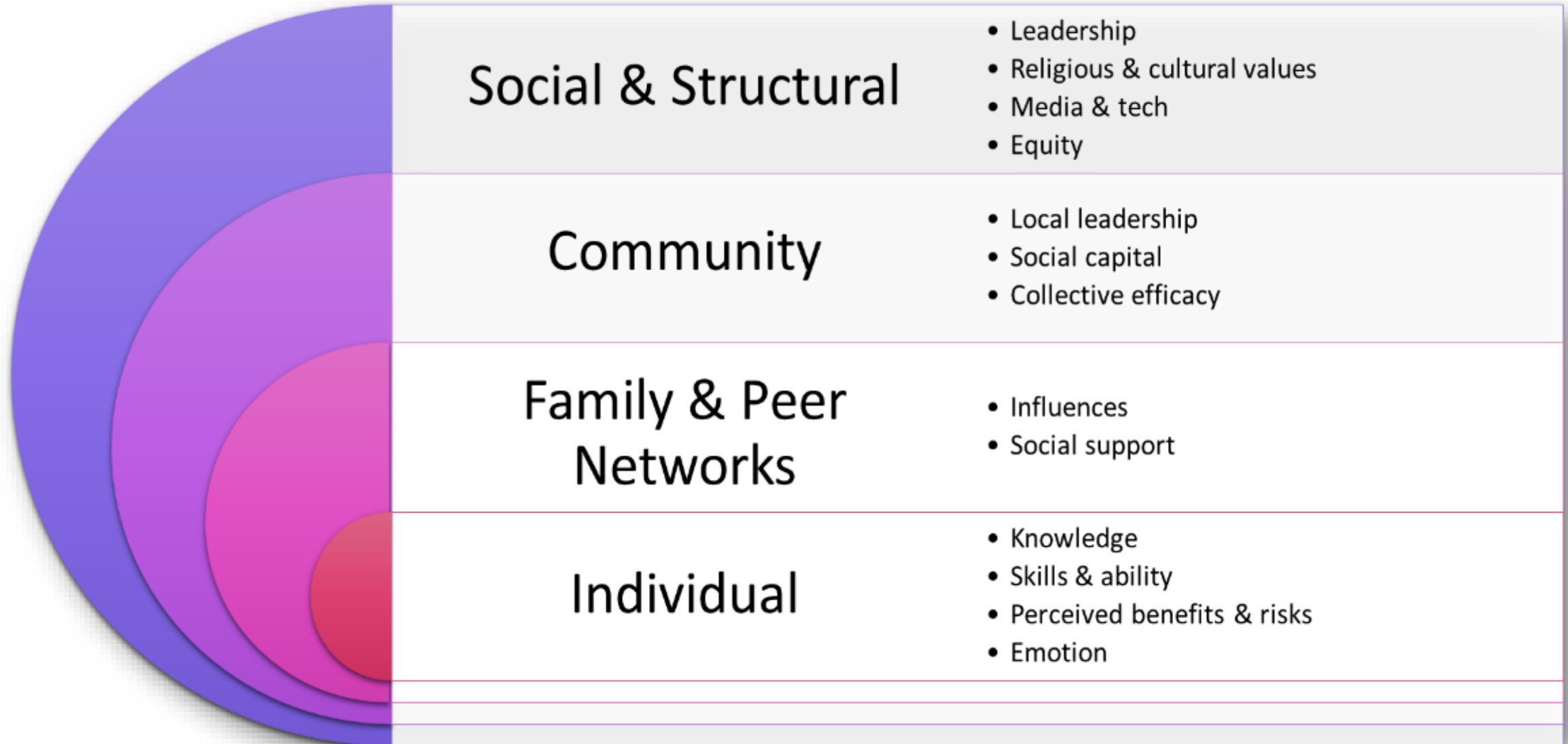
4. Spreading the word







A social approach to spreading your message



A photograph of actor Will Ferrell in a kitchen setting. He is wearing a dark blue polo shirt and has a playful, slightly mischievous expression, looking towards the camera. The background features a tiled wall and a stainless steel sink with a flexible faucet. The lighting is warm and indoor.

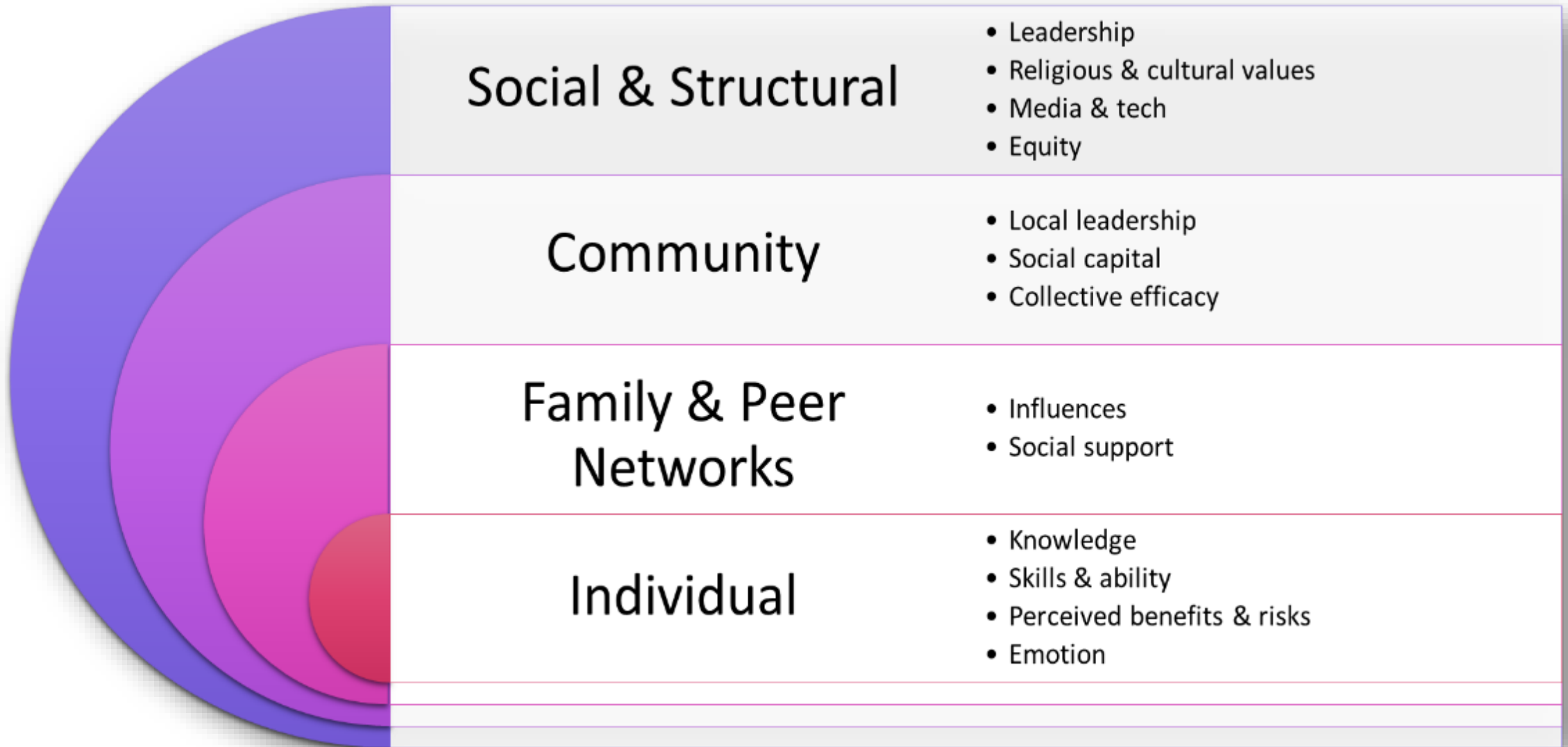
WILL FERRELL

Handwashing with
celebrities

HOMEFEST
JAMES CORDEN'S
Late Late Show
SPECIAL



You try it.....



1. Defining the behaviour change



2. Understanding your audience



3. Designing the message



4. Delivering the message



ANY

QUESTIONS?



That's all Folks!