

B8: Changing the way we work is hard...  
how can we help people to do things  
differently?



International Forum on  
**QUALITY & SAFETY**  
in **HEALTHCARE**  
**COPENHAGEN**



Adapting to a changing world: equity, sustainability  
and wellbeing for all



 @QualityForum #Quality2023

 Institute for  
Healthcare  
Improvement

**BMJ**



International Forum on  
**QUALITY & SAFETY**  
in HEALTHCARE  
**COPENHAGEN**

# **Changing the way we work is hard...**

## **How can we help people to do things differently?**

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Director of Improvement and Partnerships at UCL Partners

Senior Visiting Fellow at The Health Foundation

Deputy Director of Improvement & Strategy at Imperial College Healthcare NHS Trust, England

**Clare Morrison**

Director of Community Engagement

Healthcare Improvement Scotland

**Selina Stephen**

Director for Global Forums, IHI

Director & Founder, Torchbearing Ltd





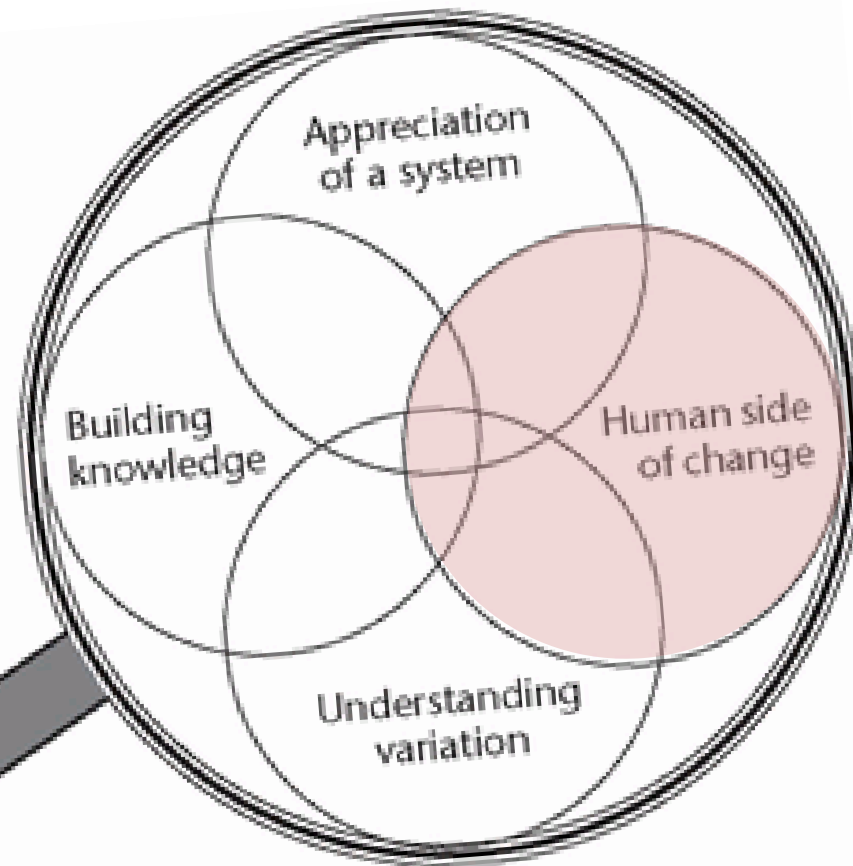
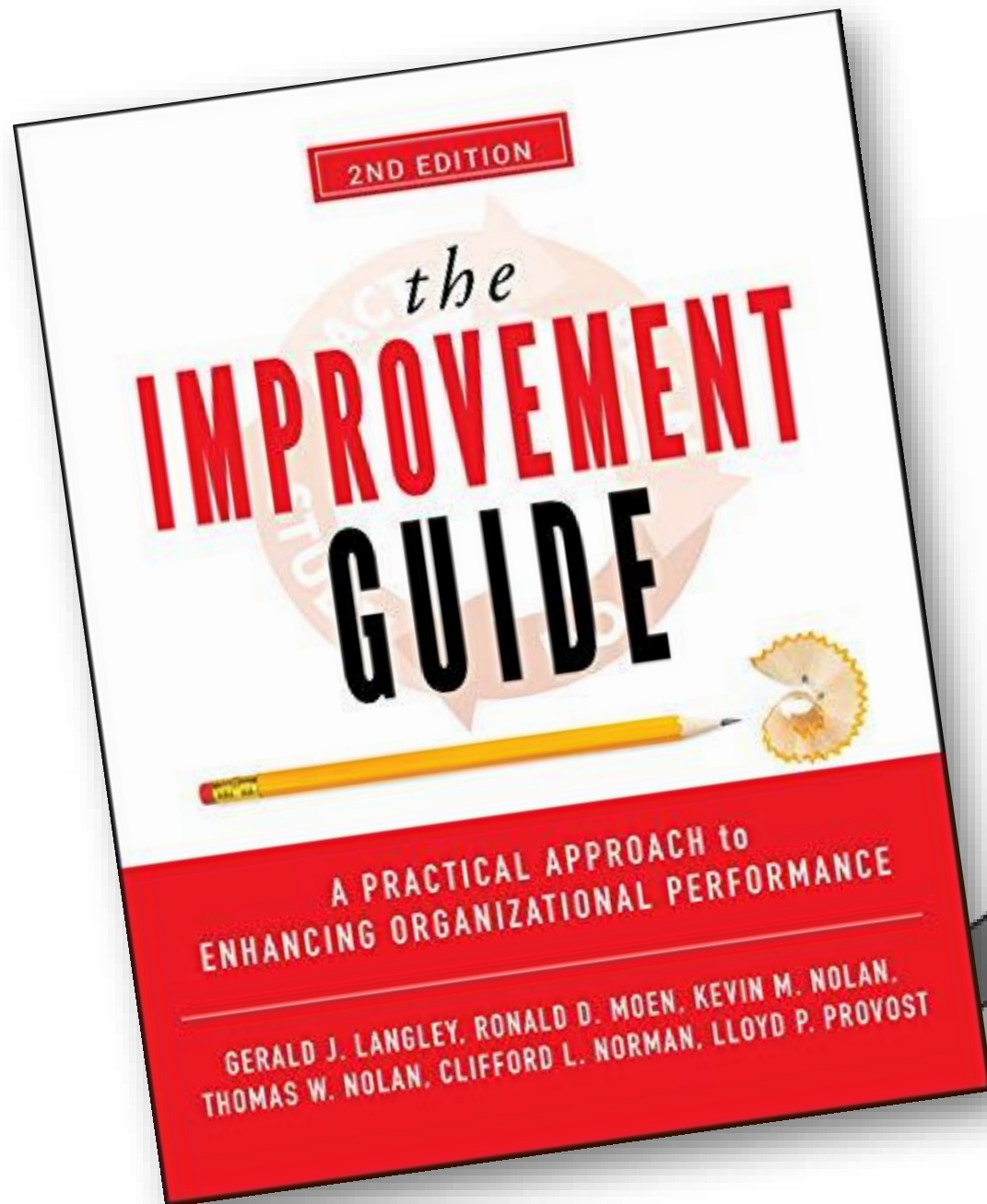




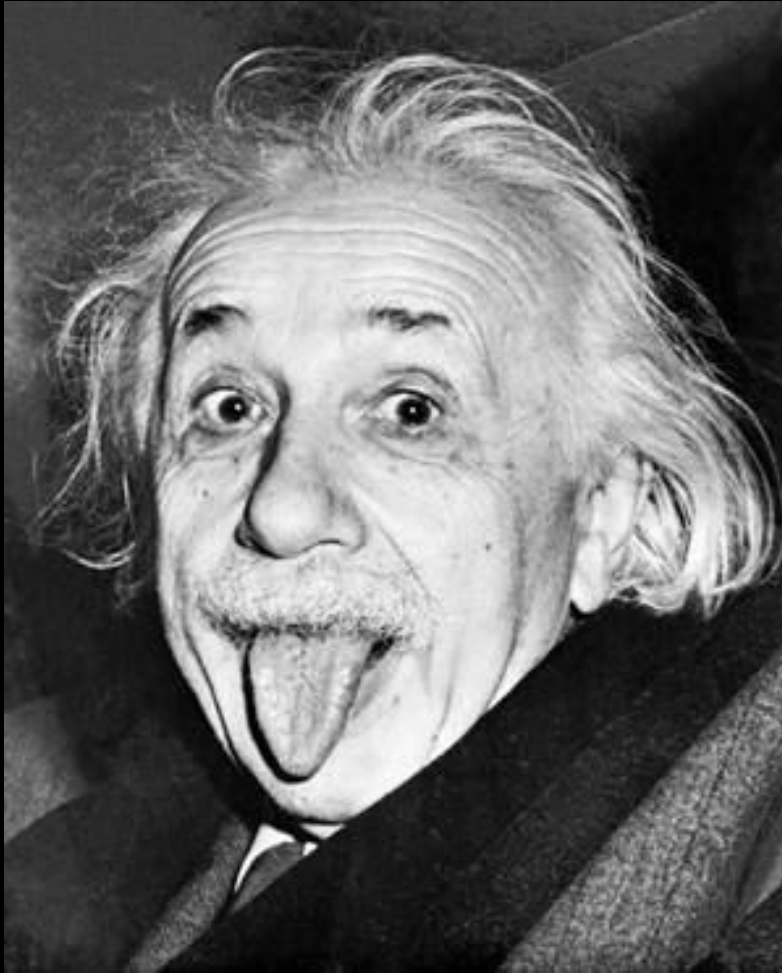












The only thing that  
interferes with my learning  
is my education...

*Albert Einstein*

# Choose Your Adventure: Scenario 1



# Choose Your Adventure: Scenario 2







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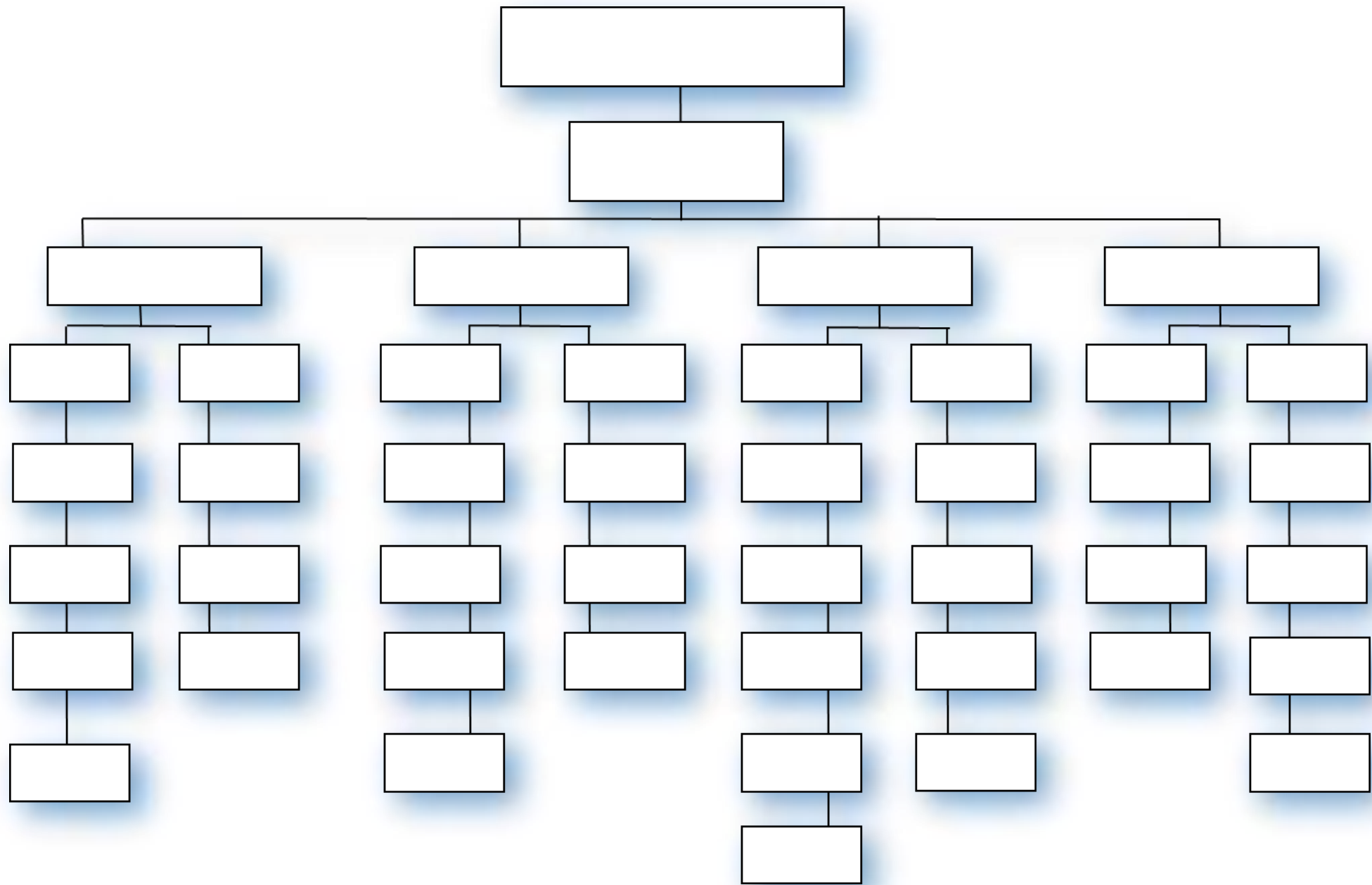
# Rebalancing our focus for change

Dominique Allwood

Director of Population Health & Chief Medical Officer

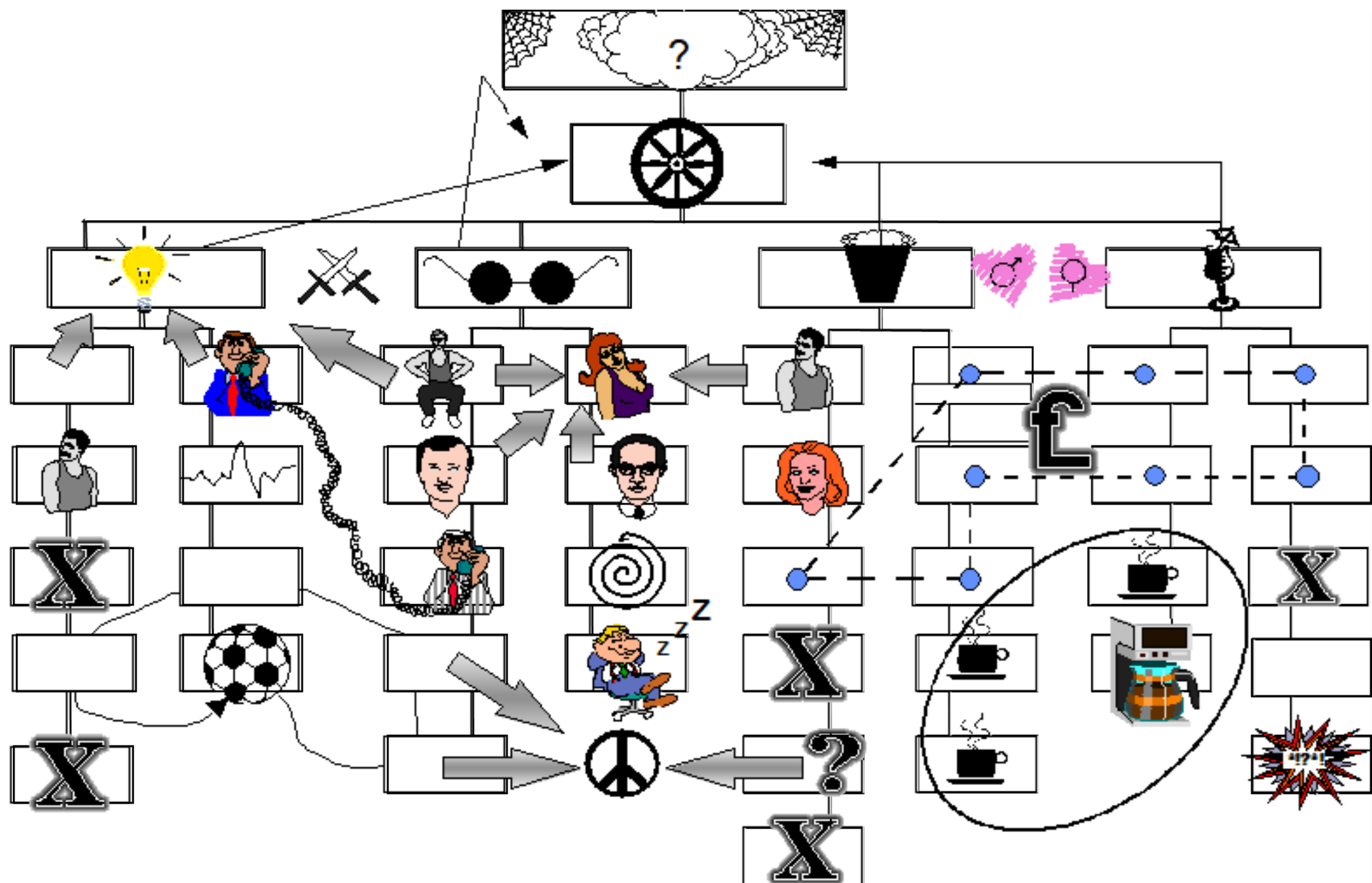
@DrDominiqueAllw





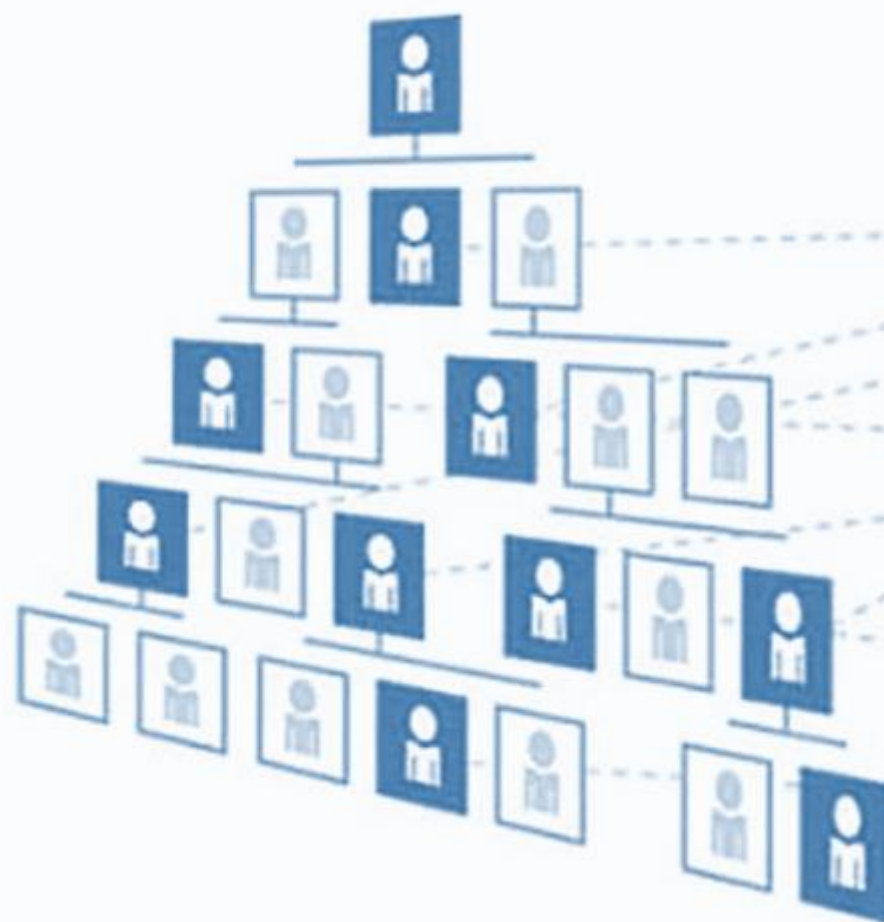




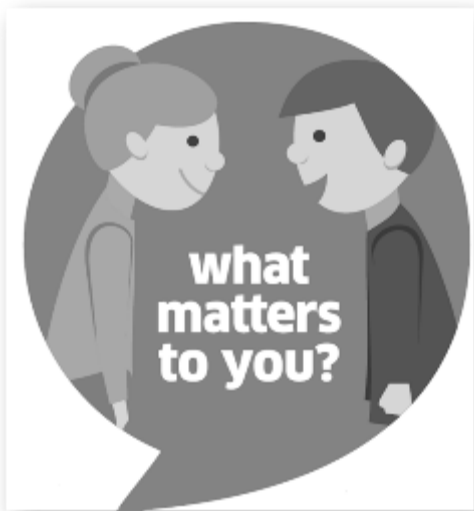












# Choose Your Adventure







Healthcare  
Improvement  
Scotland

Community  
Engagement

# Ensuring people's voices are heard in change

Clare Morrison  
Director of Community Engagement  
Healthcare Improvement Scotland  
[@clareupnorth](#)

**NHS**  
SCOTLAND

# Introduction

## Meaningful engagement matters

It leads to high quality, safe services that are person-centred.

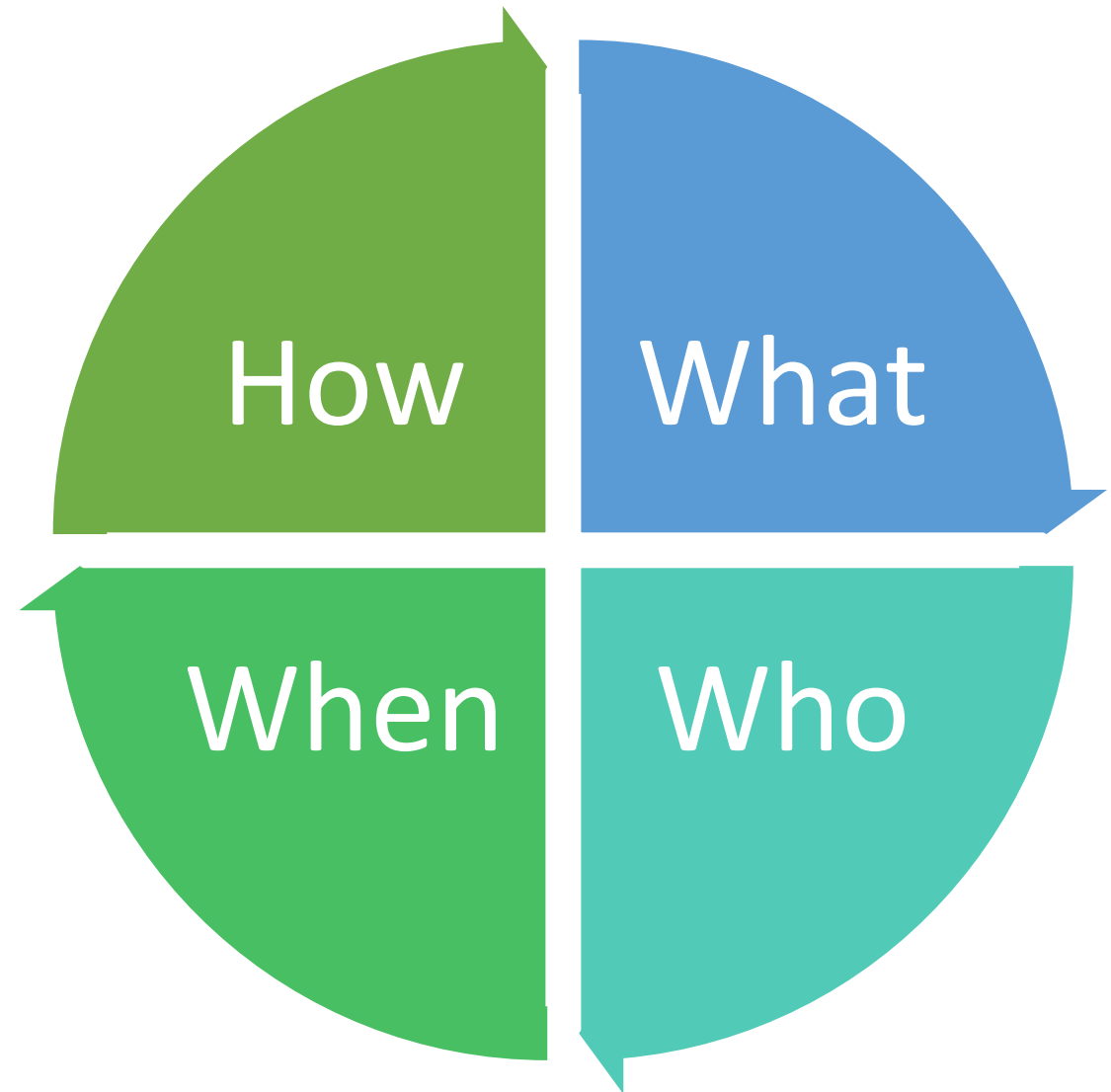
It improves the health and wellbeing of communities.



# Planning effective engagement

## Engagement is:

- ✓ Two-way conversation
- ✓ Honest and respectful
- ✓ Clear purpose





# Step 1 - Define your engagement

- Must have a clear purpose
- Must make a difference
- Be clear about what you want to find out

What



# Good engagement example

What



# Step 2: Who should you engage with?

Who

- Which people?
- How many people?

## Equality Impact Assessment



Age



Care  
exper-  
ience



Disability



Gender  
reassign-  
ment



Marriage  
& civil  
partnership



Pregnancy  
&  
maternity



Race



Religion  
or belief



Sex



Sexual  
orient-  
ation



Socio  
econo-  
mic



Island  
comm-  
unities



# Good engagement example

Who



Gypsy traveller community





## Step 3 – Identify when to engage

When



- One-off or ongoing?
- Different purposes
- Being flexible

# Good engagement example

When

Near Me



# Step 4- How to support engagement?

[www.hisengage.scot/equipping-professionals/participation-toolkit/](http://www.hisengage.scot/equipping-professionals/participation-toolkit/)

How

The Participation Toolkit suggests a range of tools, guidance and resources which can be useful for planning community engagement.

This is not an exhaustive list, but includes some well-known methods which are tried and tested, as well as some more recently-developed techniques.

Not sure where to start? Our [step-by-step guide to engaging](#) asks a series of questions to help you plan your engagement activity.

Use the filter buttons to help you to choose a method that meets your needs.



INFORMING



CONSULTING



INVOLVING



COLLABORATING



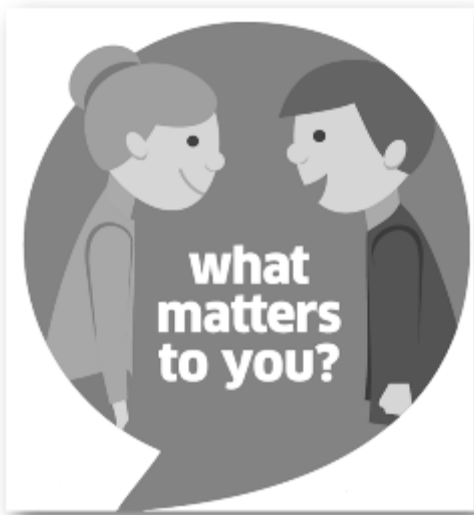
EMPOWERING



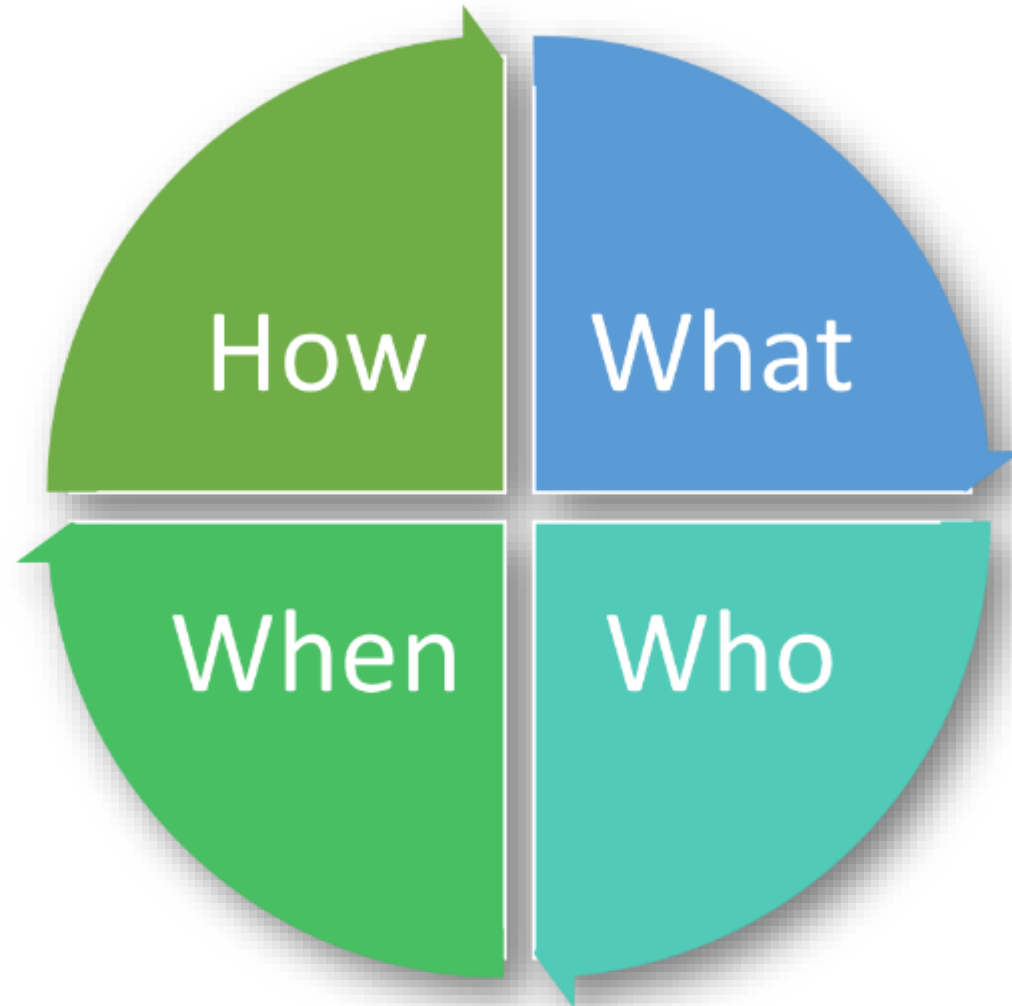
EVALUATING







# Choose Your Adventure







Institute *for*  
Healthcare  
Improvement

**torchbearing**

# Communicating to support behaviour change

**Selina Stephen**

Director for Global Forums, IHI

Director & Founder, Torchbearing Ltd

@TorchbearingLtd

**WHAT DO YOU MEAN WE HAVE TO  
CHANGE???**

**WE'VE ALWAYS DONE IT  
THIS WAY**

[memegenerator.net](http://memegenerator.net)



1. Define the behaviour change



2. Think about your audience



3. Design your message



1. Define the behaviour change



2. Think about your audience



3. Design your message



# 1. Define the behaviour change

**WHO** needs to perform the behaviour?



**WHAT** do they need to do to get the outcome?



**WHERE** do they need to do it?



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



# SIMPLE INSTRUCTIONS ON **HOW TO USE A FACE MASK**



**DO** make sure the mask covers your nose, mouth and chin completely



**USE** a MASK only if you are sneezing or coughing or if you are sick, to avoid infecting others



**USE** a mask where social distancing is practically impossible



**USE** a MEDICAL MASK only when you are caring for a sick person



**REMOVE** the mask by pulling on the string from behind your head and not by touching the surface of the mask



**DISPOSE** a used mask in a covered waste bin immediately after removing it from your face



**WASH** your hands **before** putting on the mask and **after** removing the mask from your face



**If you use** a cloth mask, make sure to wash it separately with soap and disinfectant before using it again



**USE** a NEW mask each time if you are using a disposable mask



**DO** remove and replace your mask when it is damp or wet

*Wearing a face mask CORRECTLY, in addition to good hand hygiene practices and physical distancing can help prevent the spread of #COVID19 to others.*

Africa Centres for Disease Control and Prevention (Africa CDC), African Union Commission,  
Roosevelt Street W21 K19, Addis Ababa, Ethiopia

+251 11 551 7700 | [africacdc@africa-union.org](mailto:africacdc@africa-union.org) | [www.africacdc.org](http://www.africacdc.org) | [africacdc](https://www.facebook.com/africacdc) | [@AfricaCDC](https://twitter.com/AfricaCDC)



1. Define the behaviour change



2. Think about your audience



3. Design your message

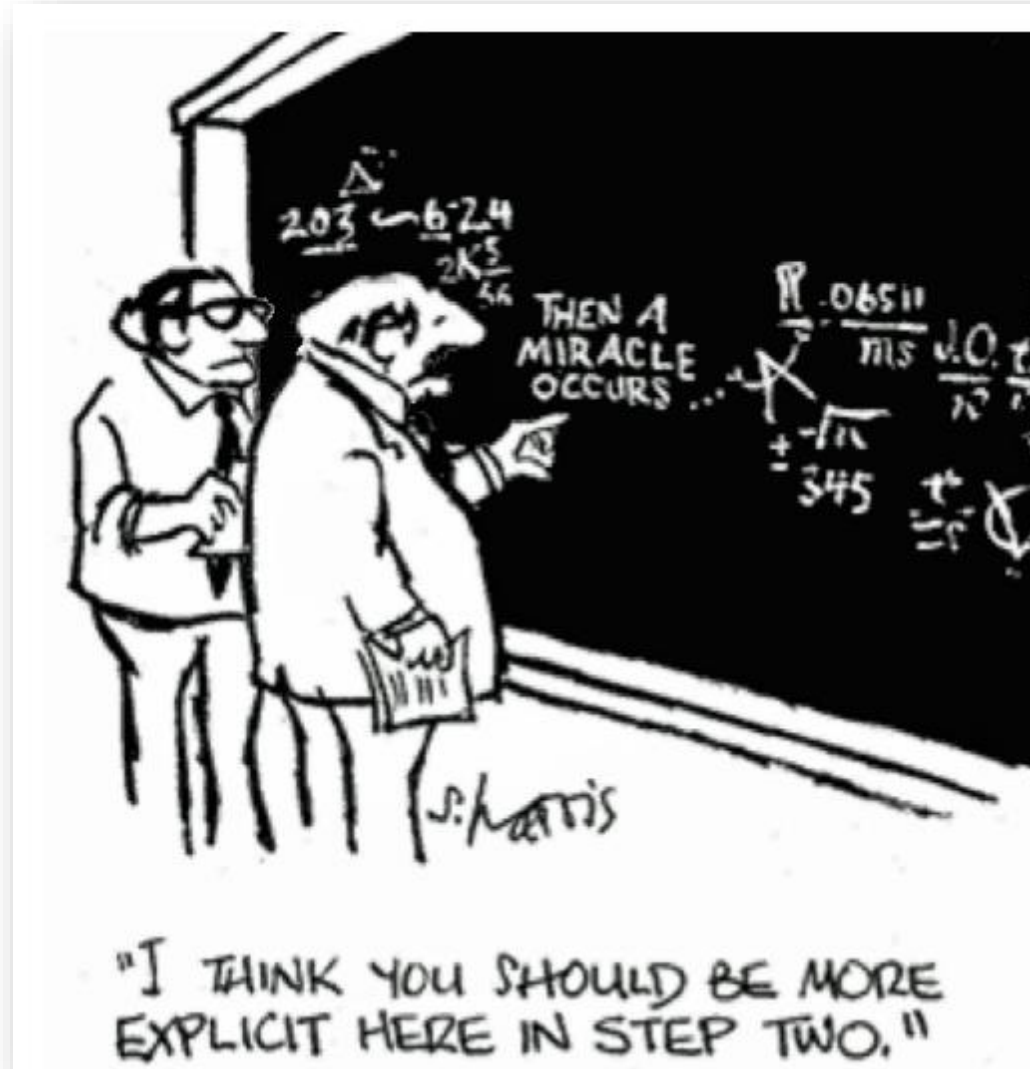


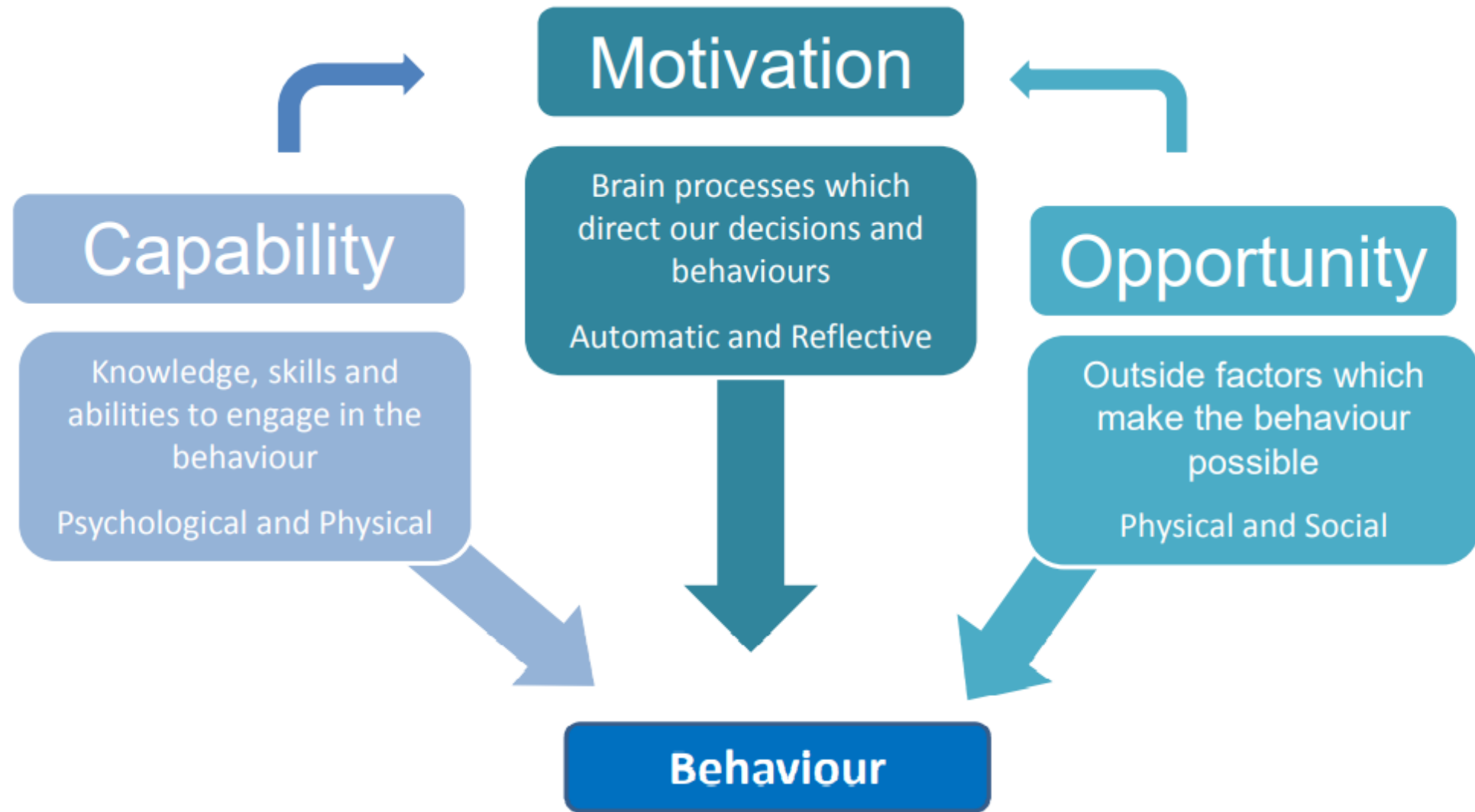
## 2. Think about your audience

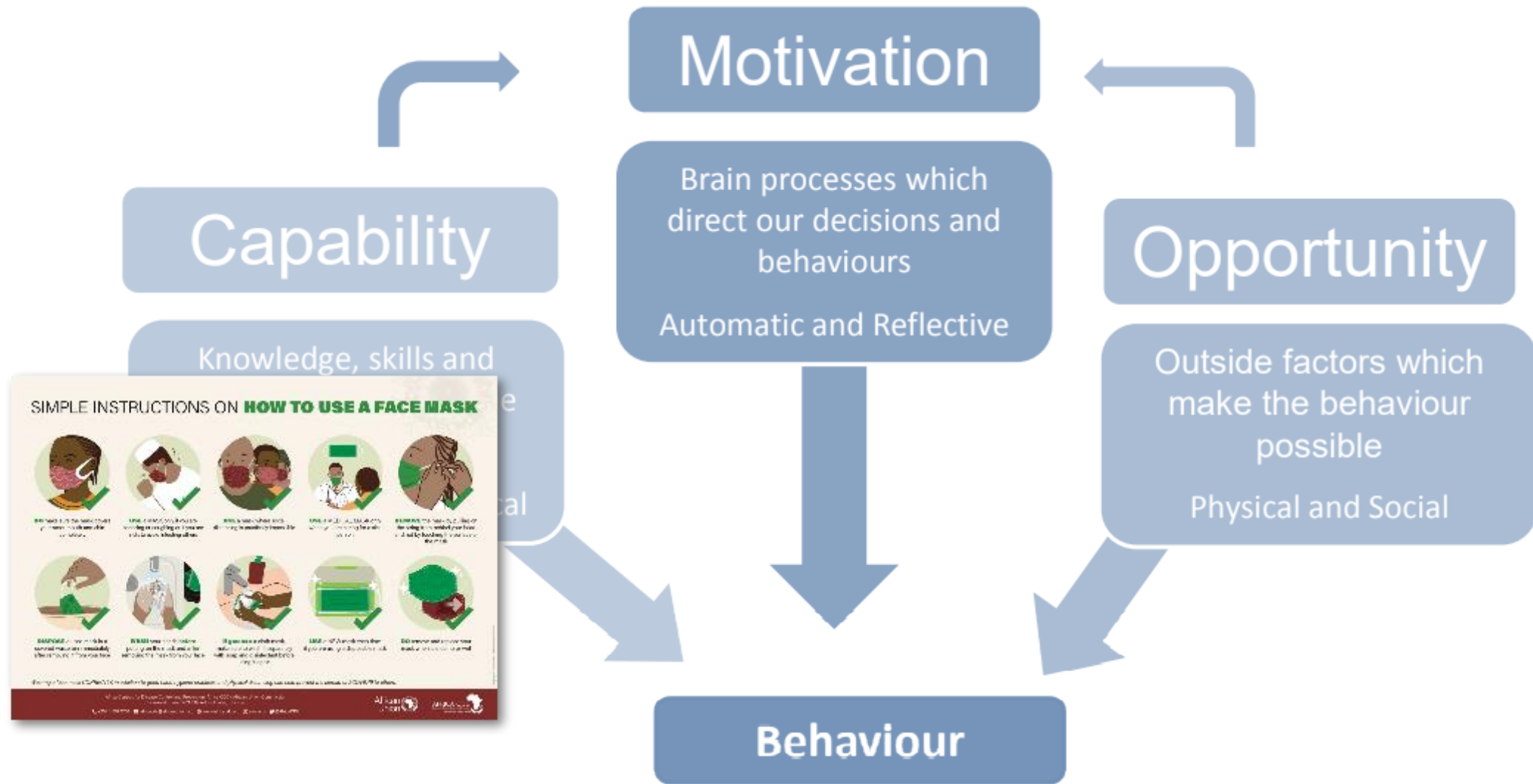


**“All models are wrong, some are useful.....”**

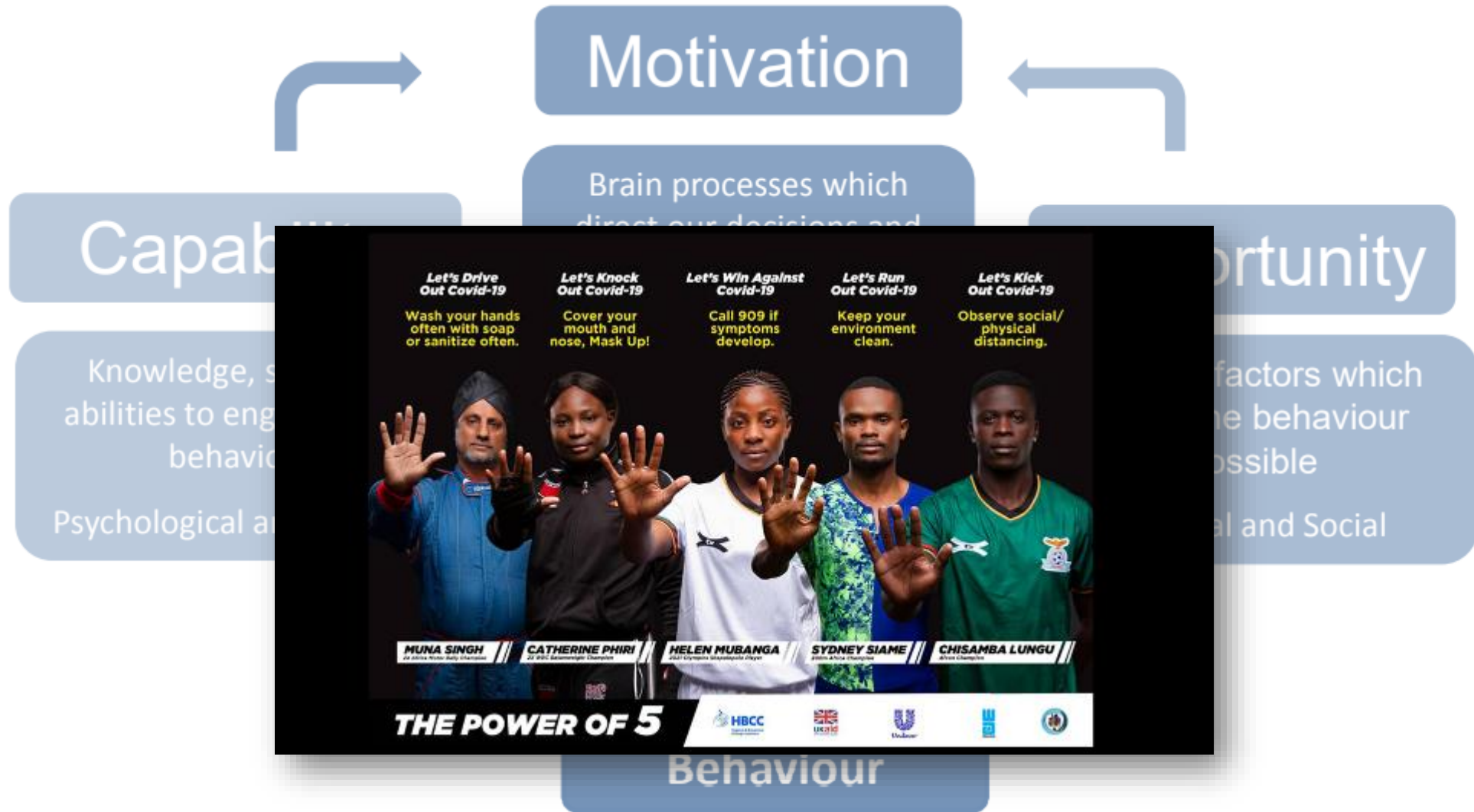
George Box

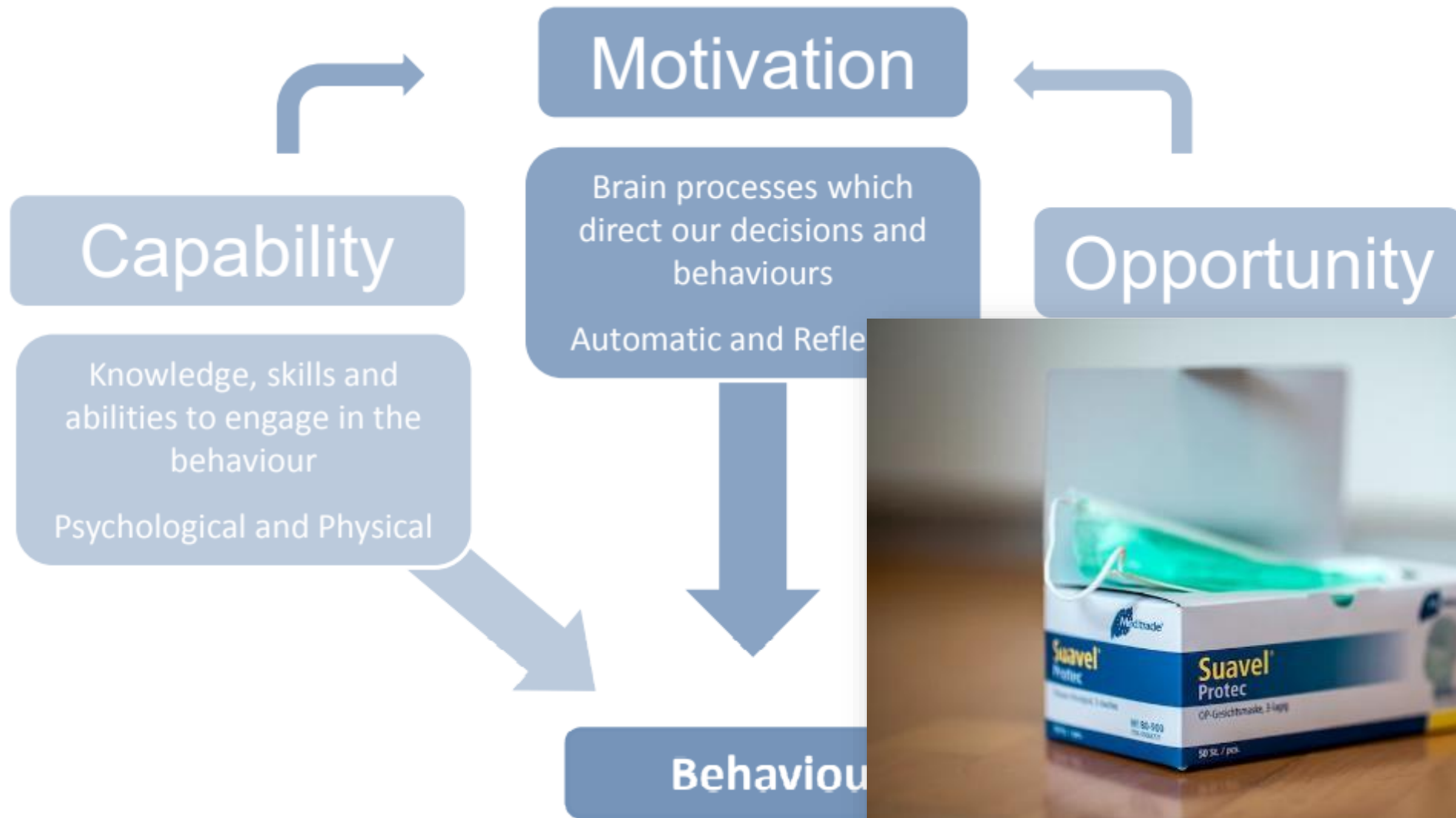












1. Define the behaviour change



2. Think about your audience



3. Design your message



### 3. Design your message







What is the  
problem  
we're  
trying to  
solve?

Clearly  
explain the  
new  
behaviour

Explain why  
the  
behaviour  
will help



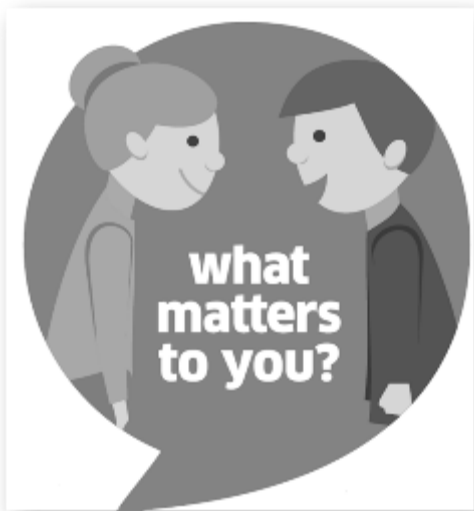
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Clearly explain the new behaviour



Explain why the behaviour will help



# Choose Your Adventure



1. Define the behaviour change



2. Think about your audience

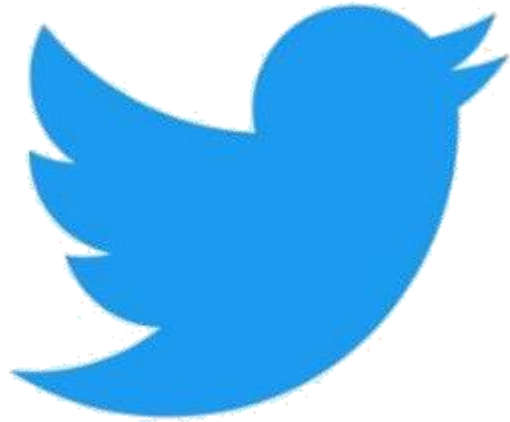


3. Design your message



**What will you do  
by next Tuesday?**





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@clareupnorth

**Selina Stephen**  
@TorchbearingLtd