



## Health

Hunter New England  
Local Health District

# Enhancing evidence-based strategies to maximise clinical practice change: The art of support and encouragement.

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THE UNIVERSITY OF  
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Assessment, Brief Advice, Offer of Referral for 6 health risk behaviours:

Smoking

Nutrition (fruit & veg consumption)

Alcohol misuse

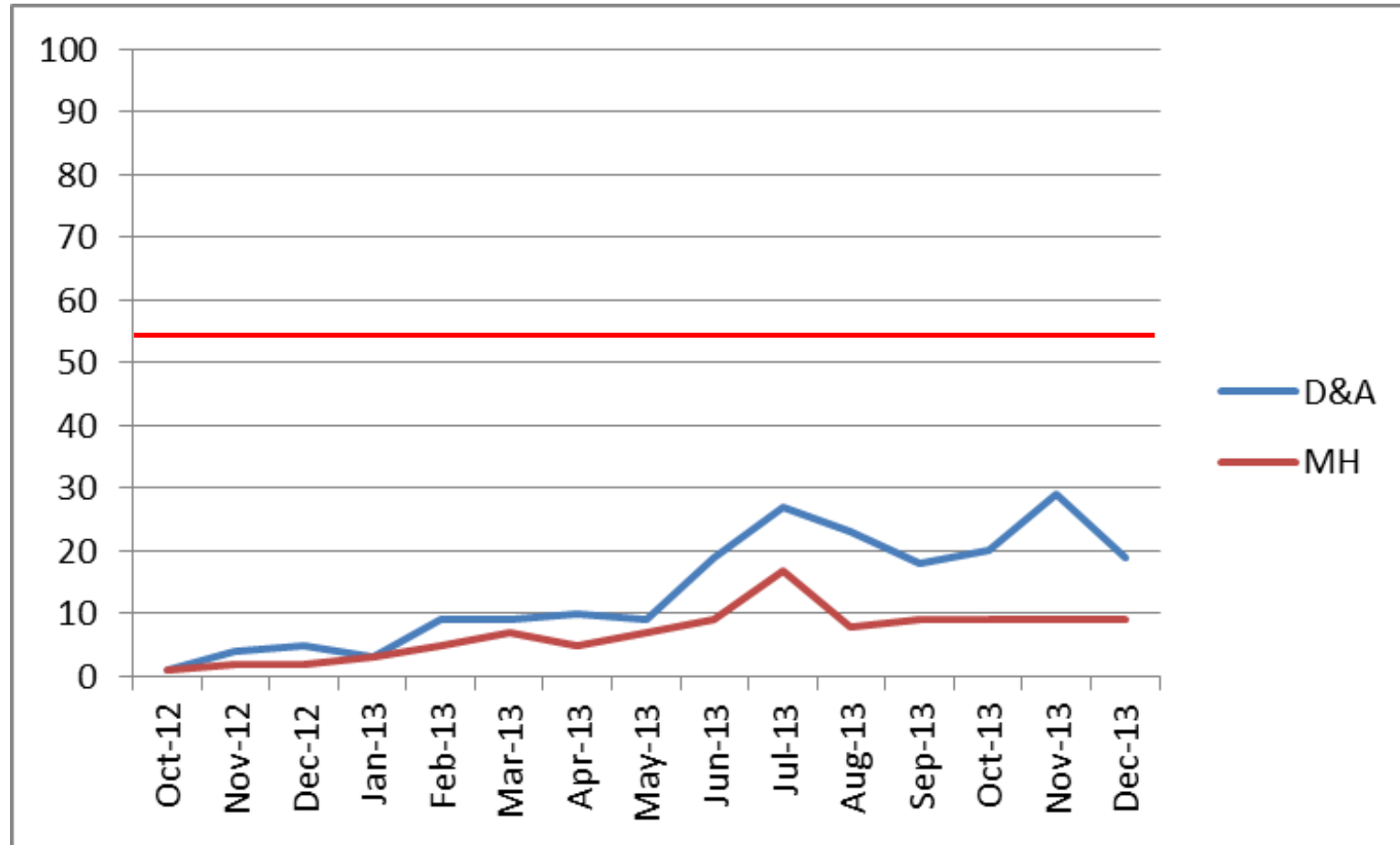
Physical Activity (not enough)

Immunisation

Falls Injury Prevention

Across the district, about 10,000 clients/month

# Assessment of clients for risk factors



# Clinical practice change strategies effectiveness



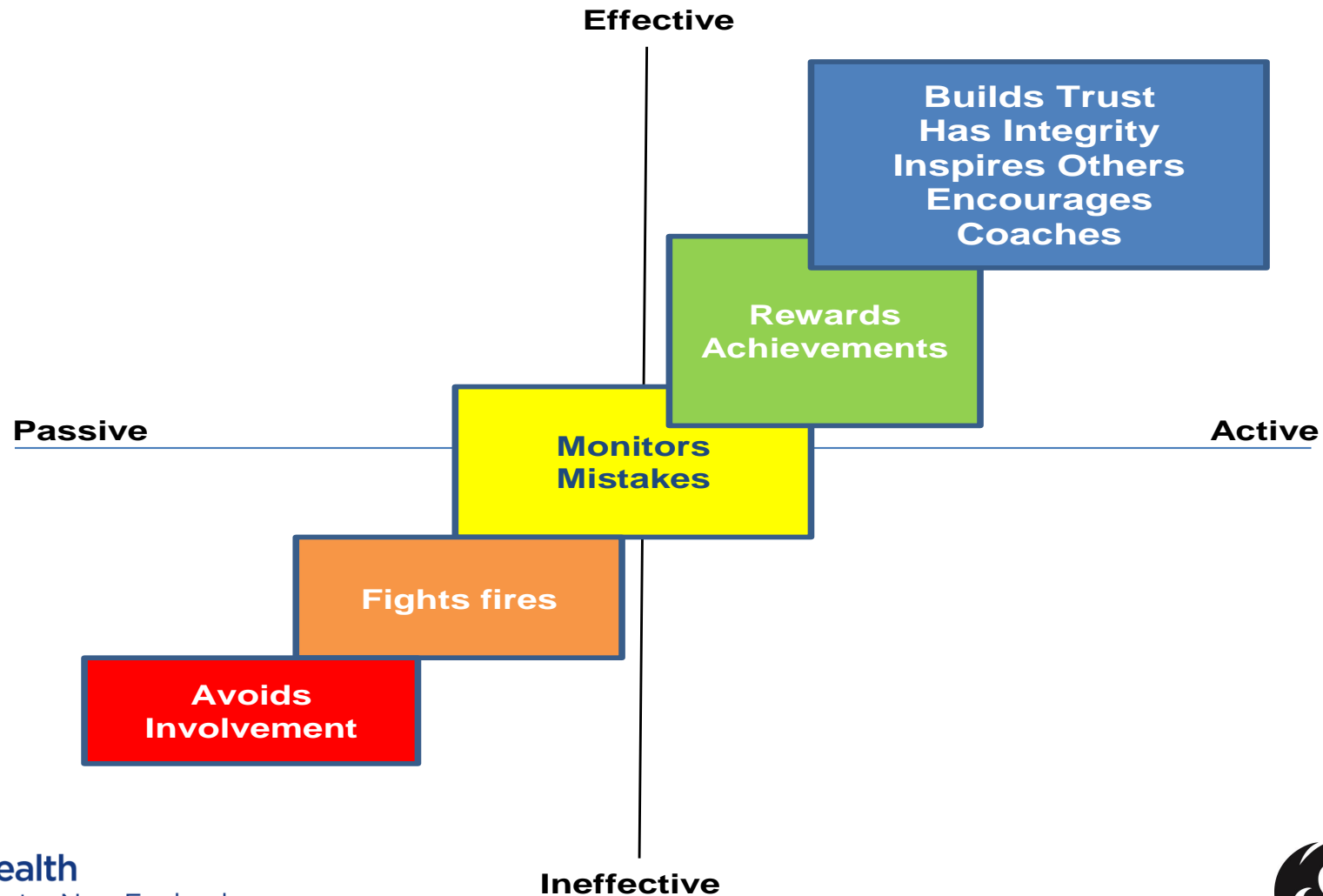
Strategies	Increase in desired behaviour* %
Local opinion leaders	10 - 18
Audit and feedback	5 – 16
Reminders	14
Clinical decision support systems	14
Training/education	7 – 14
Development/dissemination of clinical practice guidelines	8
Dissemination of educational materials	4 – 8

# Clinical practice change strategies effectiveness

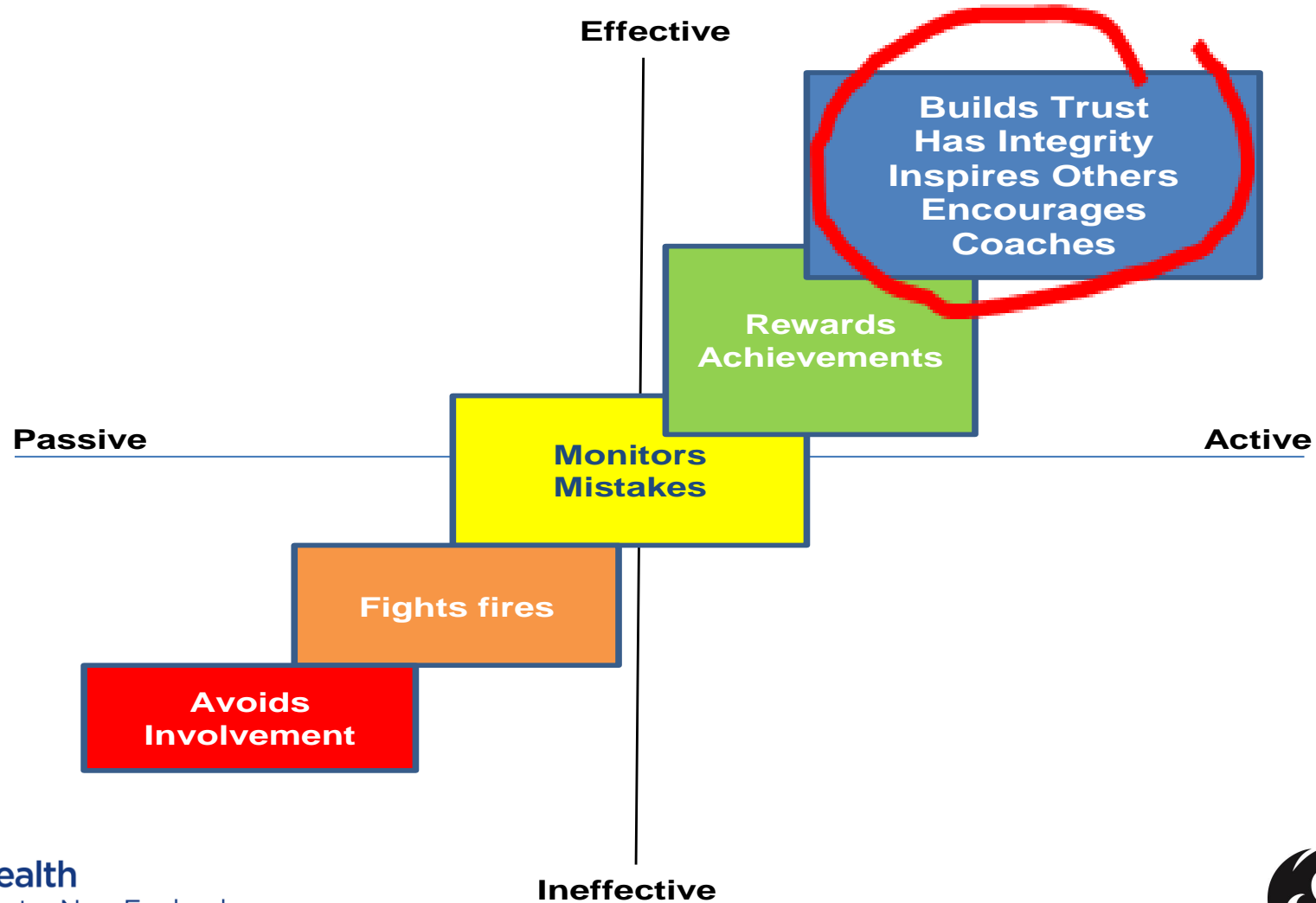


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# Leadership (Bass & Avolio, 1997)



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## 4 cognitive/behavioural objectives:

- **Awareness** of the guidelines, and benefit of the required practice change;
- **Agreement** with the need for practice change;
- **Adoption** of the recommended behaviour change;
- ongoing **Adherence** to the practice change elements



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# We need leaders, who agreed with the change



**Builds Trust  
Has Integrity  
Inspires Others  
Encourages  
Coaches**



**Agreement,  
with action  
to adopt**





## Older Persons Community Mental Health Units

1 manager with 30 staff across 3 services  
servicing approximately 150 clients/month

## Newcastle Pharmacotherapy Service (D&A)

1 manager with 13 staff  
servicing approximately 500 clients/month

# Intervention – Support Officer Role

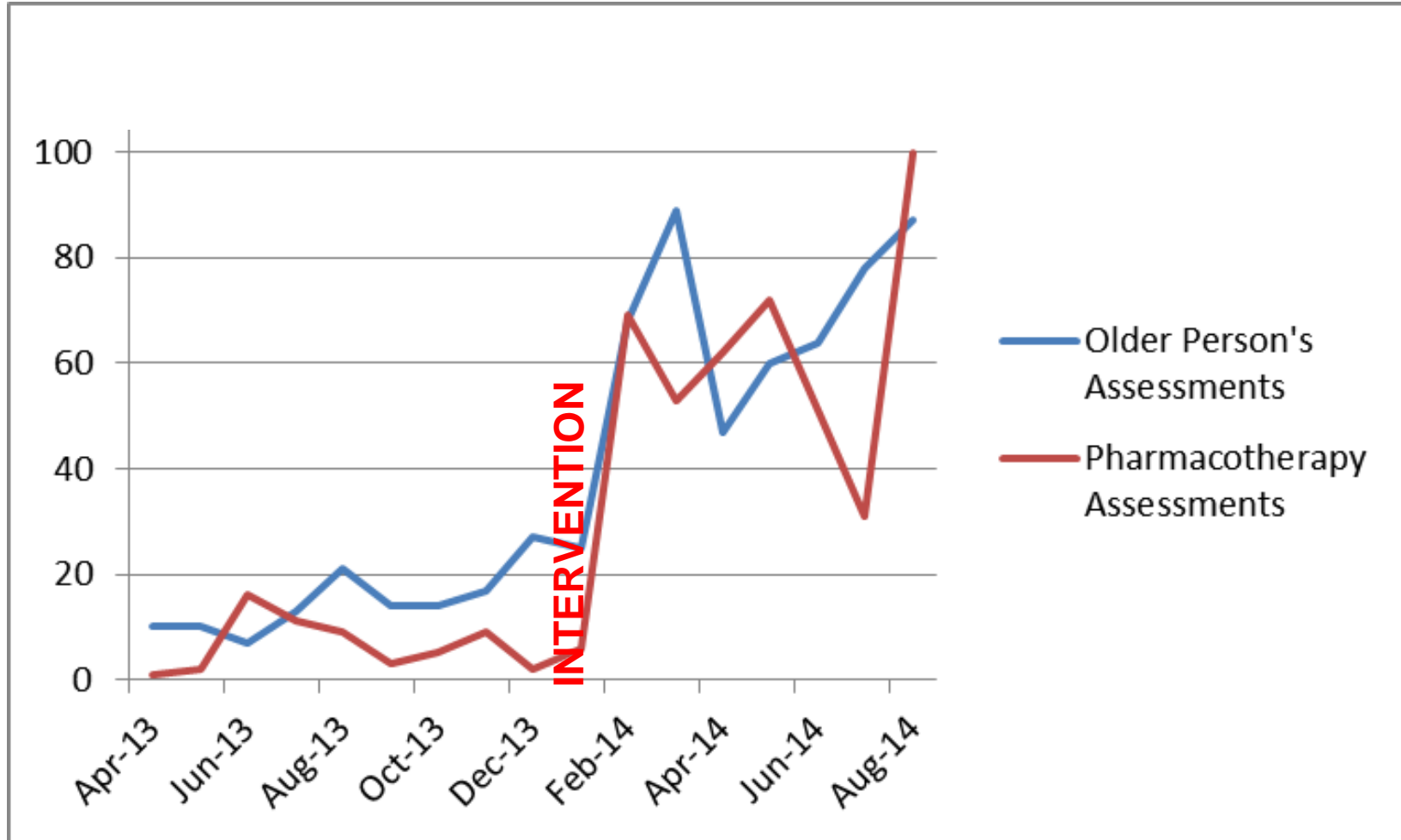


Building on existing trusting relationships, encourage and coach managers to agree with the clinical practice change, and lead the change

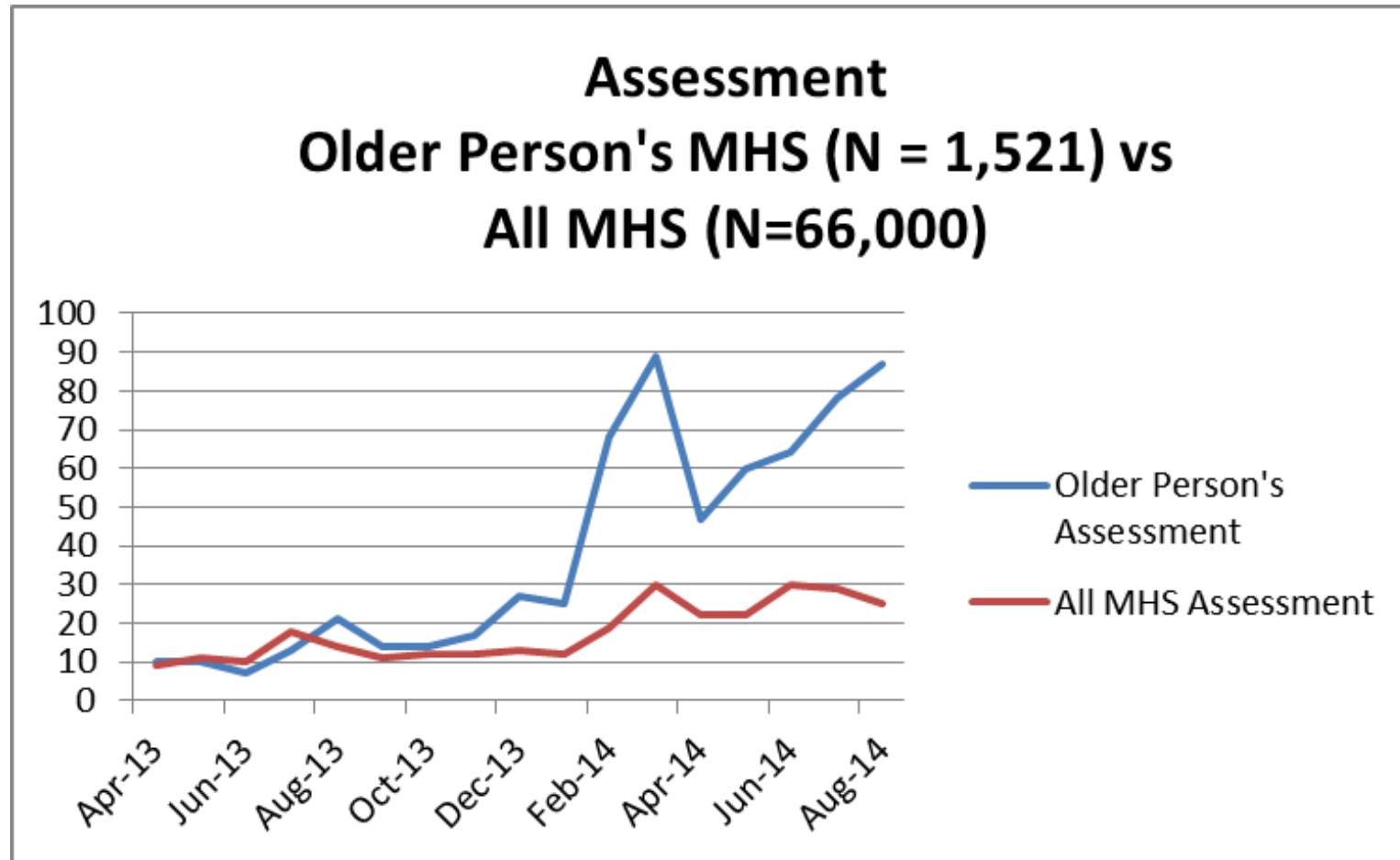
- Express empathy
- Develop dissonance
- Roll with resistance
- Support self-efficacy
- + Audit and feedback enhanced

*in one month*

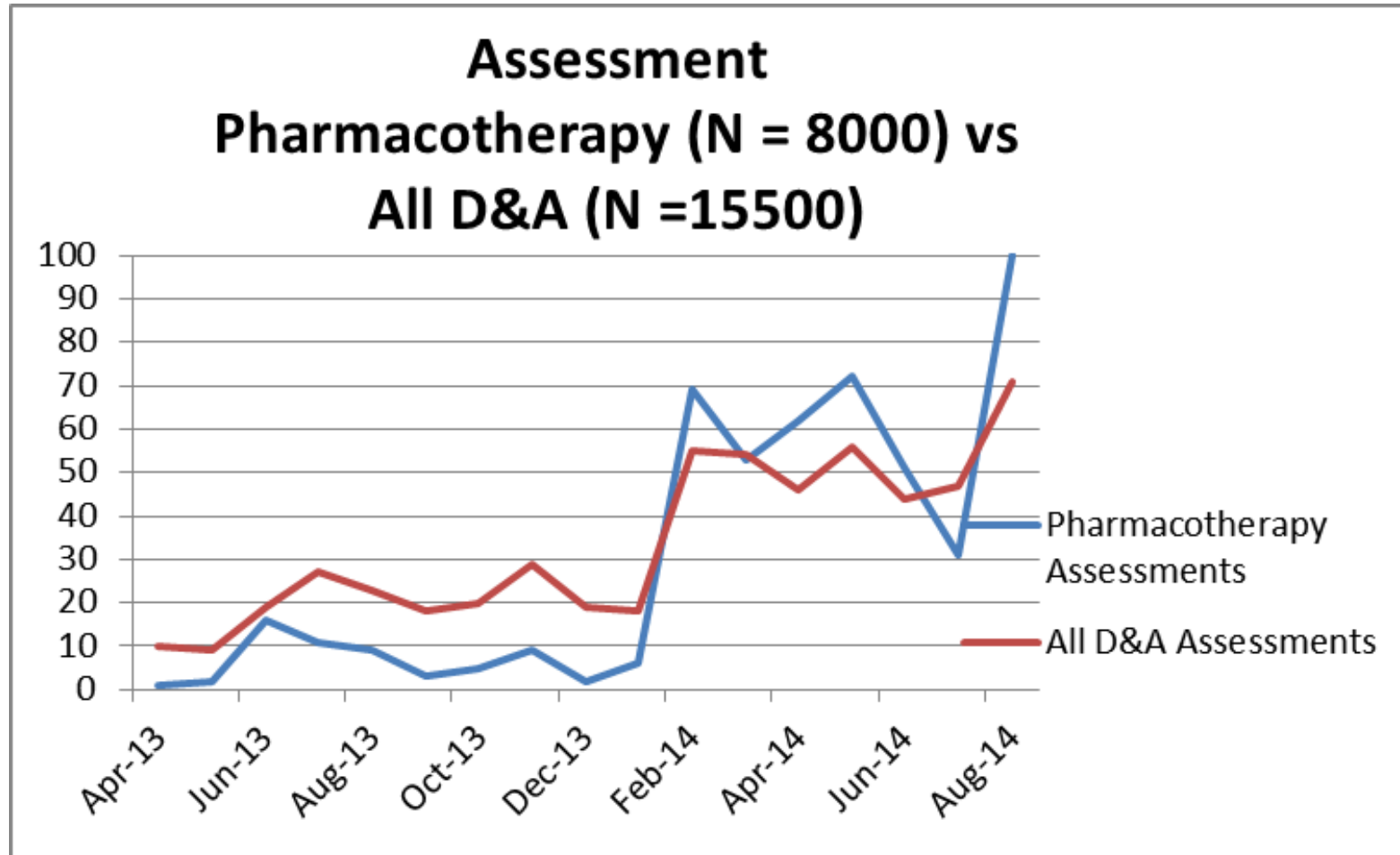
# Results



# The tyranny of scale – Mental Health Services



# The tyranny of scale – D&A Services





# Summary



- Went from an intervention focusing on clinical practice change with clinicians... moderate success....
- Boosted with an intervention strategy focusing on supporting & encouraging service managers...improved results...
- When director of services disseminates the intervention strategy across all services... greater diffused success