



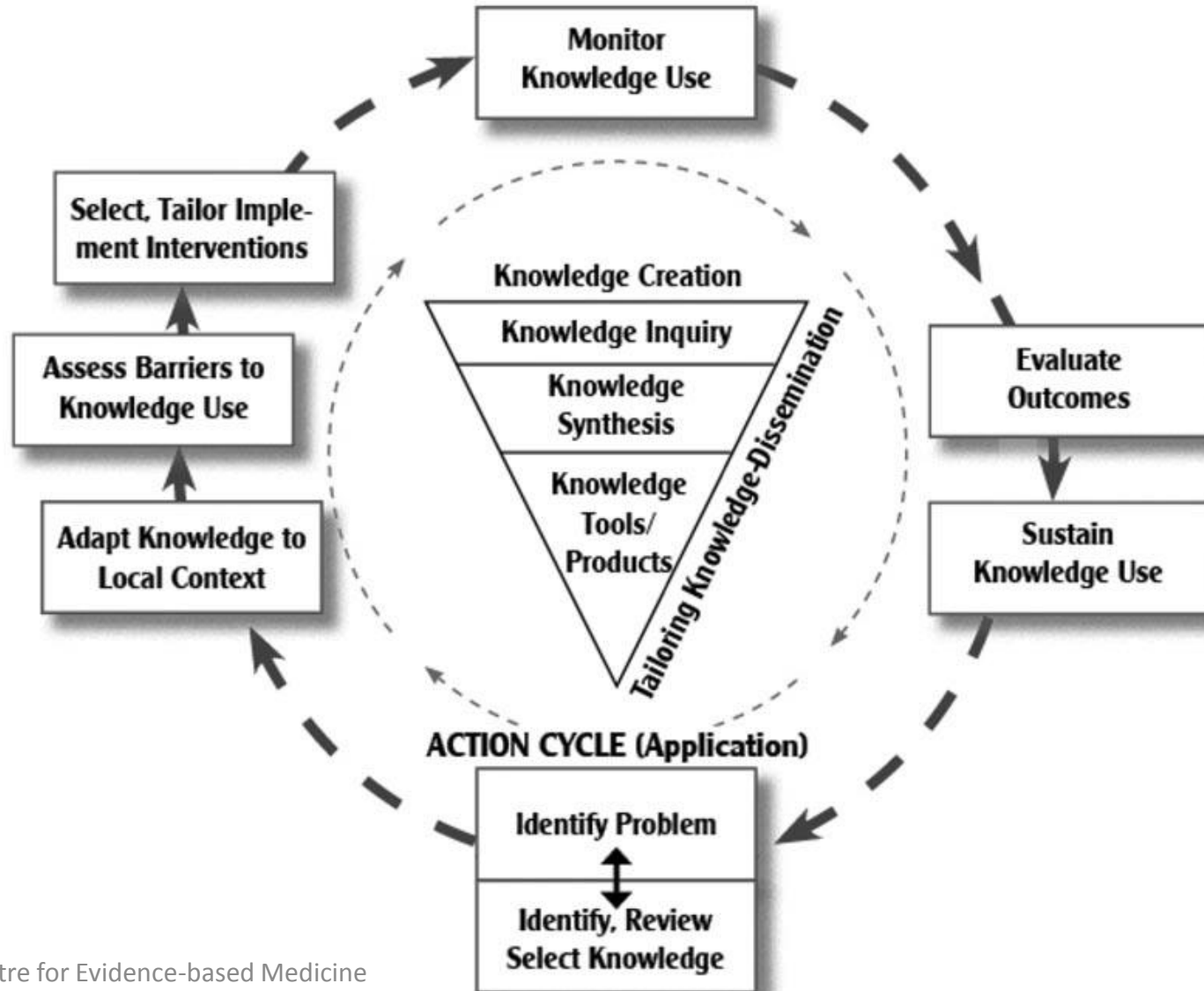
# Selecting and Tailoring Interventions

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# The Knowledge to Action Cycle



# Key challenges

- Knowledge > research evidence
- Clarity of needs of all possible end users
- What process and evidence to identify barriers?
- ***What is the intervention, which parts can be tailored?***
- Will people change their behaviour?
- How will the environment maintain the change?

# Define GAP - between knowledge & action



Describe what should be happening

- *research evidence*
- *clinical experience*
- *patient experience*

1. Describe, measure what is happening
2. Tailor evidence-based intervention for local context

# Major evaluation of NHS change

- “modernisation” of 4 London healthcare organisations; stroke, kidney, sexual health care
- Common mechanisms of change – different application because of
    - organisational structure, culture of services
    - clinical conditions
    - time scales
    - patient characteristics
    - patient and staff aspirations

Greenhalgh T. The Millbank Quarterly, 2009; 87(2); 391-416

# Challenges to finding, using evidence

- Difficulties collecting and interpreting key data
- Lack of agreed suitable metrics
- Limited timely and systematic reporting
  - Unclear about local needs, services
  - Disputed experience of staff, service users
  - Limited ability to make comparisons with other similar systems

# Complexity of local context

Impossible to identify all

- Needs, expectations of end users
- local barriers to implementation

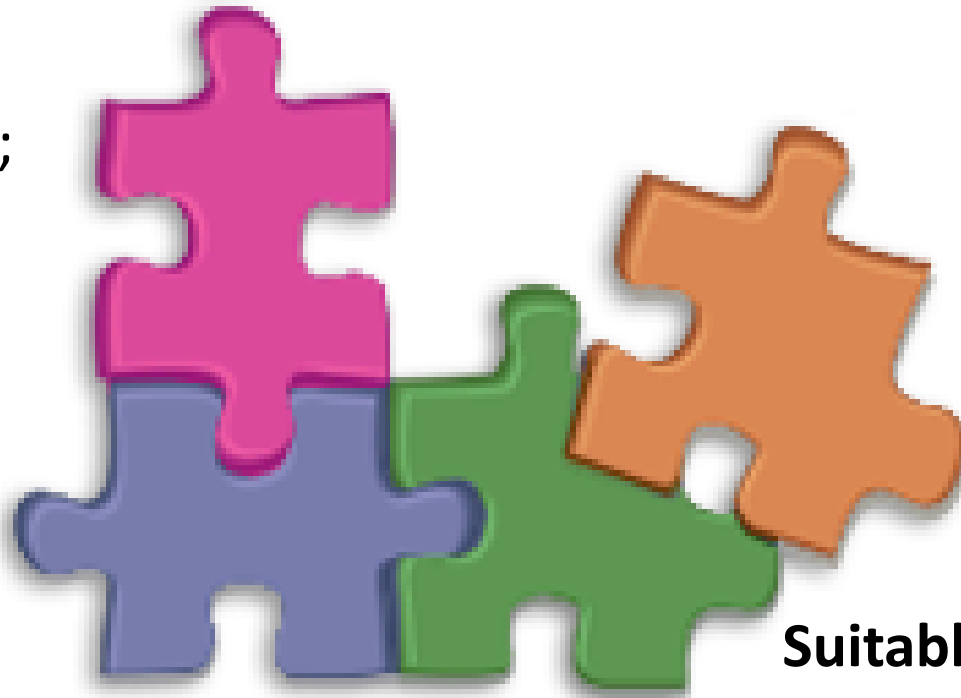
**...depends on specific stakeholder perspective**

Need process of engagement, consensus building;

- understand individuals and the context
- identify priorities
- source initial, potential quick wins

# Select and tailor appropriate interventions for local context

**Local context;**  
barriers  
facilitators  
stakeholders  
patterns



**Suitable interventions;**  
clinical practice  
service improvement  
knowledge sharing



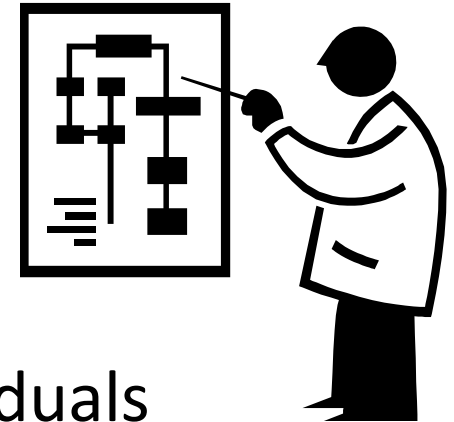
# Implementing evidence-based practice

- use key stakeholders to
  - understand key contextual factors
  - measure current practice
  - plan implementation
- identify specific evidence-based intervention
  - need to tailor or adapt to the local context using
    - critical appraisal
    - organisational analysis

# Clarify the clinical intervention

For interventions that we know are effective

- what are the component parts?
- how do they work together?



Required before clinicians tailor to individuals

***challenged by reporting and research design***

# What is (the evidence for) tailoring?

## PLAIN LANGUAGE SUMMARY

### Are strategies tailored to overcome barriers to changing health care professional behaviour effective?

Some strategies to change the practice or behaviour of health care professionals are successful in improving health care while others are not. One explanation may be that there are different barriers to change in different settings and at different times. **Change may be more likely if the strategies are specifically chosen to address the identified barriers.** Barriers could be related to the individual (e.g. uncertainty about the risks of a procedure); related to social issues (e.g. peer pressure to perform a certain way); **or related to the organisation** (e.g. no access to equipment). And to successfully change behaviour, **barriers should be identified and a strategy developed to overcome those barriers.** In other words, it is thought that strategies tailored to overcome barriers should be more effective to change behaviour than non-tailored strategies or no strategy at all.

Fifteen studies evaluated tailored strategies for behaviour change in health care professionals. The results were mixed. It is therefore, unclear whether tailored strategies are more effective than non-tailored strategies or no strategy. Due to a small number of studies, it is also not possible to determine whether strategies tailored to overcome organisational barriers are more effective than those that were not. It is also not clear whether all barriers or important barriers were identified and addressed by the strategies. **More research about how to identify and overcome barriers is needed.**

**Citation:** Baker R, Camosso-Stefinovic J, Gillies C, Shaw EJ, Cheater F, Flottorp S, Robertson N. Tailored interventions to overcome identified barriers to change: effects on professional practice and health care outcomes. *Cochrane Database of Systematic Reviews* 2010, Issue 3. Art. No.: CD005470. DOI: 10.1002/14651858.CD005470.pub2.

# Tailoring Interventions

- consider knowledge, skills, attitudes to participate
- evaluate opportunities available
- consider individual motivation, decision making
- tailor the intervention to address identified barriers and facilitators

# Tailored intervention

- Aim to increase adoption of national recommendation
  - refer for mild post natal depression

**Table 1 Summary of intervention components and estimated numbers receiving**

| Intervention component | Numbers estimated as receiving intervention component  |
|------------------------|--|
| Educational materials  | Electronic and hard copies sent to all general practitioners (N = 495) and nurse practitioners (N = 16)  |
| Educational event      | Total attendance: N = 110 (General practitioners: N = 44; Nurse practitioners: N = 0, 'Other staff not explicitly targeted but welcome to attend': N = 66) |
| Reminder system        | Accessible to all GPs (N = 495) and nurse practitioners (N = 16)   |

Hanbury *et al.* *Implementation Science* 2013, **8**:130

# Key factors

Highlighted through questionnaire and interviews

- awareness, familiarity with national recommendations
- awareness of range, availability, local expertise of psychological treatments
- skills to manage patient expectations

# 3 summary questions

Will your key patient, population benefit from a specific research recommendation?

1. Is there a clear (evidence-based) explanation of how the intervention works?
2. Is the underlying mechanism of action for the target population, similar for the individual?
3. Are the contextual factors influencing these relevant mechanisms similar between the target population and individual?