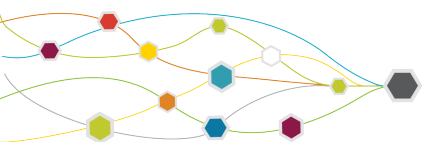


Use of Implementation Science in Engaging Partners for WCPR

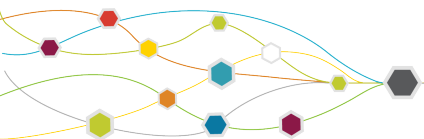
Melissa Bagnall, Pall Coord & Lisa Campbell, MIH Coord
Crystal Praught, Home Care Manager
Health PEI Team

How can you motivate potential partners?



Strategies used to inform and educate partners regarding WCPR

- The Practice of Adaptive Leadership
- COM-B Model
- Spectrum of Self-Determination
- Principles of Motivational Interviewing

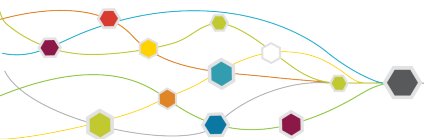


The Practice of Adaptive Leadership

Ways to appeal to what matters to someone:

- Values
- Perceived losses
- Accountabilities
- Perceived benefits

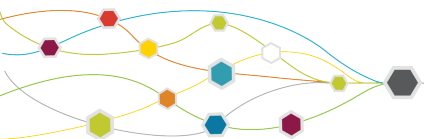
Adapted from: Heifetz, R., Linsky, M. & Grashow, A. (2009). The practice of adaptive leadership. Harvard Business Press.



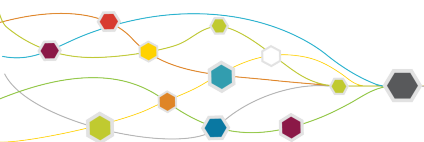
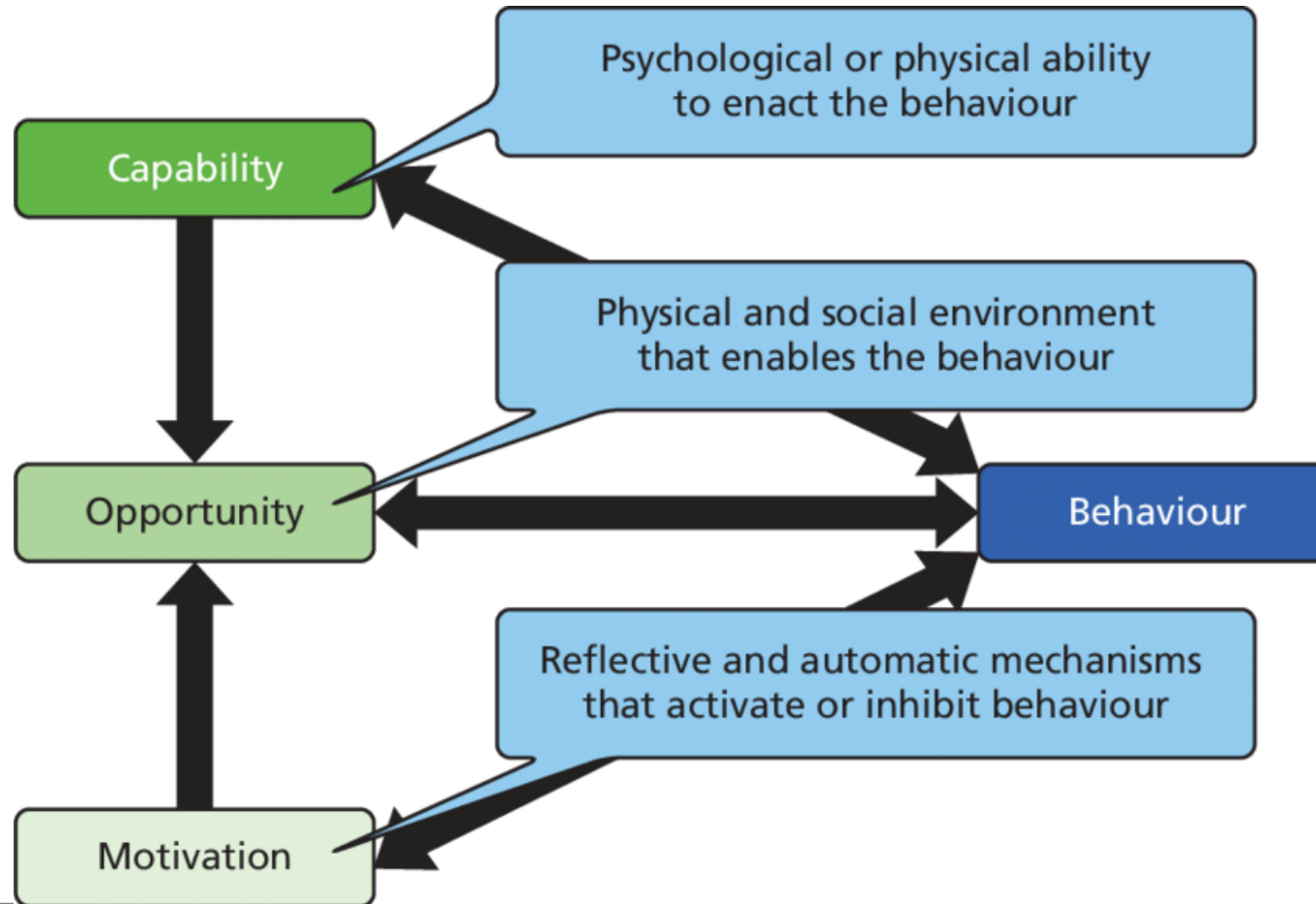
Examples of Adaptive Leadership

Getting the East Prince Palliative Team on board with Whole Community Palliative Rounds:

- Values -> Quality of Life
- Perceived losses -> Time/Workload
- Accountabilities -> Invested in client/family outcomes
- Perceived benefits -> Improved effectiveness of care

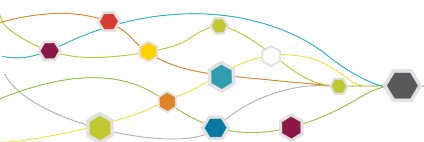


COM-B Model



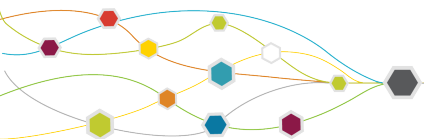
Theoretical Domains Framework: Barriers and Enablers

<i>COM-B component</i>		<i>TDF domain</i>
Capability	Psychological	Knowledge Skills Memory, attention, and decision processes Behavioural regulation
	Physical	Skills
Opportunity	Social	Social influences
	Physical	Environmental context and resources
Motivation	Reflective	Social/professional role & identity Beliefs about capabilities Optimism Beliefs about consequences Intentions Goals
	Automatic	Social/professional role & identity Optimism Reinforcement Emotion

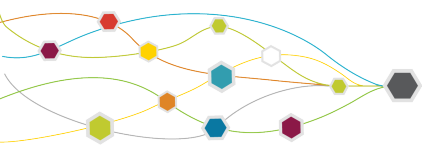
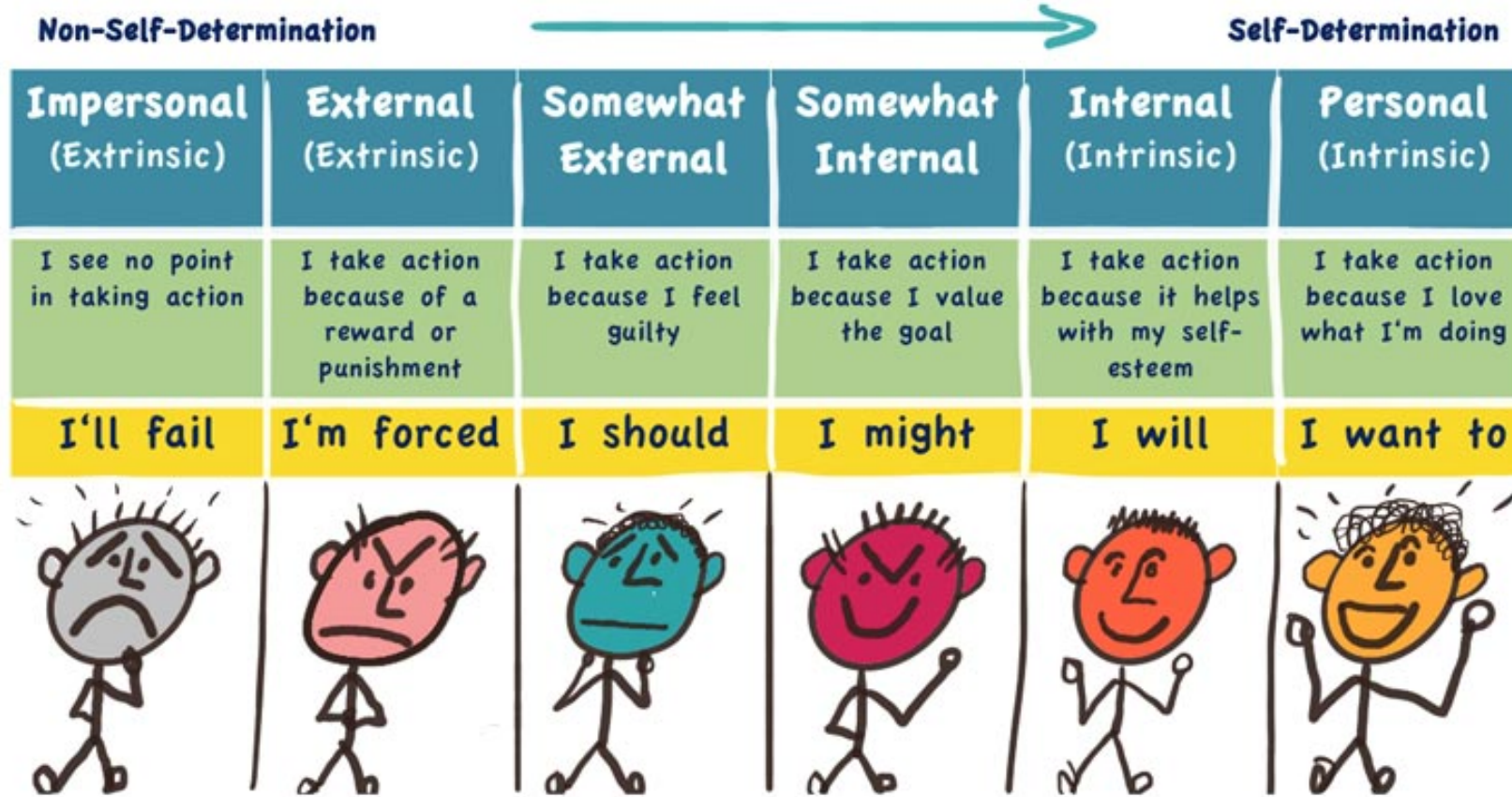


Examples of using COM-B Model

- Dietitian started attending Rounds
- Client with gastric cancer and esophageal stricture
- Client with ALS and profound weight loss

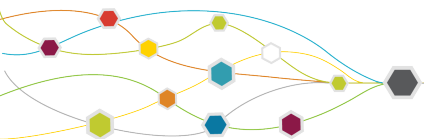


Spectrum of Self-Determination



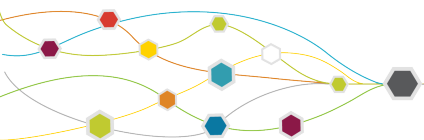
Examples for Spectrum of Self-Determination

- Conversation with DON regarding Acute Care involvement.
- Management more intrinsically motivated due to their perception of accountability and leadership role.
- Front-line staff more extrinsically motivated. Can become more intrinsically motivated over time if they see value after making changes.



Principles of Motivational Interviewing

- R-E-A-D-S
- Roll with resistance
- Express empathy
- Avoid argumentation
- Develop discrepancy
- Support self-efficacy



Examples of Motivational Interviewing

The Conversation with the Pharmacy Manager

R – Pharmacy Manager tried to make it subjective. Kept it objective.

E – Expressed understanding of staffing challenges.

A – Focus conversation on common goals.

D – Not about individual professionals, but QOL for clients.

S – Pharmacy department can be part of something that will improve QOL for clients.

