

Lecture Transcript

Module Name	Mental Health in the Community
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Week 5	Implementation in Health Care
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Topic	Implementation Strategies (Part 3 of 4)
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Slide 1

Slide 2

Slide 3

Slide 4

Slide 5

Having considered the various different implementation strategies and the ways in which they've been grouped, we're now going to think about how to make use of these strategies in relation to specific barriers and enablers to implementation. The learning outcome for Part 3 is to gain an understanding of the complexities of developing a tailored implementation strategy.

Slide 6

Just before we continue, please note that this lecture contains open-ended questions which will appear as an automatic pop-up on slides 9 and 13. These questions are not marked and do not count toward an overall grade. They are simply intended as a point of reflection on the topic discussed. Once you have written your open-ended question answers, press "Save". At this point, the lecture video will automatically resume.

Slide 7

The development and testing of implementation strategies are regarded as top priorities for implementation science. It is widely believed that implementation strategies should be selected and tailored to address the local context of a given implementation effort. As such, a strategy that is successful in one setting for a particular intervention may not be successful in a different setting or for a different intervention. Despite the importance of tailoring implementation strategies, little guidance is available to help researchers and implementers to do this.

Baker and colleagues discuss tailored interventions to overcome and identify barriers to change and their effects on professional practice and healthcare outcomes.

Slide 8

The first step in selecting and tailoring implementation strategies is to conduct an assessment of the factors that are likely to influence implementation processes and outcomes. This process is critical in identifying strategies to address and overcome intervention and setting specific barriers and leverage facilitators to implementation.

Slide 9

So this is an open-ended question which I'd like you to answer. Keyworth and colleagues examined barriers and enablers to using support services offered by staff wellbeing hubs, and by using a qualitative approach and by interviewing 25 participants and analysing their responses using thematic analysis. Before you read the paper, what do you think the barriers to using these services might have been?

Slide 10

This is a simple example of how you might approach matching implementation strategies to barriers to implementation. After reviewing the list of 73 implementation strategies, in light of the three barriers listed across the next three slides, I've identified and selected the following discrete implementation strategies that seem appropriate to tackle each barrier.

To address lack of knowledge and skills among those responsible for implementing a given intervention, distributing educational materials in attempt to overcome this barrier seems an appropriate strategy. Depending on the complexity of the intervention and the knowledge and skills required, more than one discrete implementation strategy might be required to successfully overcome this implementation barrier.

Slide 11

To address the fact that some components of a given intervention are perceived to be infeasible to implement, promoting adaptability by identifying ways in which the innovation can be adapted whilst maintaining the core elements of the intervention seems an appropriate strategy to overcome this barrier.

Slide 12

And finally, to address the high costs associated with implementing an intervention, accessing new funding to facilitate implementation seems an appropriate discrete implementation strategy to overcome this barrier.

Slide 13

So now we have another open-ended question for you to answer. What kinds of implementation strategies might be employed to tackle the barrier of advocacy of certain drugs by pharmaceutical companies?

Slide 14

Implementation strategies should not only tackle barriers to implementation, but also leverage factors that have been identified as facilitators to implementation. For example, if there are individuals within an organisation that are particularly supportive, motivated, and committed to implementing a given intervention, identifying and preparing champions to support implementation efforts seems inappropriate discrete implementation strategy to use.

Slide 15

In Part 3, we have seen how guidance regarding how to select and tailor implementation strategies has improved in recent years. However, guidance remains imperfect.

Slide 16
