

## Implementation Strategies for Evidence-Based Practice

	Create Awareness & Interest	Build Knowledge & Commitment	Promote Action & Adoption	Pursue Integration & Sustained Use
<b>Connecting with Clinicians, Organizational Leaders and Key Stakeholders</b>	<ul style="list-style-type: none"> <li>• Highlight advantages* or anticipated impact*</li> <li>• Highlight compatibility*</li> <li>• Continuing education programs*</li> <li>• Sound bites*</li> <li>• Journal club*</li> <li>• Slogans &amp; logos</li> <li>• Staff meetings</li> <li>• Unit newsletter</li> <li>• Unit inservices</li> <li>• Distribute key evidence</li> <li>• Posters and postings/fliers</li> <li>• Mobile 'show on the road'</li> <li>• Announcements &amp; broadcasts</li> </ul>	<ul style="list-style-type: none"> <li>• Education (e.g., live, virtual or computer-based)*</li> <li>• Pocket guides</li> <li>• Link practice change &amp; power holder/stakeholder priorities*</li> <li>• Change agents (e.g., change champion*, core group*, opinion leader*, thought leader, etc.)</li> <li>• Educational outreach or academic detailing*</li> <li>• Integrate practice change with other EBP protocols*</li> <li>• Disseminate credible evidence with clear implications for practice*</li> <li>• Make impact observable*</li> <li>• Gap assessment/gap analysis*</li> <li>• Clinician input*</li> <li>• Local adaptation* &amp; simplify*</li> <li>• Focus groups for planning change*</li> <li>• Match practice change with resources &amp; equipment</li> <li>• Resource manual or materials (i.e., electronic or hard copy)</li> <li>• Case studies</li> </ul>	<ul style="list-style-type: none"> <li>• Educational outreach/academic detailing*</li> <li>• Reminders or practice prompts*</li> <li>• Demonstrate workflow or decision algorithm</li> <li>• Resource materials and quick reference guides</li> <li>• Skill competence*</li> <li>• Give evaluation results to colleagues*</li> <li>• Incentives*</li> <li>• Try the practice change*</li> <li>• Multidisciplinary discussion &amp; troubleshooting</li> <li>• "Elevator speech"</li> <li>• Data collection by clinicians</li> <li>• Report progress &amp; updates</li> <li>• Change agents (e.g., change champion*, core group*, opinion leader*, thought leader, etc.)</li> <li>• Role model*</li> <li>• Troubleshooting at the point of care/bedside</li> <li>• Provide recognition at the point of care*</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrate local unit progress*</li> <li>• Individualize data feedback*</li> <li>• Public recognition*</li> <li>• Personalize the messages to staff (e.g., reduces work, reduces infection exposure, etc.) based on actual improvement data</li> <li>• Share protocol revisions with clinician that are based on feedback from clinicians, patient or family</li> <li>• Peer influence</li> <li>• Update practice reminders</li> </ul>
<b>Building Organizational System Support</b>	<ul style="list-style-type: none"> <li>• Knowledge broker(s)</li> <li>• Senior executives announcements</li> <li>• Publicize new equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Teamwork*</li> <li>• Troubleshoot use/application*</li> <li>• Benchmark data*</li> <li>• Inform organizational leaders*</li> <li>• Report within organizational infrastructure*</li> <li>• Action plan*</li> <li>• Report to senior leaders</li> </ul>	<ul style="list-style-type: none"> <li>• Audit key indicators*</li> <li>• Actionable and timely data feedback*</li> <li>• Non-punitive discussion of results*</li> <li>• Checklist*</li> <li>• Documentation*</li> <li>• Standing orders*</li> <li>• Patient reminder*</li> <li>• Patient decision aides*</li> <li>• Rounding by unit &amp; organizational leadership*</li> <li>• Report into quality improvement program*</li> <li>• Report to senior leaders</li> <li>• Action plan*</li> <li>• Link to patient/family needs &amp; organizational priorities</li> <li>• Unit orientation</li> <li>• Individual performance evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• Audit and feedback*</li> <li>• Report to senior leaders*</li> <li>• Report into quality improvement program*</li> <li>• Revise policy, procedure or protocol*</li> <li>• Competency metric for discontinuing training</li> <li>• Project responsibility in unit or organizational committee</li> <li>• Strategic plan*</li> <li>• Trend results*</li> <li>• Present in educational programs</li> <li>• Annual report</li> <li>• Financial incentives*</li> <li>• Individual performance evaluation</li> </ul>

\*=Implementation strategy is supported by at least some empirical evidence in healthcare.