Improvement & Behaviour Change

Professor Brian Williams
Professional Behaviour: How can we achieve and maintain changes in professional behaviour?

Client/Service User: How can we ensure high quality implementation of evidence-based behaviour change techniques by professionals?

Both are crucial to achieving and maintaining implementation at scale.
1) Review of interventions to support sustained behaviour change

2) Review of effective techniques for interventions for health professionals to support patient/client behaviour change.

3) Review of barriers & facilitators to professional implementation of behaviour change techniques

Co-production of interventions to address fundable problem (set criteria)

Testing & modelling across improvement projects

Submissions for Large Scale Funding for Evaluation at Scale
Effectiveness of Motivational Interviewing on Adult Behaviour Change: An Overview Of Reviews

SU Dombrowski, P Campbell, H Cheyne, M Maxwell, RE O’Carroll, A Pollock, B Williams, H Frost
Aim

To identify, appraise and synthesise evidence on the effectiveness of MI to change adult health behaviour
Review topics

1. Stopping an unhealthy behaviour (n=32)
   E.g. Alcohol (n=12), Smoking (n=8)

2. Promoting a health behaviour (n=21)
   E.g. Medication adherence (n=7), Safe sex (n=3)

3. Multiple health behaviours/problems (n=8)
   E.g. Diet, exercise, diabetes and oral health (n=1),
   Alcohol, drugs diet and exercise (n=1)

4. Behaviour change in specific settings (n=5)
   E.g. Primary care (n=3), Medical care setting (n=1)
Conclusions

Moderate quality evidence for:

• short-term effectiveness for reducing substance abuse (alcohol and drugs)

• short and long-term effectiveness (longest duration 6-12 months) for smoking abstinence

• Increasing physical activity levels for some chronic health conditions
Long-term effects of healthcare professional behaviour change interventions: a systematic review of Cochrane reviews

Julie McLellan, Pauline Campbell, Helen Frost, Anna Gavine, Margaret Maxwell, Ronan O’Carroll, Justin Presseau, Brian Williams, Stephan U Dombrowski
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2) Review of effective techniques for interventions for health professionals to support patient/client behaviour change.

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Submissions for Large Scale Funding for Evaluation at Scale
What is sustainability?

- INDIVIDUAL: Continuing to deliver intervention activities
- ORGANISATIONAL: Maintaining the intervention delivery in an identifiable form
- COMMUNITY: Maintaining the capacity of a community to deliver the intervention

Scheirer (2005)

Research Aim and Objective

**Aim:** Examine sustainability of healthcare professional behaviour change interventions at the individual level

**Objective:** Overview of reviews (Becker & Oxman, 2011)

Methods

**Primary Outcome**
Sustained HCP clinical behaviour:

- Rate/s of performing prevention/diagnosis, and treatment behaviours

- Assessment of adherence/fidelity to procedures or protocols
17 reviews
400 trials
40 reported data
data >12 months
10%
Review references to sustainability

13/17 did not mention any aspects of sustainability

4/17 mentioned sustainability:
  2 commented on uncertainty of sustainability
  1 highlights the importance of sustainability
  1 discussed measurement of sustainability
Key Points

Few studies of HCP behaviour change interventions report long-term outcomes (+12M)

Little focus on sustainability of HCP behaviour change interventions, at both the review and trial level

Why is this?

Should there be a formal requirement for Cochrane reviews to comment on sustainability?
Next Steps?
What Works and What Does Not Work in term of Sustainability?

A multiple case study of sustainability?

- *Sustainability has been achieved*
- *Sustainability has not been achieved*

*Sustainability of what?*

- Function, form or objective?
Thank-You