

Putting the NICE guidelines into action

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Use NICE clinical guidelines to improve the quality of healthcare

- provide recommendations for the treatment and care of people by health professionals
- be used to develop standards to assess the clinical practice of individual health professionals
- be used in the education and training of health professionals
- help patients to make informed decisions
- improve communication between patient and health professional

What's your hospital like?



How to turn the tanker

What should we be doing?



Use NICE Guideline to develop & agree local quality standards

What are we doing?



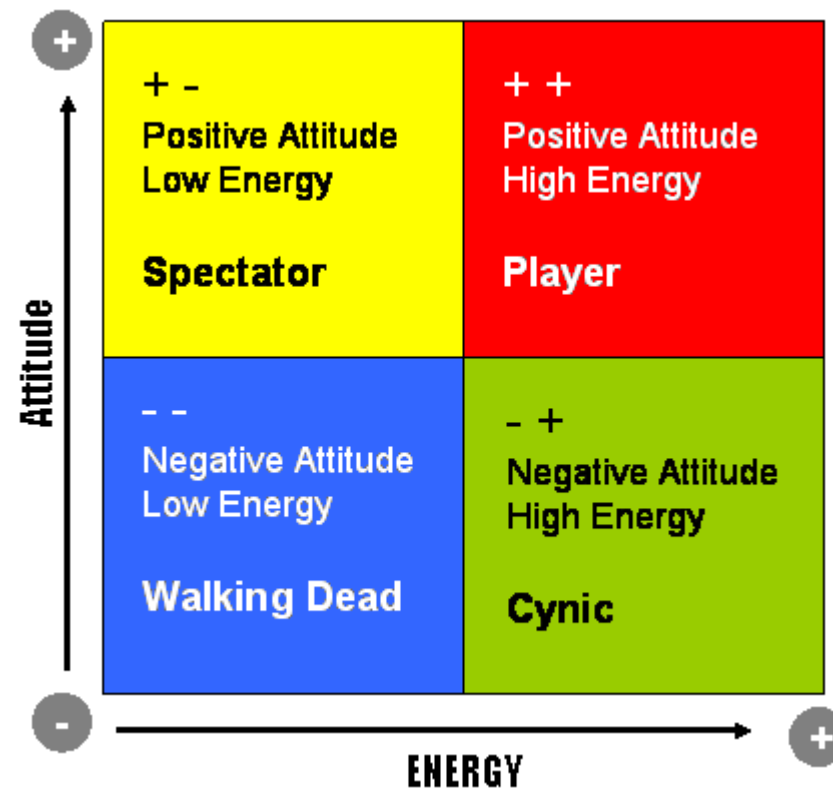
Enlist support of Clinical Audit team to design audit against standards

Make sure the right people are doing the right things, in the right time and the right place



Agree action plan for change & monitor

What about the people?



Top 10 reasons for resisting change: 1

- The risk of change is seen as greater than the risk of standing still
- People feel connected to other people who are identified with the old way
- People have no role models for the new activity
- People fear they lack the competence to change
- People feel overloaded and overwhelmed

Top 10 reasons for resisting change: 2

- People have a healthy skepticism and want to be sure new ideas are sound
- People fear hidden agendas among would-be reformers
- People feel the proposed change threatens their notions of themselves
- People anticipate a loss of status or quality of life
- People genuinely believe that the proposed change is a bad idea

Dr A J Schulyer

How you can create change

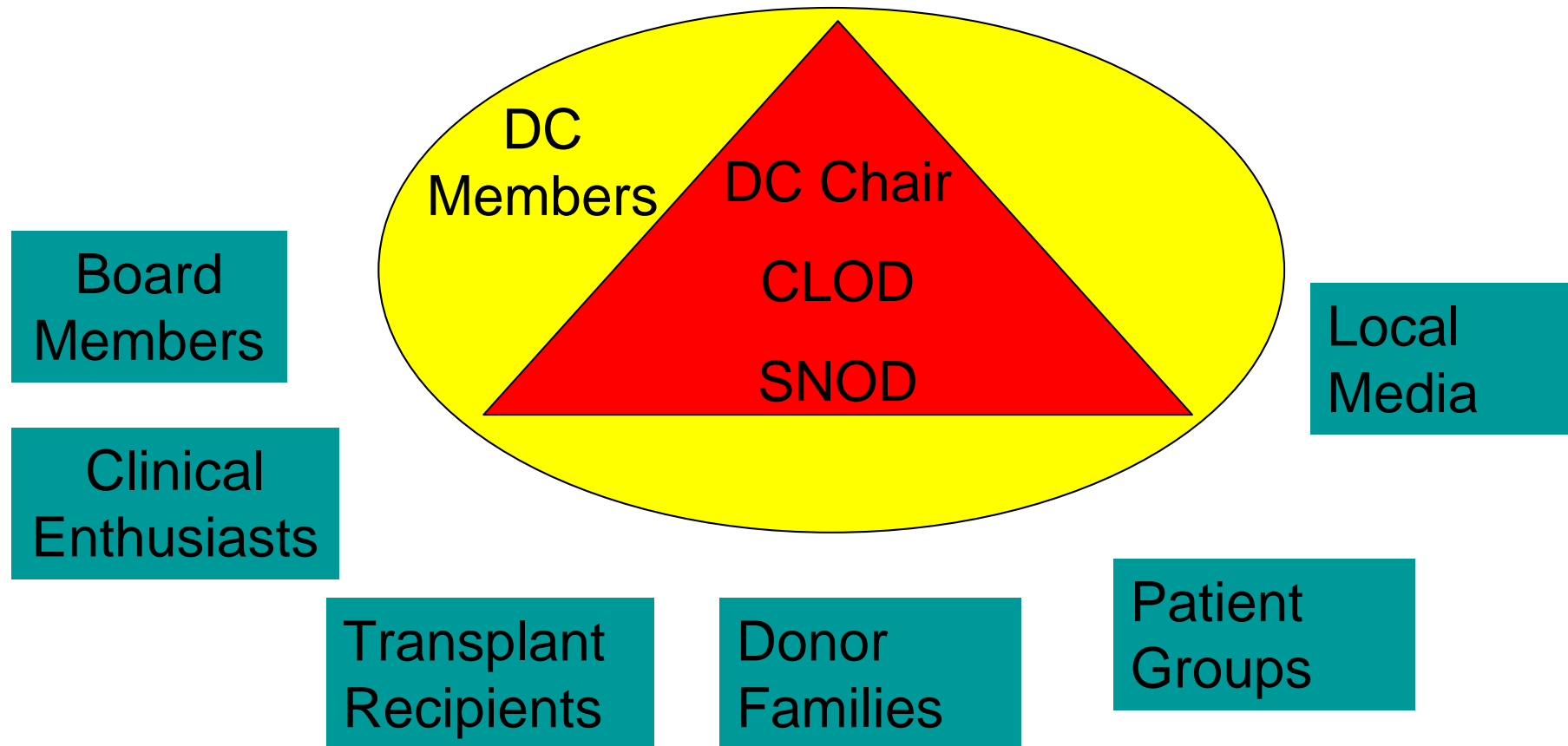
- To win people's commitment for change, you must engage them on both a rational level and an emotional level
- Use the numbers but try to understand what genuinely concerns them: ASK!
- What's the benefit? What's the threat?

Stage based model of behaviour change

Cyclical process that involves five stages of:

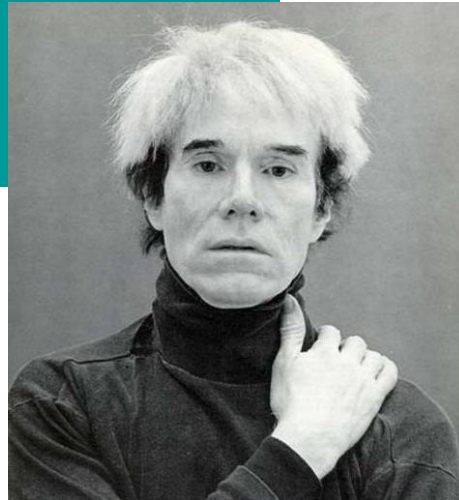
- awareness of the problem and a need to change
- motivation to make a change
- skill development to prepare for the change
- initial adoption of the new activity or behaviour, and
- maintenance of the new activity and integration into the lifestyle. (Owen & Lee 1984)

Find some allies & tell stories



**They always say
time changes
things, but you
actually have to
change them
yourself.**

Andy Warhol



**Courage is what it
takes to stand up
and speak;
courage is also
what it takes to sit
down and listen.**

Winston Churchill

It's your turn! For your hospital, discuss

- Progress with implementation on a scale of 1 – 10

Nothing	DC have discussed	Standards agreed	Audit done	Plan agreed	Actions under way	All staff signed up	Re audit done	Mostly in line with SCG	It's just how we do things
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- What proportion of staff fall into the 4 categories?

Players	Spectators	Cynics	Walking Dead

- Identify your allies: who will you prioritise?
- Resistance to change: what are your key issues?