

Using theory to inform/design interventions to change health professional behaviour: the IMPLEMENT and ALIGN experience

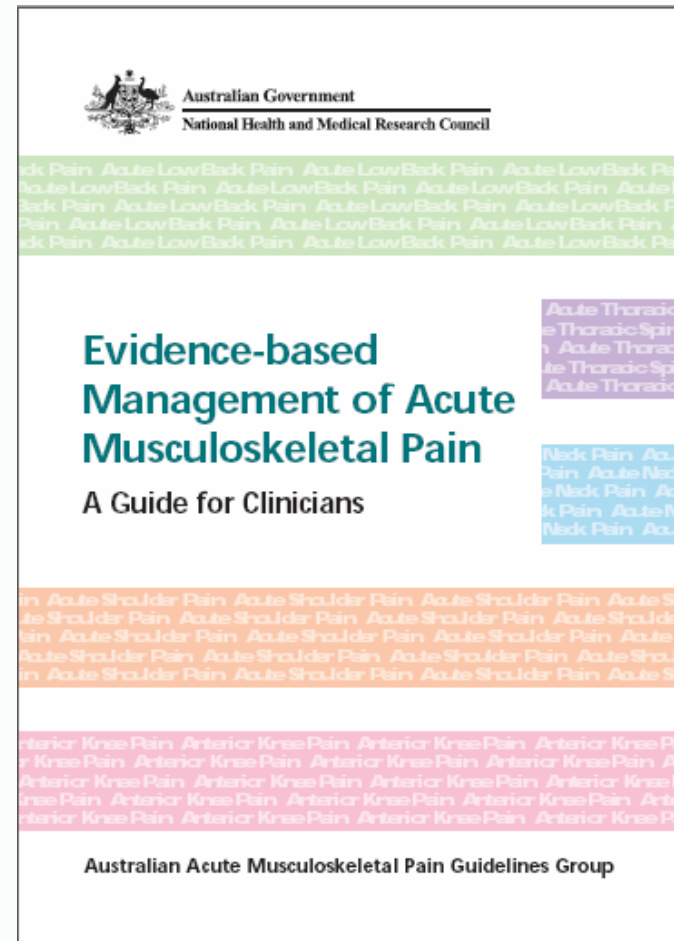
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The clinical context...



Aims

- To identify the barriers and enablers to implementing the evidence-based clinical practice guideline and to select which constructs to target with the intervention
- To develop theory-based (or theory-informed), targeted interventions for implementing the evidence-based guideline in general practice (IMPLEMENT trial) and allied health practice (ALIGN trial)
- To conduct cluster RCTs to test the effectiveness and cost-effectiveness of the developed interventions to change health professional behaviour and improve patient outcomes

Theoretical phase

Interpretation

Intervention development and piloting phase

Cluster RCT phase

Recruitment

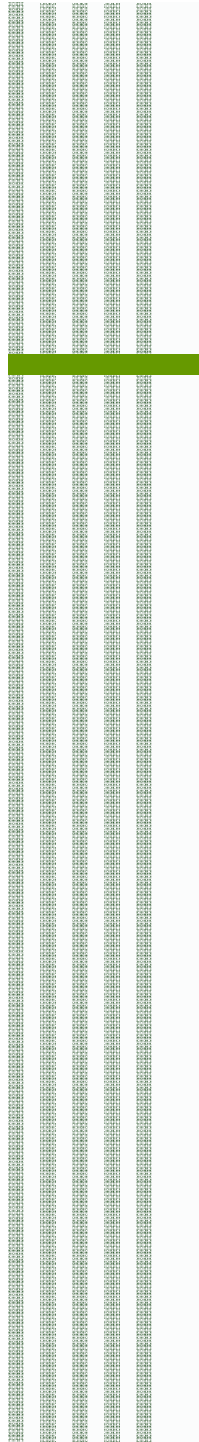
Outcome measurement

Analysis

Interpretation

**Intervention
fidelity**

**Cost
effectiveness
analysis**



Theoretical framework

1. Knowledge
2. Skills
3. Social/professional role and identity
4. Beliefs about capabilities
5. Beliefs about consequences
6. Motivation and goals
7. Memory, attention and decision processes
8. Environmental context and resources
9. Social influences
10. Emotion
11. Behavioural regulation
12. Nature of the behaviours



Designing the intervention

- Informed by findings from theoretical research and literature
- Map behaviour change techniques to the targeted constructs (matrix)
- Individual components combined (operationalised) to form the implementation strategy

Designing the intervention

What are we trying to change? (Barrier)



Why are we trying to change it? (Construct)



How are we going to change it? (Techniques; context; content)



How we will we know if intervention was received and barrier was addressed? (Process and outcome measures)

Discussion

- Selecting which constructs to target
- Selecting behavioural change techniques and operationalising the content, format, mode of delivery
- Piloting/modelling the interventions before RCT