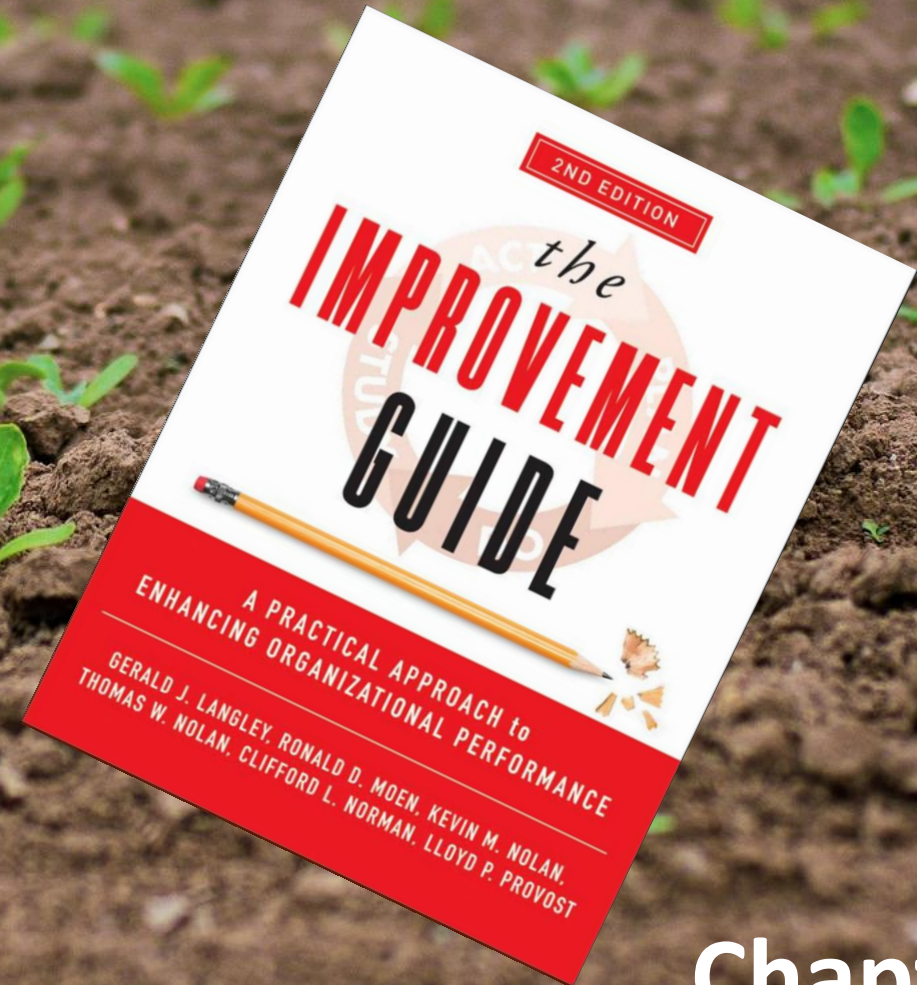


Quality Improvement: Scale up and spread

SPSP Acute Adult Collaborative Celebration Event

Spreading Improvement



Chapter 9

Session Objectives

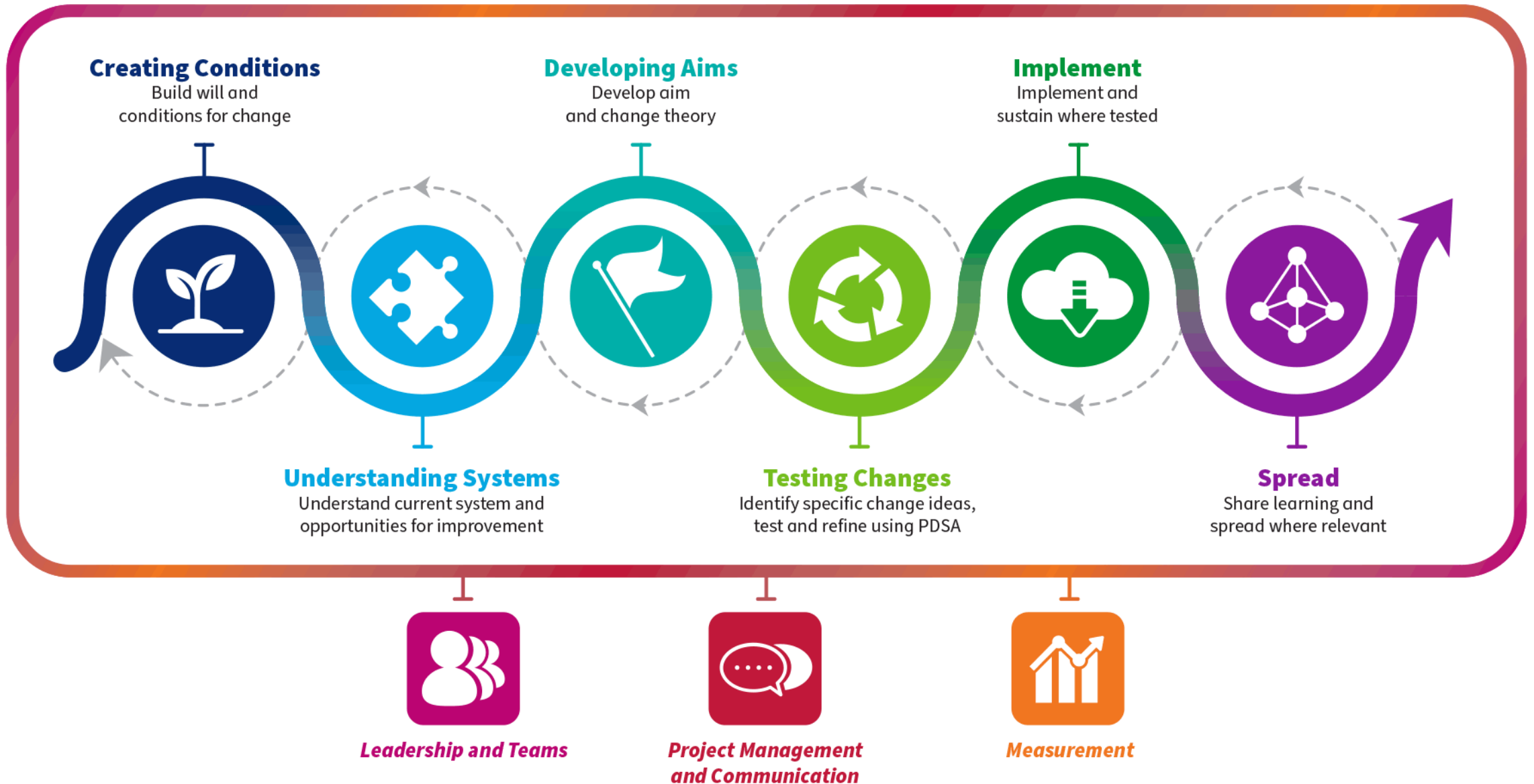


Describe the difference between testing, implementation, scale up and spread

Explain critical elements to support the spread of a change idea

Apply spread principles to an improvement project

Quality Improvement Journey



The 3-Step Improvement Framework

Step 2 –Creating the Conditions

1

Aim

Is there an agreed aim that is understood by everyone in the system?

2

Correct changes

Are we using our full knowledge to identify the right changes and priorities those that are likely to have the biggest impact on our aim?

3

Clear change method

Does everyone know and understand the method(s) we will use to improve?

4

Measurement

Can we measure and report progress on our improvement aim?

5

Capacity and capability

Are people and other resources deployed in the best way to enable improvement?

6

Spread plan

Have we set out our plans for innovating, testing, implementing and sharing new learning to spread the improvement everywhere it is needed?

What is Spread?



Testing

Taking an improvement approach within a setting/system to see what impact it has and what learning can be obtained.



Implementing

Following testing using an improvement approach, there is a high degree of belief and confidence that the change is working in the setting/system. It then becomes “business as usual”.

Scale Up

The process whereby all possible agents of improvement use it within a particular setting (i.e. specialty, similar clinic or setting)



Spread

When improvement is adopted within other contexts out with the testing and scale up areas with modification (i.e. hospital or board)

Activity



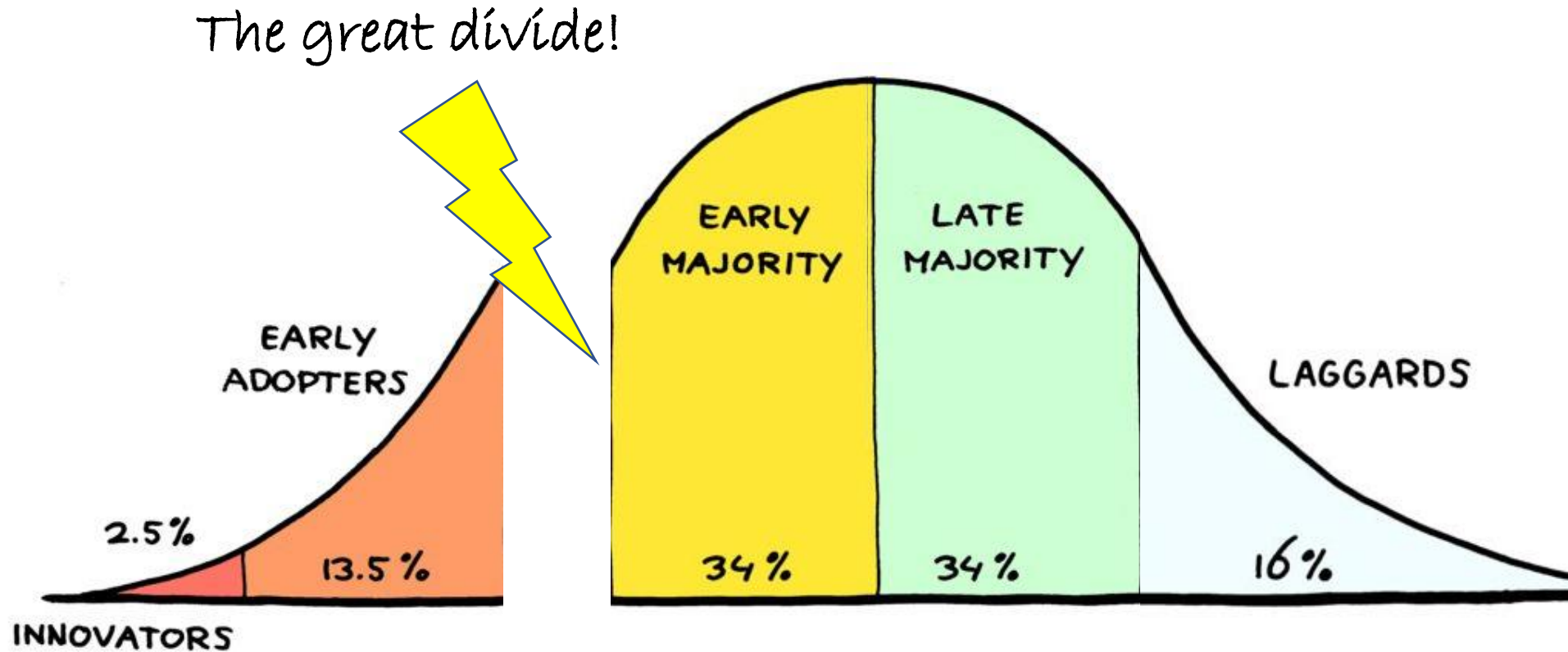
Considering your improvement work where are you at?



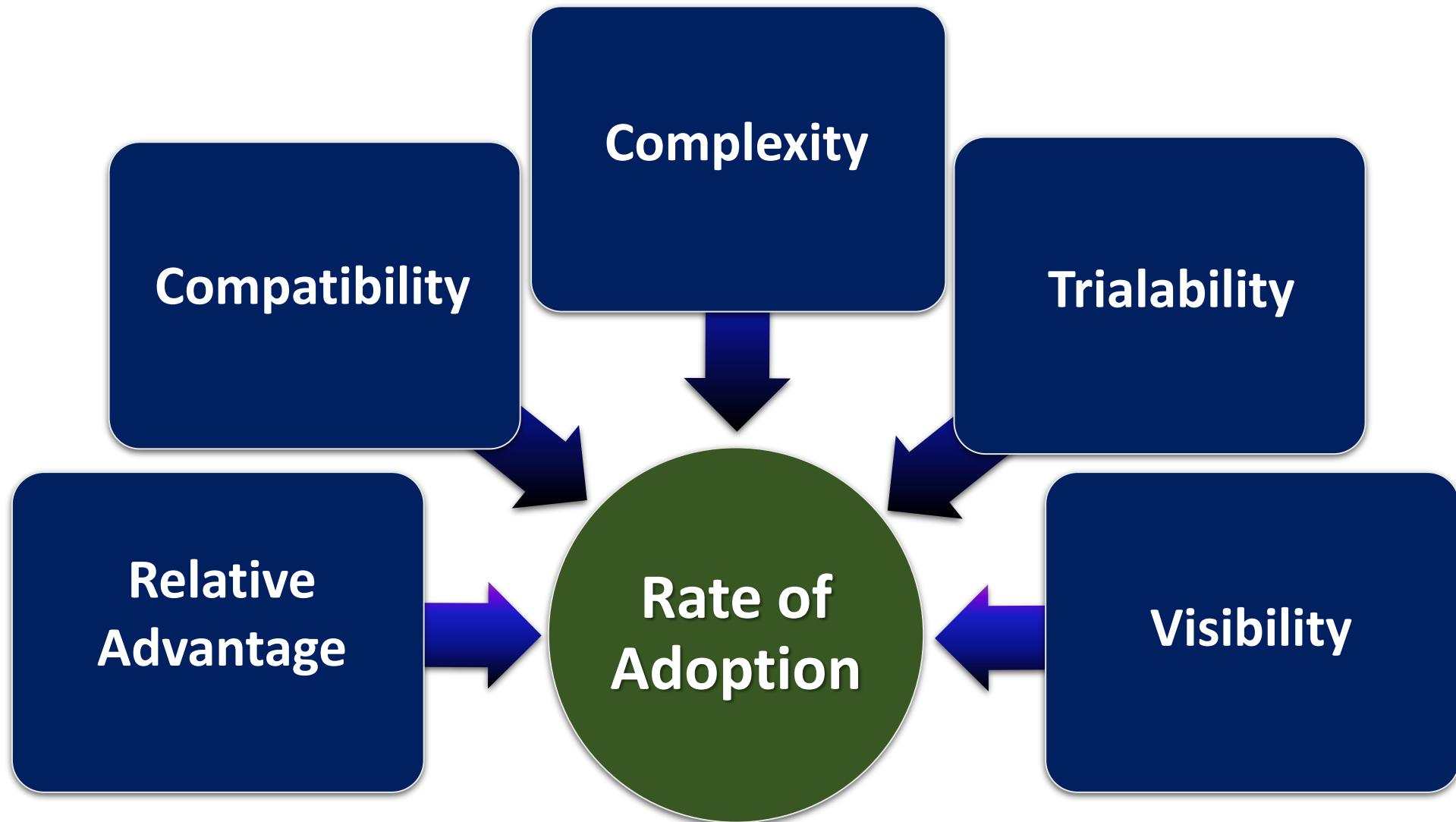
Build Will



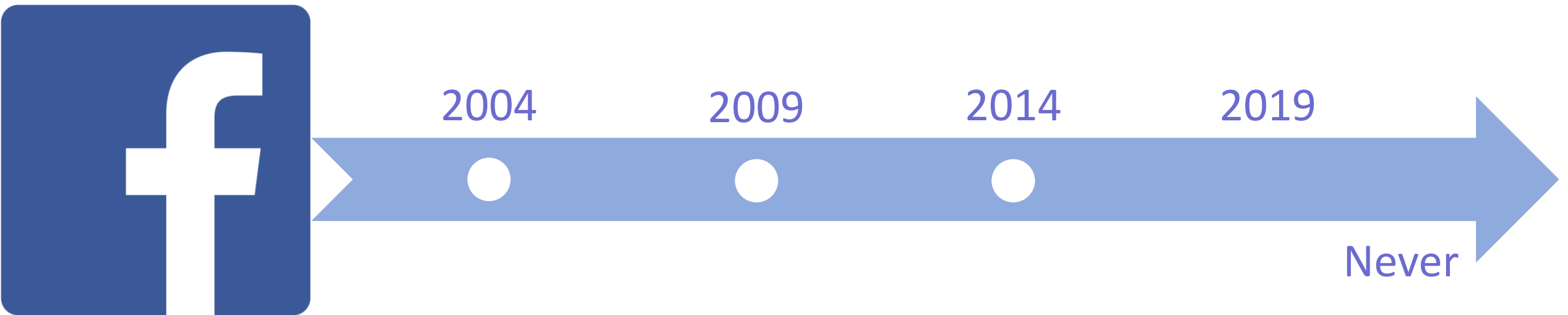
Rogers Adopter Categories



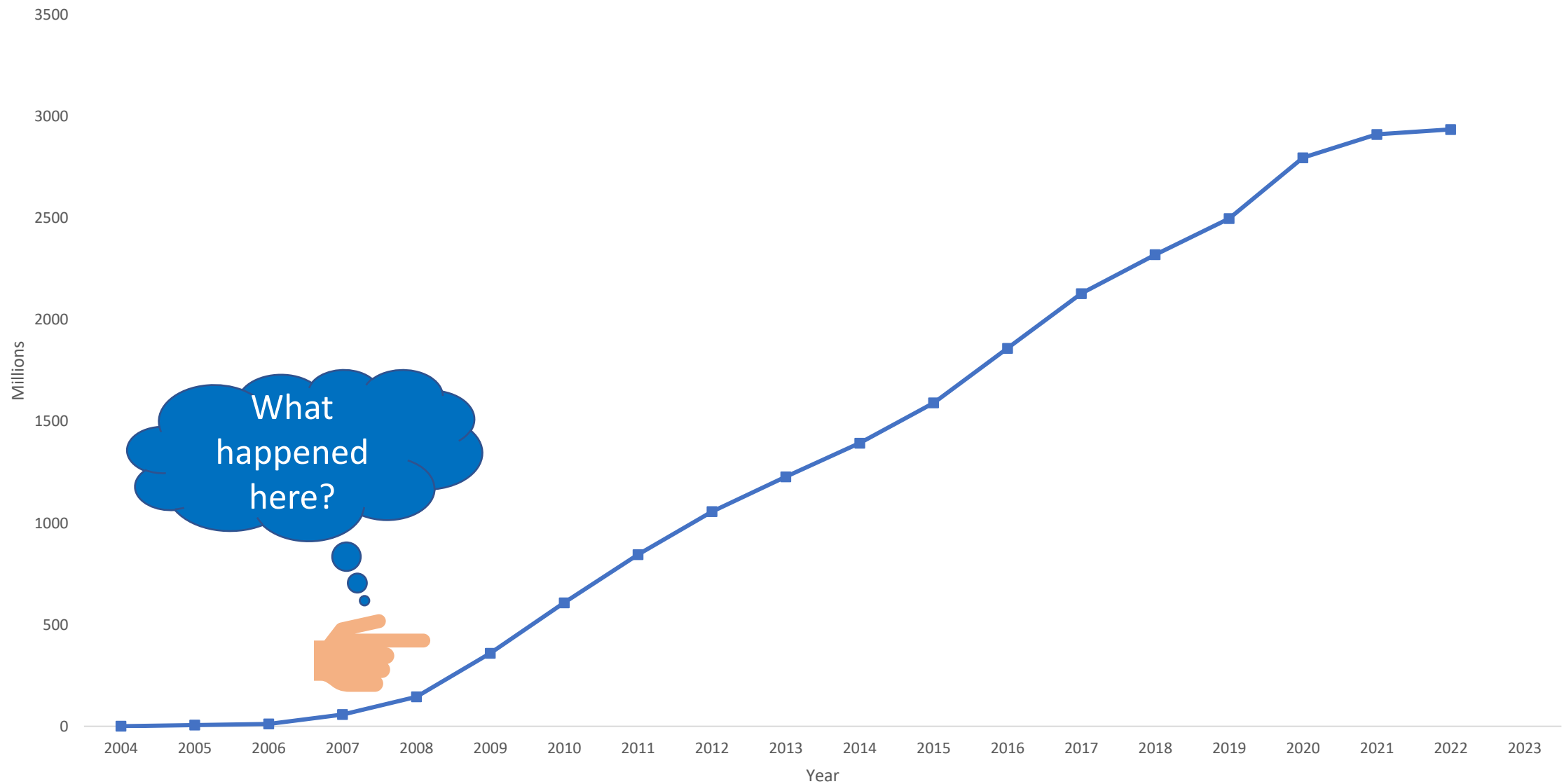
Rogers Adoption Attributes



What year did you first join Facebook?



Number of Active Facebook Users





Over to you...

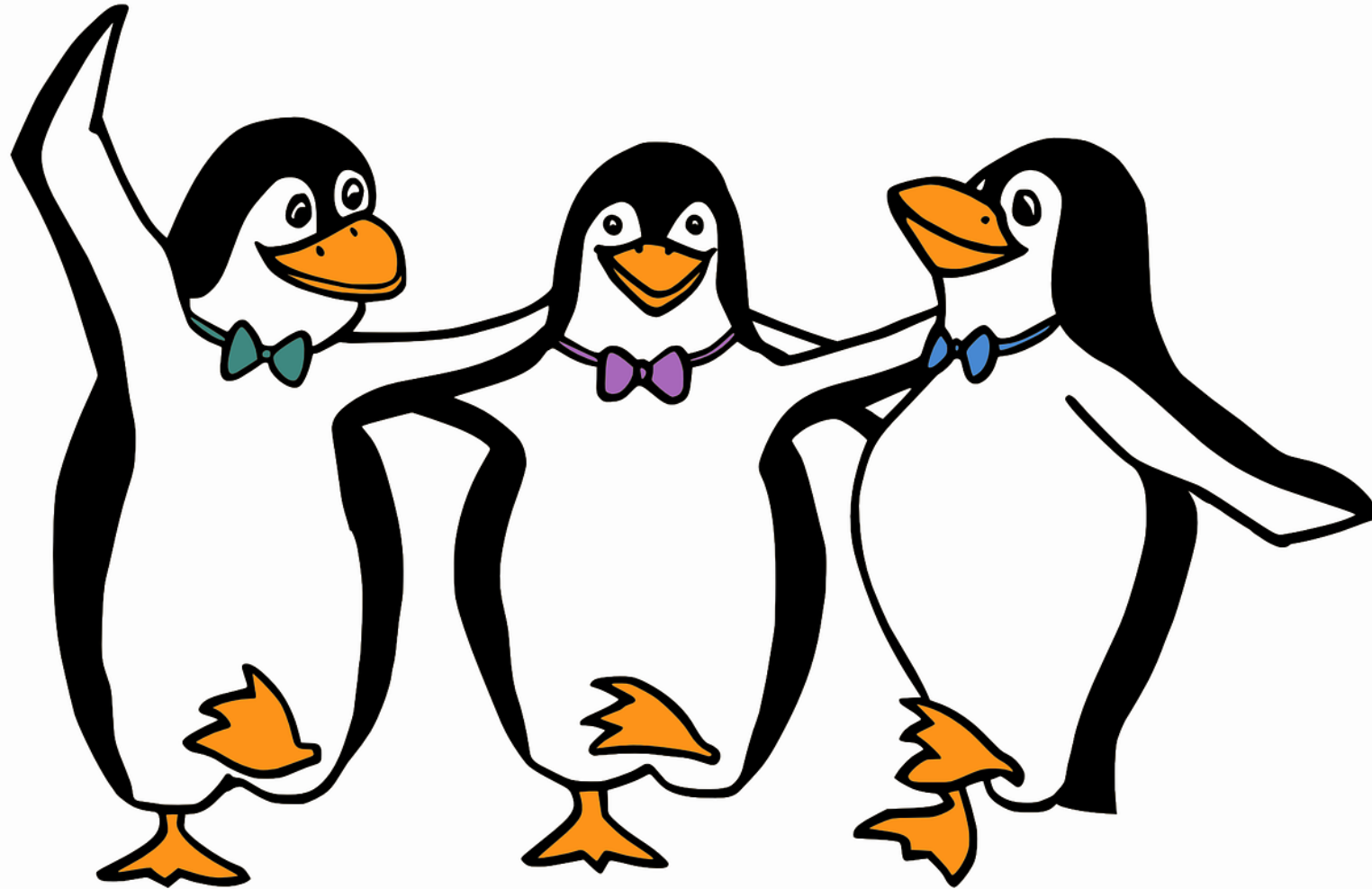


Can you identify any of **Rodgers adoption attributes** in your improvement project?

Adoption attributes worksheet

	Weak			OK			Strong	Comments
	1	2	3	4	5			
Evidence to show that the approach leads to positive outcomes								
Compatibility with peoples beliefs, values and experiences								
Simplicity of the idea and how it can be explained and understood								
How easily it can be tried out by people in a limited way before adopting								
Possibility for people to observe the results for themselves								

Feedback



Preparing soil to support spread

Spread Plan

Spread Aim

Measures

Structures

Organisational readiness

Leadership

Spread team

Strategic alignment



Five Question to help you Spread Improvement

1. **What** are you spreading?

2. What is your **system**?

3. What is the **context**?

4. What is your **scalable unit**?

5. What is your compelling **story**?

Five Question to help you Spread Improvement

A close-up photograph of a field of young green seedlings growing in dark brown soil. The seedlings are small and have two leaves each. They are spaced out across the field, with some in the foreground and others in the background. The soil is dark brown and appears to be freshly tilled.

1. **WHAT** are you spreading?

How to develop a Spread aim?



Define what it is you want to spread

Define what is essential and adaptable

Five Question to help you Spread Improvement

A close-up photograph of a field of young green seedlings growing in dark brown soil. The seedlings are small and have two leaves each. They are spaced out across the field. The soil is dark brown and appears to be freshly tilled. The background is slightly blurred, showing more seedlings in the distance.

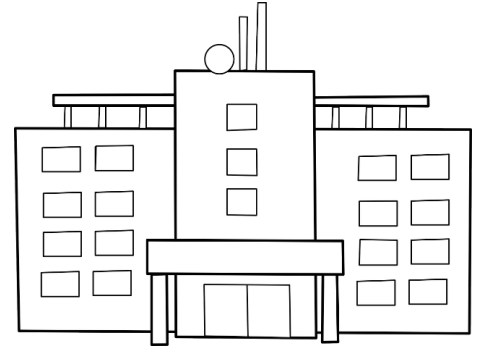
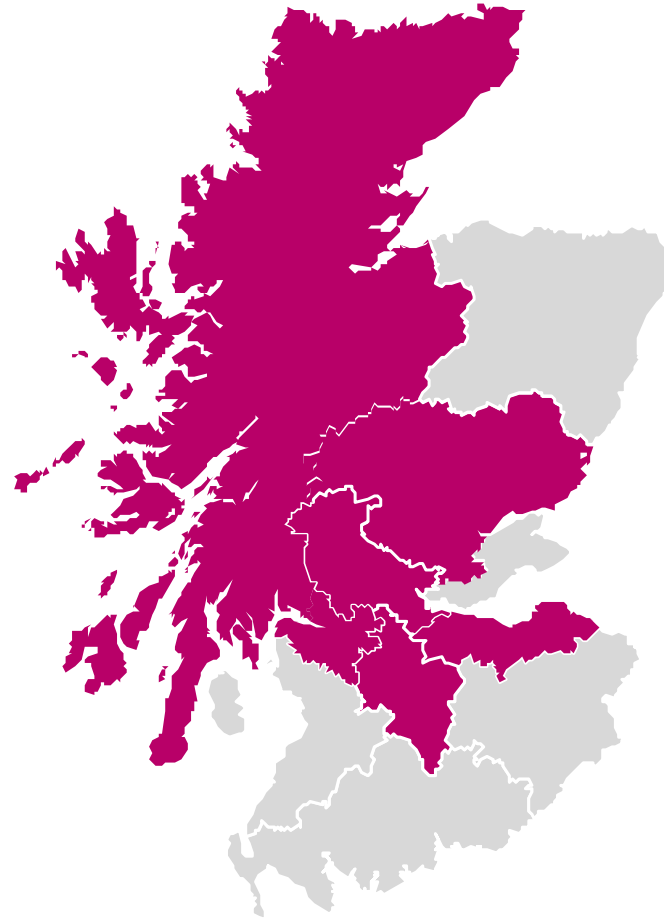
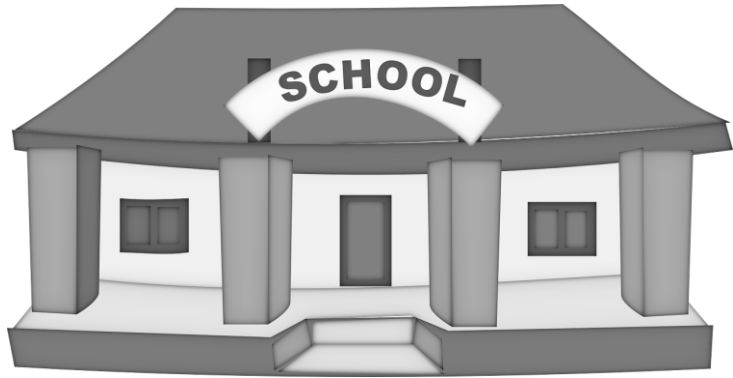
2. What is your **SYSTEM**?

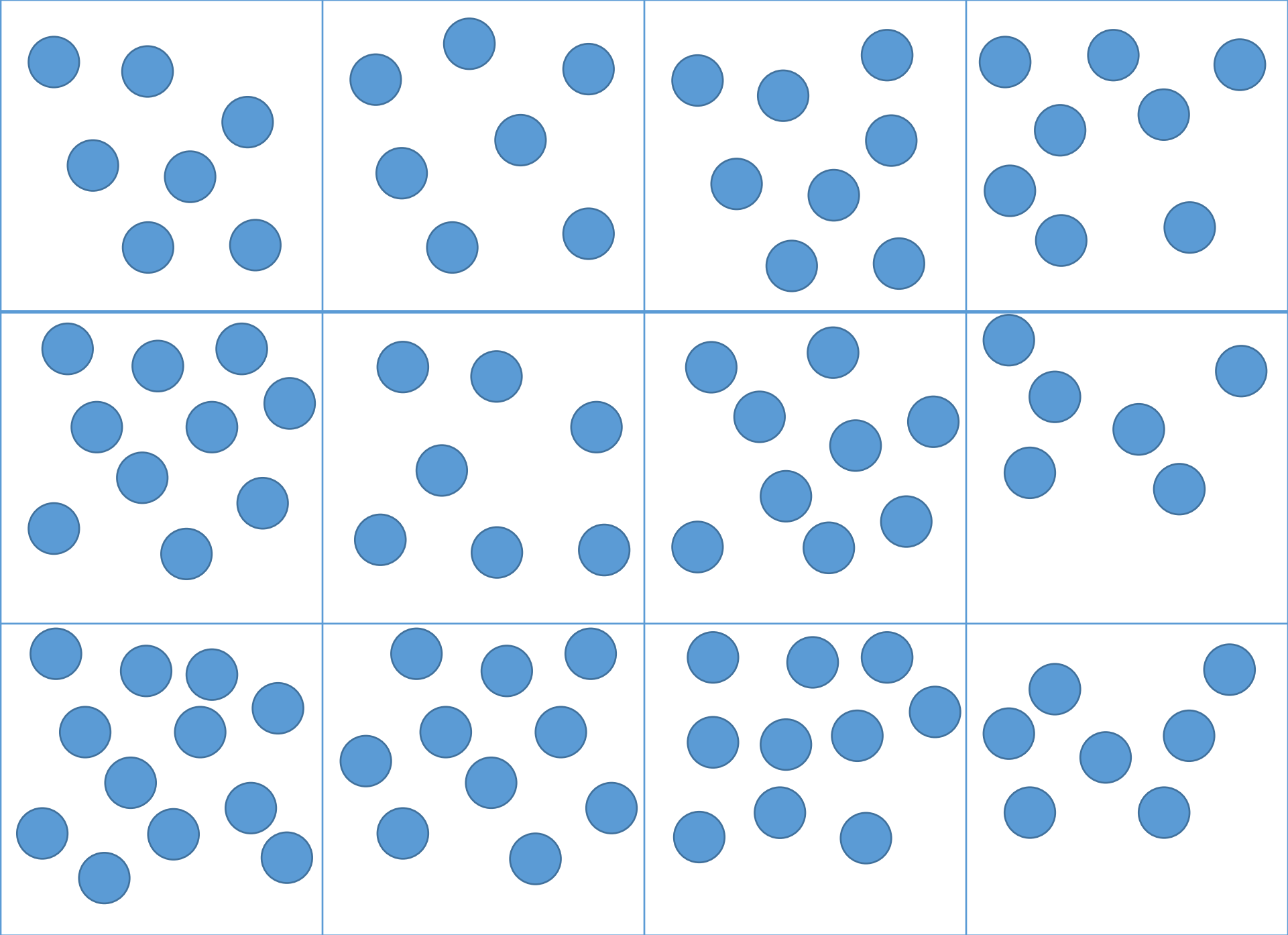
Five Question to help you Spread Improvement

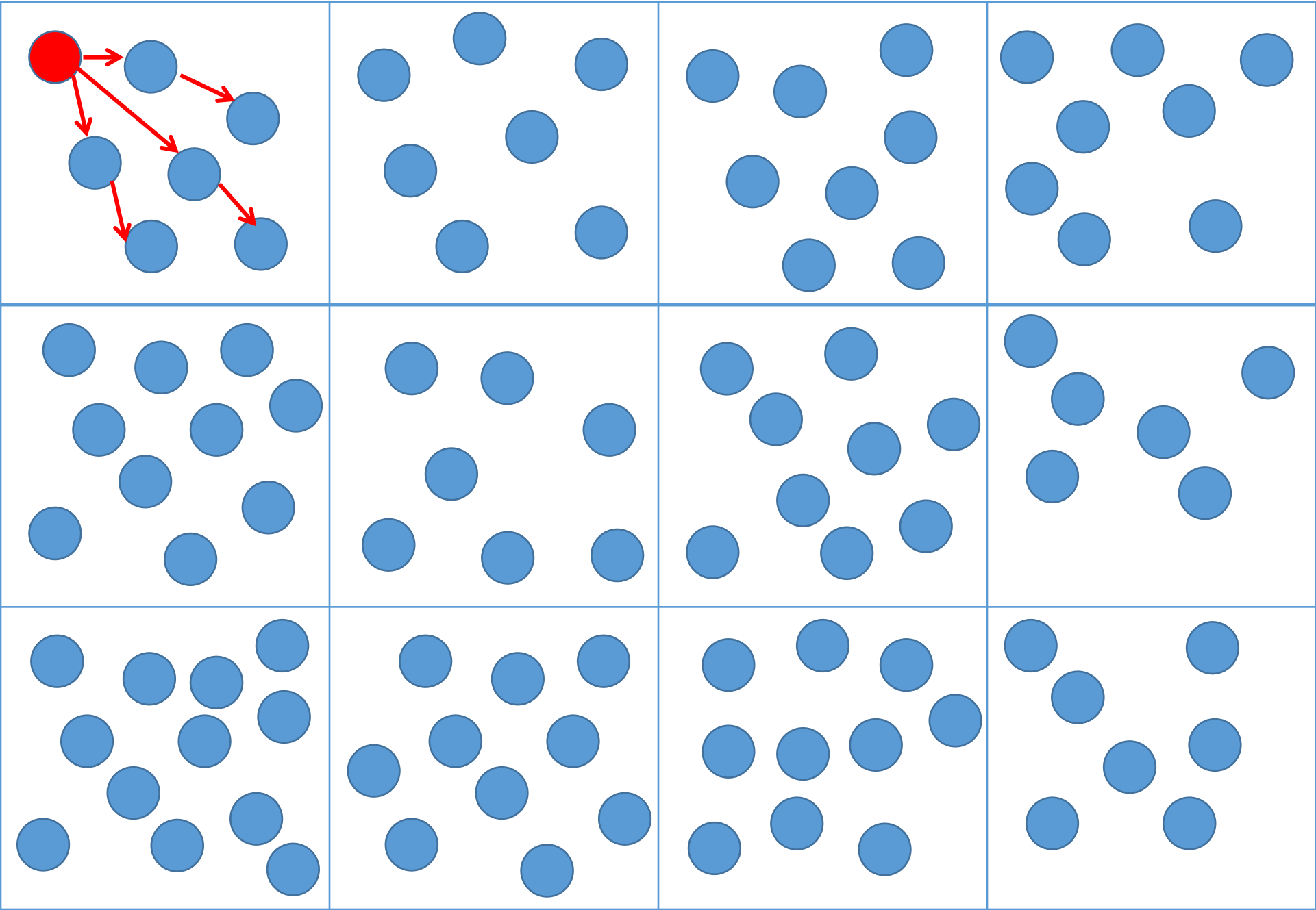
3. What is the **CONTEXT?**

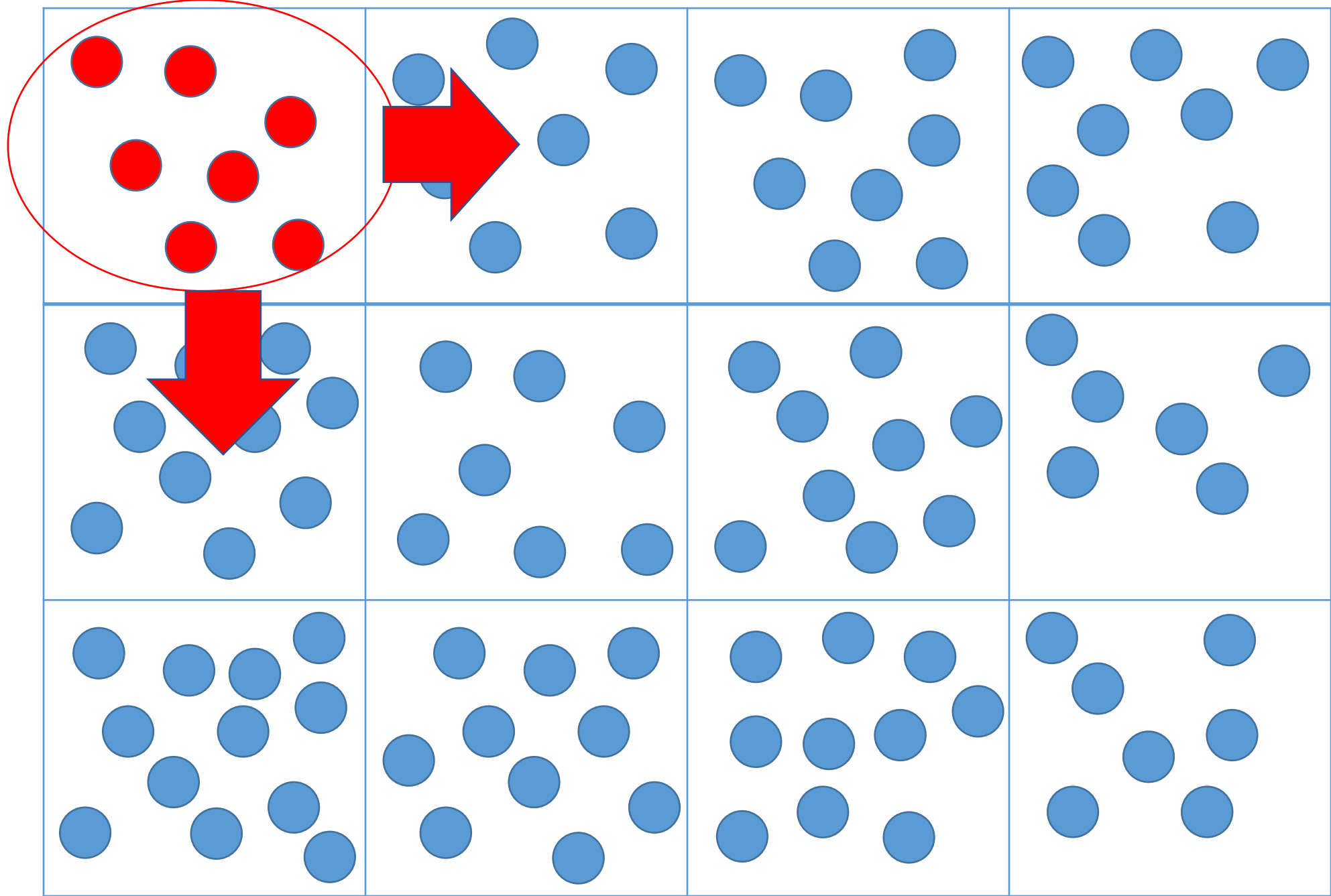
Five Question to help you Spread Improvement

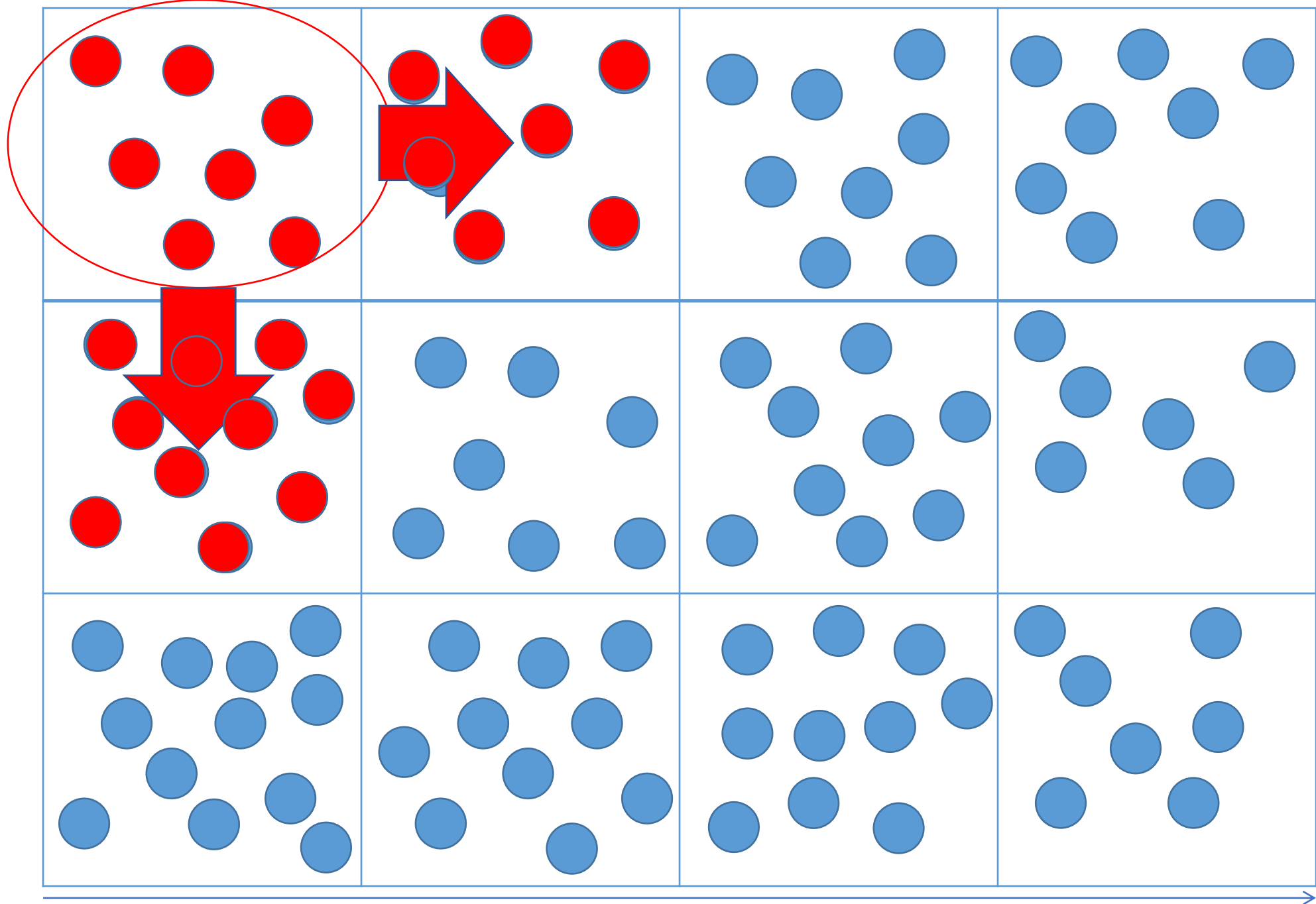
4. What is your scalable unit?

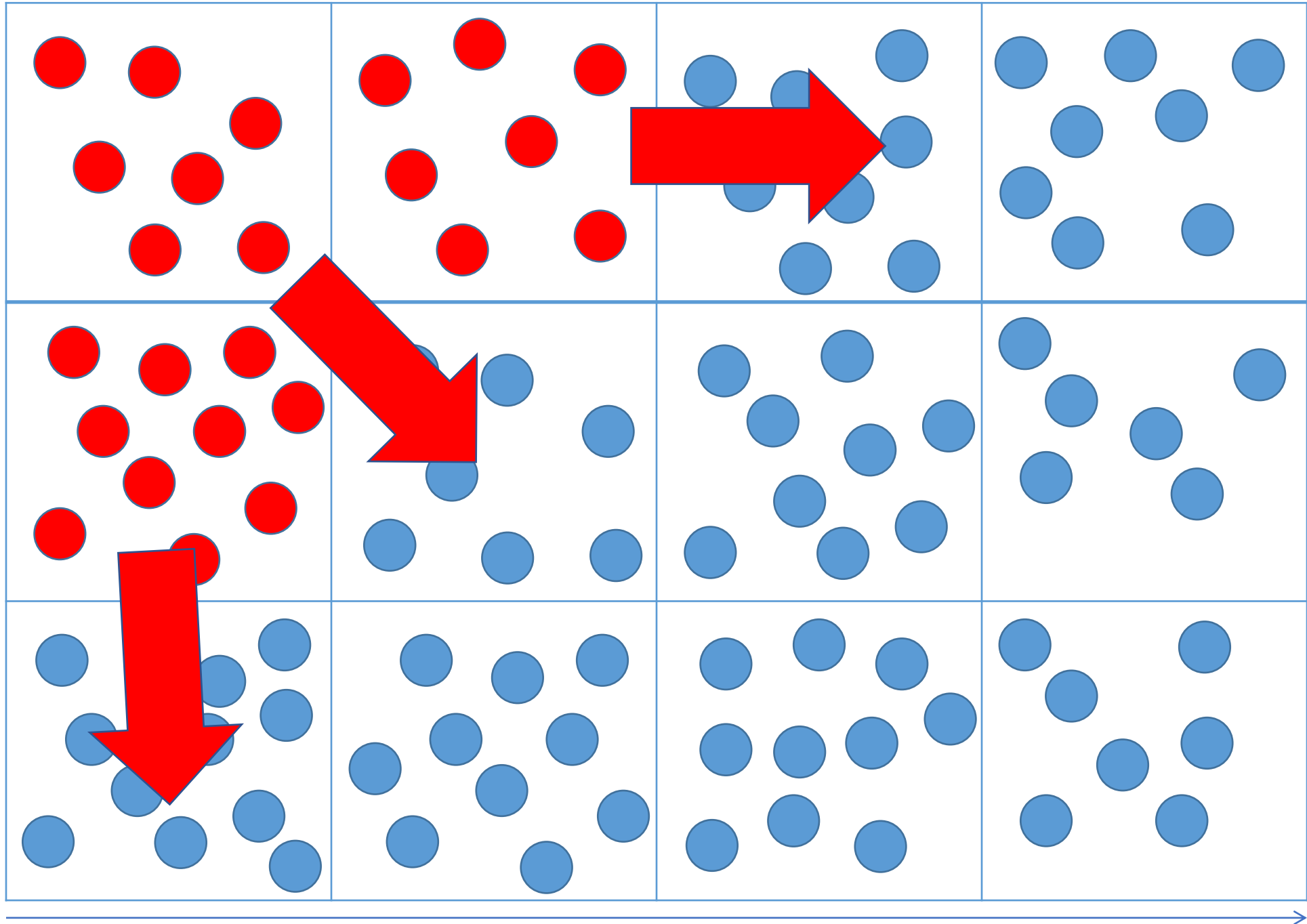


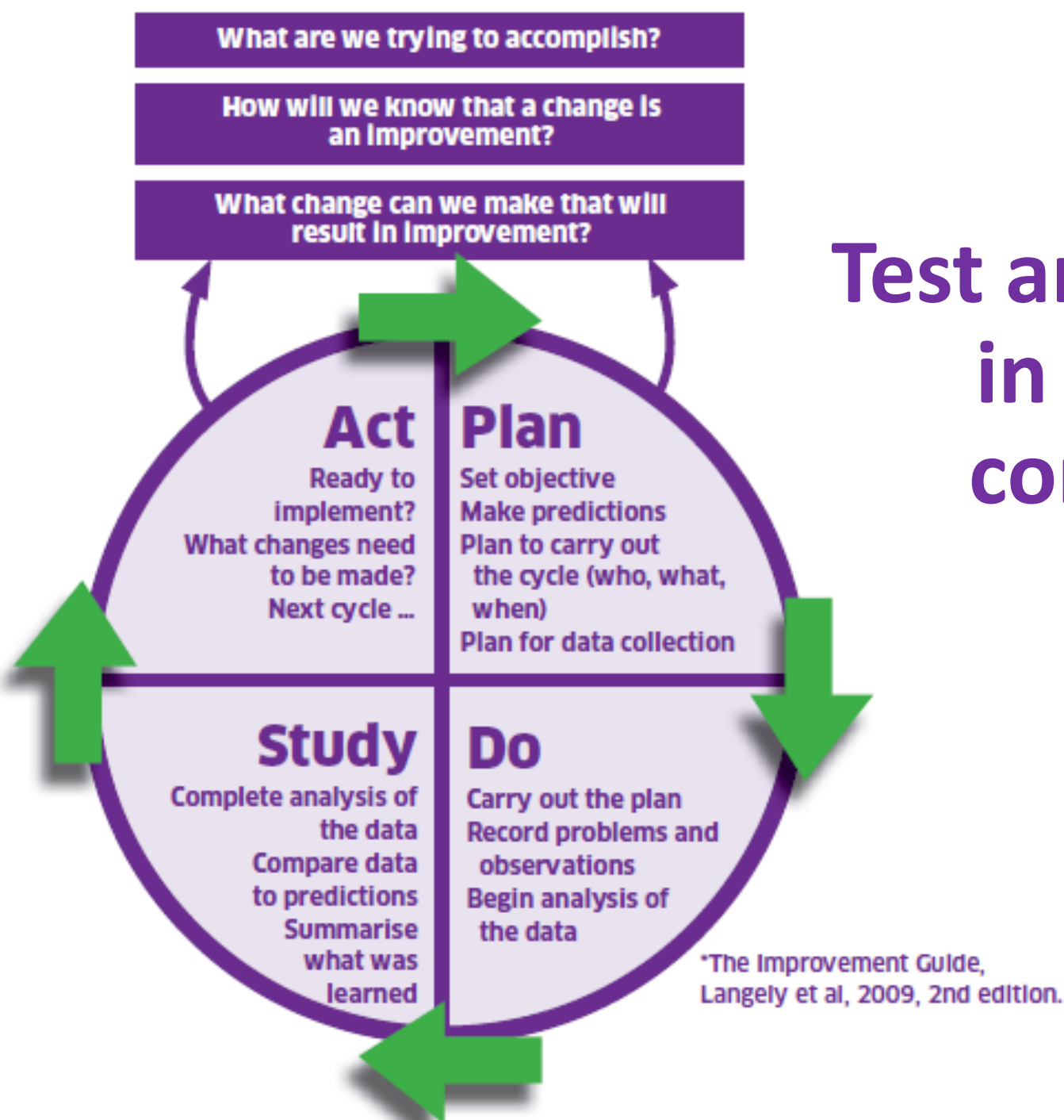










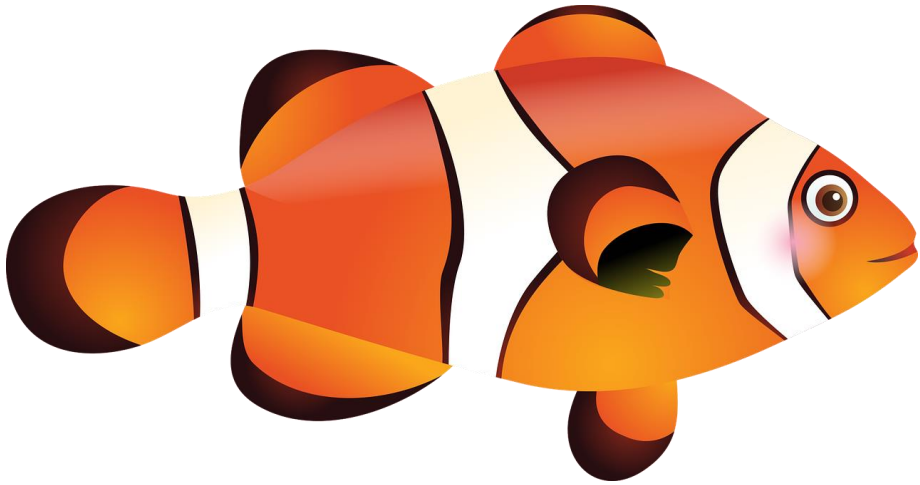


Test and adapt
in each
context

Five Question to help you Spread Improvement

5. What is your compelling **STORY**?

Smart Storytelling



Once upon a time	There was a widowed fish named Marlin who was extremely protective of his only son, Nemo.
Every day	Marlin warned Nemo of the ocean's dangers and implored him not to swim too far away.
One day	In an act of defiance, Nemo ignores his father's warnings and swims into the open water.
Because of that...	He is captured by a diver and ends up as a pet in a fish tank of a dentist in Sydney.
Because of that...	Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way.
Until finally	Marlin and Nemo find each other, reunite, and learn that love depends on trust.

Tackling inequalities in attainment

There was a time...when children from poorer backgrounds didn't read very much or have reading interactions with their parents. This meant that their educational development was hindered and ultimately impacted on their "life opportunities"
Every day...children from wealthier families would have stories read to them and would in turn develop an interest in reading and exploring new knowledge and experiences.
One day...a nursery teacher came up with the idea of having a "bedtime bear" that the children would take home with them to encourage parents to read bedtime stories and help their child develop and learn. The children and parents thought this was a great idea and story reading increased significantly.
Because of that...many nurseries in Scotland now have a bedtime bear and stories are being read to children in homes where previously this would not have been happening.
Because of that...many more children are developing in ways that they previously wouldn't have. Learning to love reading, exploring and special time with their parents strengthening family bonds.
Until finally...	...the number of children from difficult or poorer home situations ending up taking 5 or more national 5s and going on to study at Higher has increased in the target areas by 18%. This means there are now more than 5000 children with more opportunities and stronger relationships at home than if bedtime bear had not existed!

Readiness for spread?



Has your project become the “new way” of working yet?

Five Question to help you Spread Improvement

1. **What** are you spreading?

2. What is your **system**?

3. What is the **context**?

4. What is your **scalable unit**?

5. What is your compelling **story**?

The spread challenge

How to support the successful uptake of innovations and improvements in health care

Tim Horton, John Illingworth and Will Warburton



Further Reading

<https://www.health.org.uk/publications/the-spread-challenge>

Session Objectives



Describe the difference between testing, implementation, scale up and spread

Explain critical elements to support the spread of a change idea

Apply spread principles to an improvement project

Write a spread aim and spread plan

Resources

- [“Slow Ideas” by Atul Gawande in the New Yorker](#)
- [The Quality Improvement Journey - spread animation](#)
- [Implementation and Spread eLearning Module – NES](#)
- [Adoption Attributes Worksheet](#)
- [Readiness for spread checklist \(developed by Institute for Healthcare Improvement\)](#)
- [The spread challenge \(published by the Health Foundation, 2018\)](#)
- [Three Step Improvement Framework for Public services](#)

This resource may be made available, in full or summary form, in alternative formats and community languages.
Please contact us on **0131 656 3200** or email **altformats@nes.scot.nhs.uk** to discuss how
we can best meet your requirements.



NHS Education for Scotland
Westport 102
West Port
Edinburgh
EH3 9DN
www.nes.scot.nhs.uk