A practical guide to spread and adoption

Central to enabling spread and adoption is shifting the question from...

*How can I **get** these people to do what **I** want them to do?*

...to *How I can **help** these people to do what **they** want to do?*

We need to work with people to **create awareness**, **build will** and **enable behaviour change**.

To do this requires a particular approach and clear definition of the types of activities to undertake. Central to much of this is ensuring that we have a deep understanding of context and that we plan activities which build on that context, to support the people we are working with to enable adoption.

Our **practical guide** sets out key questions to consider when planning an approach to spread, to help you move from the early stages of knowledge and awareness raising all the way through to full behaviour change and adoption.

Our guide is based on the work of Joe McCannon and Becky Margiotta at the Billions Institute, as well as Professor Trisha Greenhalgh at the Nuffield Department of Primary Care Health Sciences.

These questions will help you to identify approaches and activities to implement, scale and spread

Knowledge into interest → **Interest into decision** → **Decision into implementation** → **Implementation into adoption**

Knowledge into interest	Interest into decision	Decision into implementation	Implementation into adoption
• What is the local context (operational, political, economic) • How does the problem relate locally? • Who are the key stakeholders? What's the best way to engage with these stakeholders? • What does this intervention bring to the intended user? • Where are the challenges and enablers likely to be? • Where has this already worked and what stories can we tell? • What stories can we tell about the local situation to generate interest? • What needs to happen to enable this to be implemented in, and adopted by, an organisation?	• How can we co-create an approach to helping people to do what they want to do with regard to the intervention? • What do people know about the intervention? Is that what they want to know? • What do they feel about it and what are their concerns? • What are they enthusiastic about? • What barriers are there to decision-making? • What is the overall aim? • What are the individual trust/organisational aims? • How can we engage people with this aim? How is it relevant to them?	• What are the best ways to make this work? What tools can be used? Collaboratives? Sprints? Campaigns? • Who needs to be involved? Are they? • Are the aims rated and compelling to the individual trusts/organisations? • What organisational issues need to be addressed to make this work? • How can we encourage enthusiasm to keep implementation compelling? • What stories can we tell?	• What is the data telling us? • What learning is there about how implementation has been going and what can be done to keep it on track? • Reconsidering the context analysis, how is this implementation going to be sustained? • Who needs to be involved and how are they being engaged? • Where are the barriers to sustainability? • Who/what are the enablers? • How can we tell the story of success so far? What has implementation meant for staff and for beneficiaries?