

Section 3

REVIEWING COMMUNICATIONS AND GATHERING EVIDENCE FOR SPREAD: a guide



Each health care improvement project is different but the materials that you will need to communicate effectively during the 'spread' stage are broadly the same.

The questions your communications will need to address in the spread stage are:

- What change(s) happened within your project?
- How, when and within which target groups of people (or even groups of people who were not originally targeted) did the changes happen?
- What aspects of the project's intervention contributed to these changes?
- What were the key successes and achievements?
- What were the key challenges and barriers?
- How cost-efficient was the intervention?
- What might you change if you had to repeat or extend the project?

Gathering the evidence to communicate

Take some time to work as a project group and look at what evidence, data and stories you have that answer the above.

Think about how you can illustrate those answers in ways that will appeal to different audiences. A good range of evidence you can use for communications would be:

- data demonstrating shifts/improvements in a condition, practice/service, infection rates or incidents of risk
- case studies from those involved in implementing the changes – how did it feel for them? What were the challenges and benefits?
- financial or efficiency savings
- stories from patients and beneficiaries or any story that highlights a key aspect of the project – eg the problem that was addressed and how the project impacted on, improved, or benefited a patient.

Review your communications to date

As you move into the **spread stage** of your project, it is likely that the focus of your communications will change. Now is an ideal time to revisit your communications objectives, audiences and messages and revise them according to your current project priorities.

It is also a good time to revisit your objectives and evaluate your communications activity against them. Did your communications achieve what they set out to? If not, can the approach/actions be reviewed and improved upon as you move into this final phase?