

Spread Planner

INSTRUCTIONS

What is a Spread Planner?

Spread is the degree to which a process, best practice or improvement is adopted by an organization. Spread can occur both passively, through diffusion, and actively, through dissemination. Regardless of the manner in which the change is spread, its adoption requires:

- An understanding of unmet needs – known as “a sense of urgency”
- An awareness of change ideas and concepts
- An evaluation of the applicability of potential changes to new environments
- The belief that the change will result in improvement
- Action to adopt the change

A **Spread Planner** is an effective tool for quality improvement teams seeking to spread an improvement, as it allows them to clearly outline how they plan to spread the improvements they have made. It is a useful tool whether the team is spreading change to another organization, or to other parts of their own organization.

The four steps necessary to spreading any change are as follows:

1. **Clarify what is Being Spread:** Prior to initiating the spread of a practice or idea, it is important for the team spreading the change to agree on what it is that is being spread. Is the team attempting to spread a specific change idea? A change concept? Or even a new or redesigned system of care? Without consensus, it is difficult to spread sustainable change.
2. **Determine How to Spread the Change:** The “best way” to spread a change will vary depending on the specific practices and culture of an organization. For example, in some it may be that talking directly with colleagues might be the best way to spread a change. In others, it may be that change needs to originate with senior management or organizational leadership. Tailor your spread plan to suit your organization.
3. **Identify And Confirm Resources:** Spreading improvement requires resources. The support of organizational leadership, someone to lead the spread efforts, trained staff, and access to the necessary equipment will improve the likelihood of successfully spreading an improvement. It is helpful to identify these resources early in the spread process.
4. **Monitor And Communicate Progress:** Having a plan that outlines how you will monitor and communicate the progress of your spread initiative will support ongoing learning and improvement within your organization.

Steps to Spreading Change

Below are tables that contain lists of ideas to consider during each step of the spread process. Although all of the ideas within these tables may not be applicable to every organization and situation, the more items teams can check off, the more successful their spread efforts are likely to be. Each of the tables below also contain a planning area. Together, the four planning areas make up a spread plan.

Step 1: Clarify what is Being Spread

Checklist	Planning Area				
<ul style="list-style-type: none"> <input type="checkbox"/> The team has documented what they are planning to spread. <input type="checkbox"/> The components of the change to be spread have been described. <input type="checkbox"/> The advantages of the change have been identified. <input type="checkbox"/> Ideas for potential adaptation have been documented. <input type="checkbox"/> The changes are packaged in a way that they can be easily understood and tested by adopters. <input type="checkbox"/> Copies of helpful tools and methods used by the pilot sites, copies of process maps that outline the process, and policies and procedures are gathered and ready to be distributed as part of the spread activities. 	<p>We are planning to spread:</p> <p>Adaptation ideas are:</p> <p>Materials (tools, process maps, etc.) we will distribute to support the spread activities:</p> <table border="1" data-bbox="480 856 1479 1438"> <thead> <tr> <th data-bbox="480 856 704 919">Name</th> <th data-bbox="704 856 1479 919">Status (i.e., to be developed by..., ready for distribution)</th> </tr> </thead> <tbody> <tr> <td data-bbox="480 919 704 1438"></td> <td data-bbox="704 919 1479 1438"></td> </tr> </tbody> </table>	Name	Status (i.e., to be developed by..., ready for distribution)		
Name	Status (i.e., to be developed by..., ready for distribution)				

Step 2: Determine How to Spread the Change

Checklist

- The team has identified who the change is being spread to.
- The team has identified communication methods that work for each audience.
- The team has identified the message that will be the most important to each audience.
- The plan includes “sticky messages”: simple, unexpected, concrete, credible, emotional stories
- There is a plan to provide opportunities to observe the success of the change.
- The team has identified how the changes are compatible with the practice/clinic’s current culture and values.
- There is a mechanism to acknowledge and address concerns.

Planning Area

To whom are we spreading the change?	The best way to reach each group we are spreading to is...	The message that is most important to each group is...	Who will take the lead?	By when?

