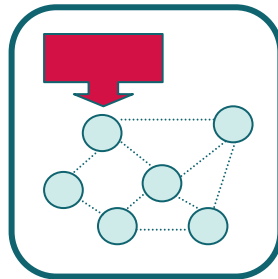


FRAMEWORK FOR SPREAD

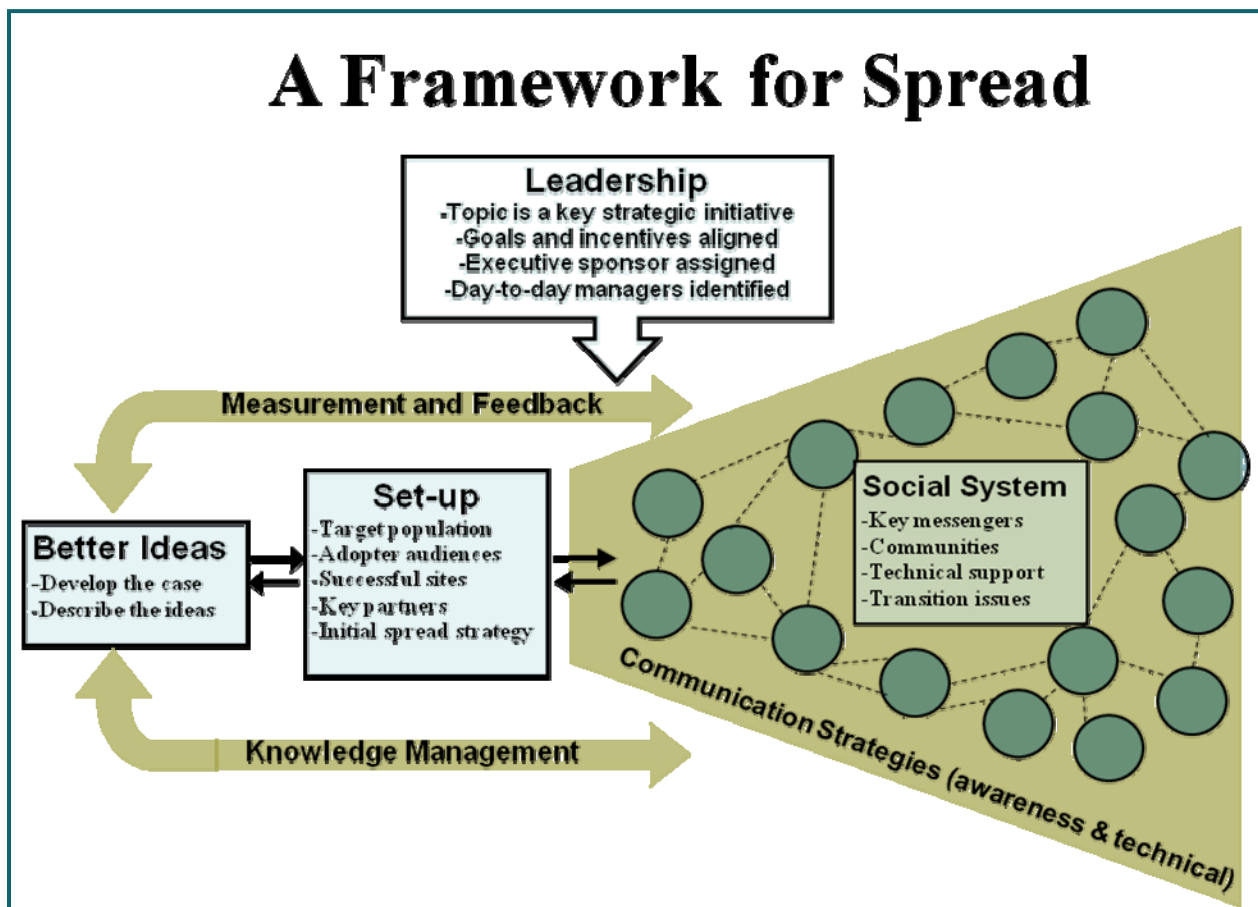


Framework for Spread

What is Spread?

Spread is the degree to which learning is put into operation throughout an organization. It is the science of taking a local improvement (intervention, idea, process) and *actively* disseminating it across a system (e.g. within a hospital, a long-term care home, home health care agency, a group of hospitals, a region, a country). In the context of the Falls Getting Started Kit, it refers to the movement of the small tests of change that have been identified for implementation within a targeted practice setting to the entire organization.

Framework for Spread¹



The Framework for Spread has seven Components:

1. **Leadership:** Setting the agenda and assigning responsibility for spread
2. **Set-Up for Spread:** Identifying the target population and the initial strategy to reach all sites in the target population with the new ideas
3. **Better Ideas:** A description of the new ideas and evidence to “make the case” to others
4. **Communication:** Methods to share awareness and technical information about the new ideas

5. **Social System:** Understanding the relationships among the people who will be adopting the new ideas
6. **Knowledge Management:** Observing and using the best methods for spread as they emerge from the practice of the organization
7. **Measurement and Feedback:** Collecting and using data about process and outcomes to better monitor and make adjustments to the spread progress

It can also be useful to think about spread as involving three phasesⁱⁱ:

- **Planning and Set-up** (leadership, set-up, and better ideas)
- **Communication through the Social System** (communication strategies and the nature of the social system)
- **Continuous Monitoring and Feedback** (measurement and feedback and knowledge management)

Are you ready for SPREAD?ⁱⁱⁱ

- There are demonstrated results
- There is will to spread the idea within the organization
- The strategy is a key initiative for the organization
- A senior leader is responsible for spread of the changes
- There is an agreed upon PLAN documented

ⁱ Institute for Healthcare Improvement. Spreading Changes.
<http://www.ihl.org/IHI/Topics/Improvement/SpreadingChanges/Changes/>

ⁱⁱ Majewski, C. & Ballentine, C. (2010). Spreading Best Practices. A presentation at the RNAO Best Practice Spotlight Organization Knowledge Exchange Symposium. Toronto, Ontario.

ⁱⁱⁱ Majewski, C. & Ballentine, C. (2010). Spreading Best Practices. A presentation at the RNAO Best Practice Spotlight Organization Knowledge Exchange Symposium. Toronto, Ontario.