

# Strategies for facilitating implementation and change

## Action strategies

1. Communicate repeatedly the urgency and purpose of the programme to all types of actors and through multiple channels
2. Encourage empathy for the older people's situation and provide real world examples
3. Enhance cooperation and holistic views on the program between and among national and regional actors
4. Build, educate and support regional structures of strategic management teams and improvement coaches competent in systematic improvement
5. Build a national support structure using established development centres with expertise in quality improvement
6. Draw on different actors' collective competence and perspectives by inviting different stakeholders to meetings , seminars and collaborations
7. Encourage transparency and use all kinds of media for communication and information sharing
8. Carefully design interactive and engaging program activities
9. Engage experts, mentors, evaluators and critical friends
10. Actively use monitoring and evaluation and measurement and feedback structures combined with financial incentives

## Intentions/Intermediate goals

- Strengthen motivation and keep goal states in sight (1, 2, 6)
- Keep focused on the core purpose (1, 2)
- Accomplish synergy effects and shared mental models (1, 3)
- Enhance regional implementation and development (4, 5)
- Enable sustainability (4, 5)
- Enrich understanding of perspectives and common learning (3, 6, 8)
- Reach as many stakeholder groups as possible (1, 7)
- Monitor and evaluate program strategies (9, 10)
- Provide feed-back and planning support to the Be-Life program management team (9, 10)
- Accomplish experiential and interactive learning among involved actors during and in-between meetings (4, 6, 7,8)
- Boost action, development and learning, both on program and target actor levels (2, 4, 8, 9, 10)

Changes  
in  
regional  
and local  
practices

## Program goal

**Improve quality of care for the most ill elderly people**

### Sub goals

- Preventive care
- Good palliative care
- Good care of people with dementia
- Adequate pharmacological treatment
- Integrated and well coordinated health and social care for older people

### Goals related to other national initiatives

- Increased use of National quality registry data for improvement in health and social care organizations
- Regional competence in and support structures for quality improvement