

# Training Module 10

Continuous Quality Improvement Series

## Communication plan considerations

*This module aligns with CQI Step 5: Implementing—Monitor progress toward your goal*

This module is part of a series of guidance resources and tools on continuous quality improvement (CQI) developed as part of the Sexual Risk Avoidance Education National Evaluation (SRAENE). The series includes a [template](#) to guide CQI work, a set of modules providing detailed information on the steps included in CQI, a [tool programs](#) can use to assess their CQI practices and processes, and a [brief](#) describing the development process used for the series and lessons learned from a set of Sexual Risk Avoidance Education grant recipients that used the tools during a pilot. For all resources in this series, as well as other resources developed as part of SRAENE, please visit the SRAENE website.

For more products, visit the [CQI page on the SRAENE website](#).

If you decide to maintain a strategy, you have one of two choices: 1) Continue to implement on a small scale to give your team time to monitor progress toward your SMART goal, or 2) Expand the strategy to one or more additional sites to understand whether it works the same in new contexts and/or begin to share the new strategy program-wide. If you plan to scale up, consider how to communicate the new practice with key stakeholders, as buy-in from staff and partners responsible for implementation is not assured. Consider the following.<sup>1</sup>

- **Ownership.** Who will own the new practice? Who do you expect to carry it out and who will oversee the process to ensure it happens? If you expand to new sites, try to identify a champion to oversee on-the-ground implementation at each site and have a member of your CQI team offer implementation support across sites and monitor progress.
- **Communication and training.** Who should be the messengers for the change? Are there staff involved with the initial road test who can help to build buy-in for a new process? How will you support staff in carrying out the new practice? For example, if staff need to start offering online make-up sessions, how will you train them on the online platform so that they feel confident sharing it with participants and are clear about expectations?

### Tip for spreading changes

Strategies can work differently across different sites, groups or facilitators. When scaling up a new change program-wide, consider what elements of the strategy are core and what elements you can adapt to fit different contexts and environments. For example, the core of an attendance outreach strategy might be that facilitators must reach out to all participants at least once a week outside of sessions. When the outreach occurs (for example, how long before or after a session) and how it happens (via phone, email, or text) can vary depending on what works at a given site. Allowing adaptation fosters buy-in and helps to ensure success across sites.

<sup>1</sup> Institute for Healthcare Improvement. "Improvement Tools." Available at <http://www.ihl.org/resources/Pages/Tools/default.aspx>. Accessed January 7, 2021.

- **Institutionalizing the change.** How can you prevent staff from slipping back into the old way of doing things? Is there a way to standardize the new process with documentation or resources? For example, if you now expect staff to reach out to absent participants within 24 hours, your team could develop a system for staff to document outreach instances to monitor timeliness.
- **The impact on workload.** A new practice might mean more work for staff, which can cause resistance, even if it's an improvement. Consider how you can reduce their burden in other areas.

For an example of a structured worksheet for sustainability planning, visit the Institute for Healthcare Improvement site to access its [sustainability planning worksheet](#) (note: while free, accessing resources on the site requires registration).

## Completing the CQI Plan Template



Under **Step 5: Implementing** note how you will manage sustaining or scaling up your strategy.

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