

Theories of behavior change and guideline implementation at national level

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- *Knowing is not enough, we must apply; willing is not enough, we must do*

Goethe

Guidelines and behaviour change

- Information-deficit models of behaviour change



- Provide good quality information
 - Behaviour change would follow
- Focus on quality of guidelines
- Focus on guideline development process

- *Patient No. 1: Lev Nikolayevitch Tolstoy. Sanguine temperament. His illusion is that he can change others' lives by words*

Implementing clinical guidelines

- Alternatively, a lot of focus is given to economic theories of behaviour change
 - Financial incentives
- Side effects and durability not fully considered

Which one of these interventions you have used for improving quality of care?

As a clinician or policy-maker

Category	Intervention
Competence oriented	CME (interactive)
	Interprofessional education
	Mailed printed material
	Mailed national warnings
	Participatory guideline devel.
	Interprofessional shared care (consult-liaison)
Performance oriented	Mass media
	Audit and feedback
	Reminder systems
Social influence	Educational outreach
	Peer review
	Patient mediated
	Local opinion leaders
Physical support	Continuous Quality Improvement
	Practice support
Financial incentives	Essential drugs programmes
	Financial incentives
Non-voluntary	Reimbursement and budgetary policies
	Rules, obligations
	Restricted formulary
	De-registration / reclassification

Evidence from the overview of systematic reviews

	Intervention	Relevant theories	Effect	Cost	Durability
Competence oriented	CME (interactive)	Adult learning; Theory of Planned Behaviour (TPB)	++	Medium	?
	Interprofessional education	Adult learning	?	Medium	?
	Mailed printed material	Social influence; TPB	+/0	Low	?Short
	Mailed national warnings	Social influence	+	Low	Medium to long
	Participatory guideline devel.	Social influence; TPB; health education	+	High	? Medium to long
	Interprofessional shared care (consult-liaison)	Health education; TPB	+/0	?High	?
	Mass media	Diffusion; TPB; social influence	+	Low	? Medium
Performance oriented	Audit and feedback	TPB; social influence; stages of change	+	Low to medium	?
	Reminder systems	TPB	?+	Low to medium	Short
	Educational outreach	Diffusion; social influence; stages of change; TPB	?++	Low to high	Short to long
Social influence	Peer review	Social influence; TPB; Diffusion	?	?Medium to high	?
	Patient mediated	Social influence; TPB	+	Low to medium	?
	Local opinion leaders	Diffusion; Leadership; TPB	?	?Medium to high	?
	Continuous Quality Improvement	Management theories	?	?Medium to high	?
Physical support	Practice support	Management theories; TPB	?	?	?
	Essential drugs programmes	Management theories	?+	?	?
Financial incentives	Financial incentives	Economic; social influence	?+/-	Low to high	? Short to medium
Non-voluntary	Reimbursement and budgetary policies	Economic theories; TPB	?+/-	?	?
	Rules, obligations	Economic & management; social ecology	?	?	?
	Restricted formulary	Economic; social ecology	+	?	? Medium to long
	De-registration / reclassification	Economic; social ecology	?+/-	?	?