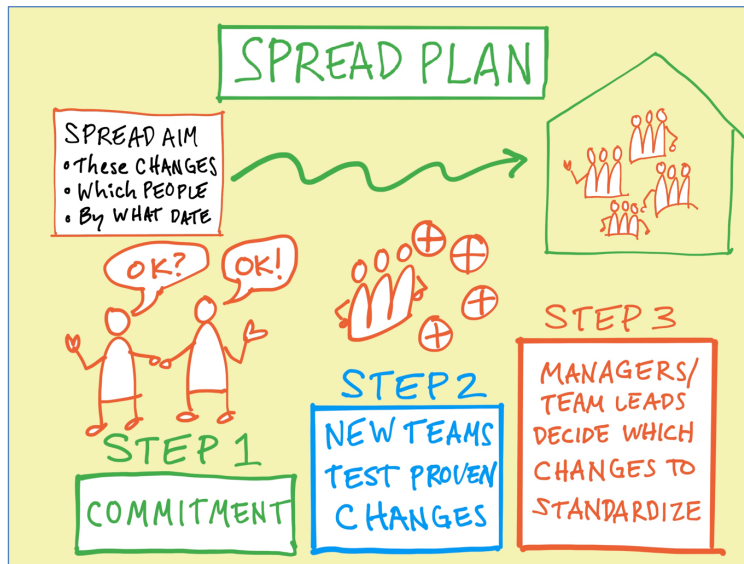# Spread Plan Guide

Once you have a clear Spread Aim (see separate worksheet for this CCI Academy module), use these three steps, along with regular project management, to make the changes happen.



## PART 1: Gain commitment from targets.

Spread is about the big team, not just the scrappy innovative change-lovers. Plan how you will make the case for more people to adopt your proven changes. Change management approaches include making a communications plan* and a champion in each role responsible for doing the new work (providers, MAs, call center, etc). Work through both management-down channels and through frontline staff-up QI action. Collaborate! Adjust as needed. (Are there reasons your timeline won't work? Maybe change the end date in your Spread Aim.)

*Use your organization's communications plan, or search "communications plan project management" to see a world of options to choose from. Try an image search to see lots of plan template options quickly, no mess.

## PART 2: New teams test the changes you are spreading.

Each team and each worksite are different. Don't back up to test any change idea that sounds good, but support testing of the changes listed in your Spread Aim. Then make it happen in partnership. Are your spread targets good at testing new things small using PDSA cycles, or do they need your team to coach them on this? Make it easy to participate and hard to say no. Keep the "test to figure this out" mindset of improvement work.

## PART 3: Managers decides which changes to standardize, and where different habits may be good.

Your spread work is not final until you can say: "Yes, this change is now standard work for these people." Or "There are valid reasons why some changes won't work here like they do for the pilot team or pilot worksite." Schedule this discussion as the testing in Part 2 wraps up. Note these decisions, here or elsewhere, then …

… then, move into *Three Anchors of Sustainability* from our other module in this CCI Academy short course, to make sure the now-widely-used changes stick for the long term.