

## Poster

### Developing an implementation strategy using a theoretical framework: The intervention for the IMPLEMENT trial

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<b>Clinical Practice Guideline</b>	The guideline was “Evidence-based management of acute low-back pain (LBP)”. The guideline was part of a series of guidelines produced by the Australian Acute Musculoskeletal Pain Guidelines Group.
<b>Stakeholders</b>	The implementation strategy will attempt to influence the practice of general practitioners (GPs) in Victoria, Australia. In developing the strategy, we have collaborated with representatives of the Divisions of General Practice and the Royal Australian College of General Practitioners.
<b>Evidence-practice gap</b>	LBP is a common condition managed by GPs and evidence-based management could be improved by encouraging activity and by reducing x-ray referral. Two of the staff at our Institute were involved in the development of these guidelines and had a strong desire to see them implemented in general practice.
<b>Implementation strategies</b>	An implementation strategy was designed to address the barriers and enablers for implementation of the guideline. In an earlier research project at our centre, focus groups were conducted with GPs in Victoria underpinned by a theoretical framework grounded in behavioural theory (Michie 2005). Thematic analysis was used to map the identified barriers and enablers to the theoretical domains that are used for understanding and facilitating behaviour change. We are currently in the process of developing the intervention by applying behaviour change techniques to overcome the barriers to implementation of the guideline identified in the focus group interviews. Ref: Michie S et al. Qual Saf Health Care 2005;14(1):26-33
<b>Data</b>	The data used to develop the implementation strategy were the results from focus groups with GPs that explored the barriers and enablers for uptake of the key messages of the guideline. We also used data from other studies that have identified barriers in general practice to the uptake of LBP guidelines.
<b>Results</b>	The implementation strategy has only recently been developed and is going to be tested in a cluster randomised controlled trial. The trial is expected to be underway by October 2006.
<b>Resources</b>	This project is funded by the National Health and Medical Research Council (NHMRC) by way of a project grant.
<b>Key message</b>	The behaviour change theoretical framework developed by Susan Michie and colleagues was really helpful by informing the process for developing the implementation strategy. This is the first project we are aware of that has used this framework to develop an implementation strategy.
<b>* Presenter Bio</b>	Simon French is a PhD candidate at the Australasian Cochrane Centre at the Institute of Health Services Research, Monash University. He has a clinical background in allied health and also has a Master of Public Health. Simon's PhD project is part of an NHMRC-funded project at the Institute, led by Associate Professor Sally Green, to develop and evaluate a strategy to implement an evidence-based clinical practice guideline for acute low-back pain into general practice.