

# What have we learnt that we can put into practice?

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# Three Key Messages

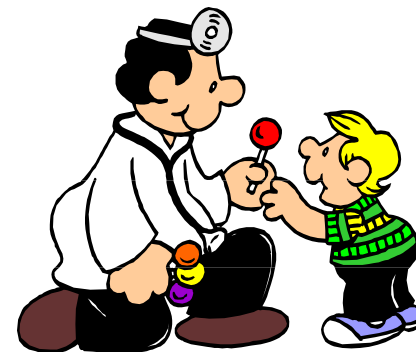
1. The focus on 'adoption' and behavior
2. Use your key influencers
3. The importance of **you** 😊

# Are we spreading the use of a 'thing' or a 'behaviour'?

**THINGS**  
and how their  
use is adopted



**BEHAVIOURS**  
(or Concepts..)  
and how they  
are adopted





# The Virus of Marketing



Little time



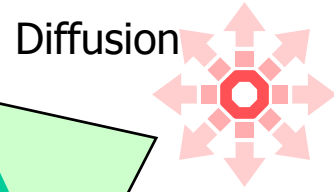
Minimal Budget



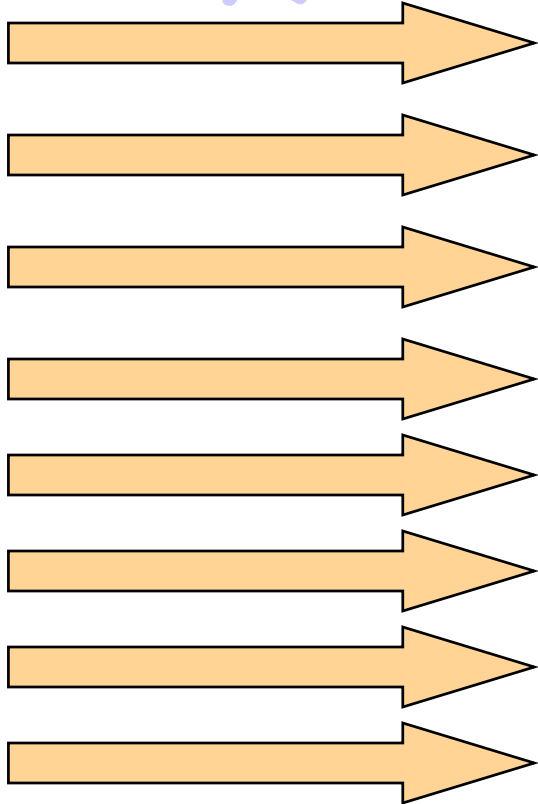
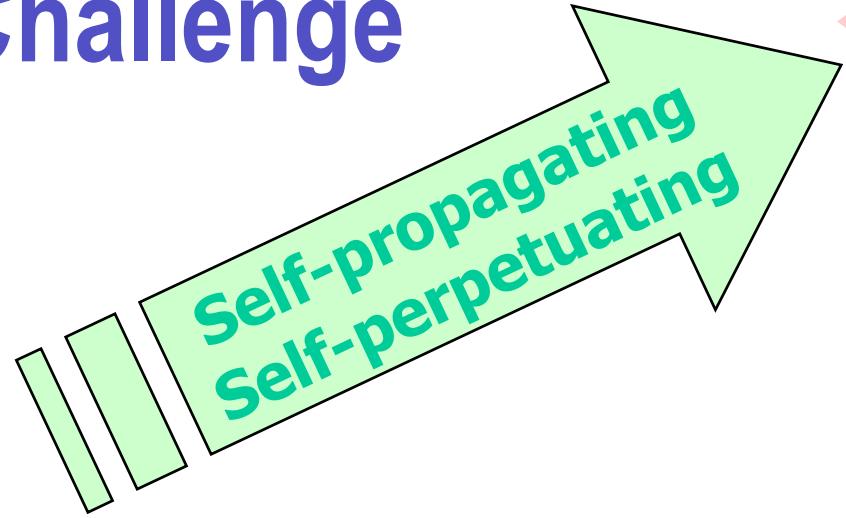
Maximum Effect

“Hotmail”: ZERO to 12 million users in 18 months  
Jockey “Make-a-Flake”; 1500 – 1.2 million  
HRT Million Women Study  
MMR Debate...

# The Key Challenge



Dissemination

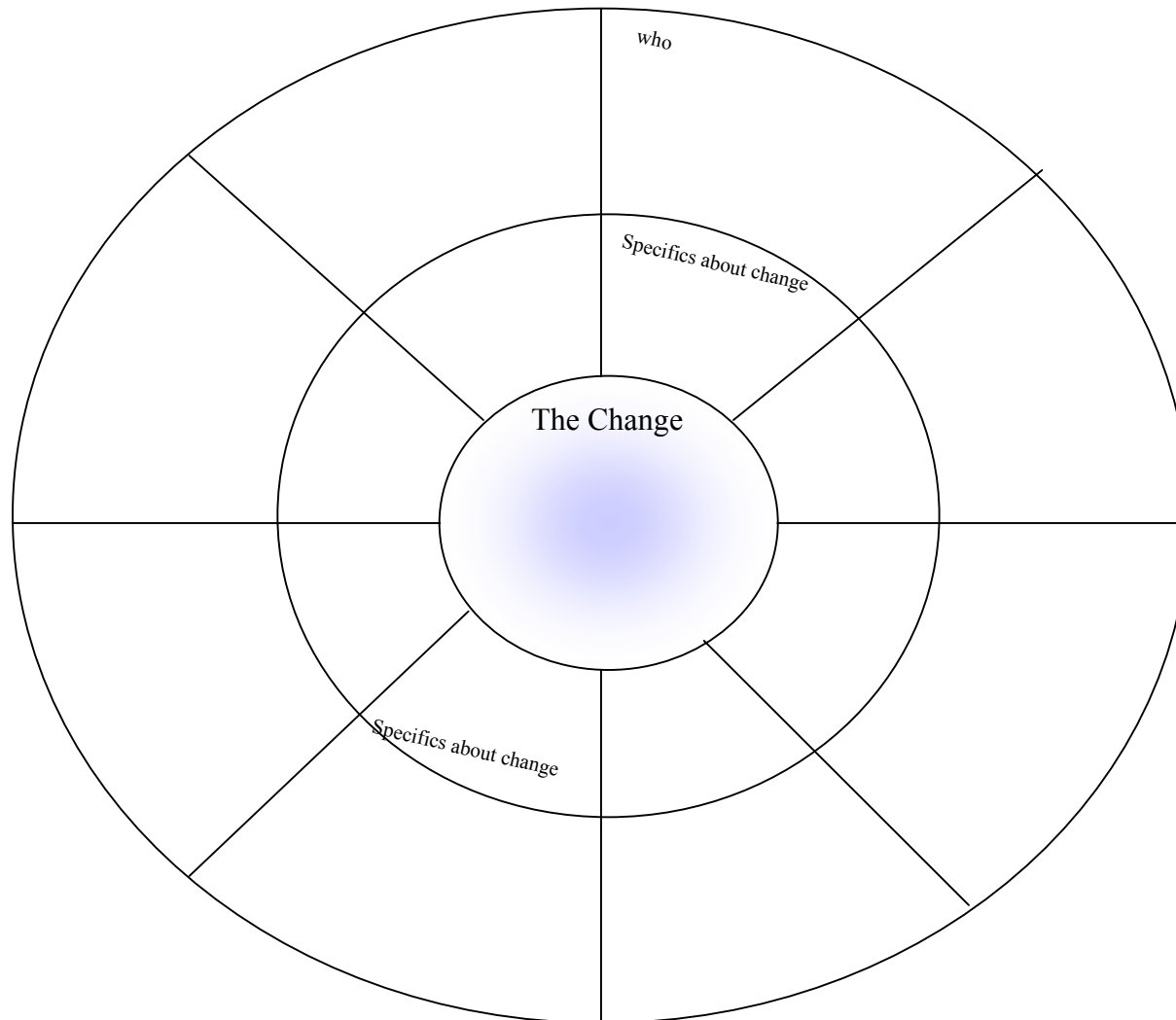


# The View of Spread v. Adoption

<b>Spread</b>	<b>Adoption</b>
Push ideas outward to others	Pull ideas into myself
My agenda at the centre of a larger organisation	My agenda at the sharp end of delivering care
Use of organisational structure and hierarchy to communicate about change	Use of social systems to communicate about change
A focus on tools, techniques and processes	A focus on relationships and facilitation



# To implement the change and reap the benefits, who is changing what behaviour?



## **2. Use your key Influencers**

# Alien Song



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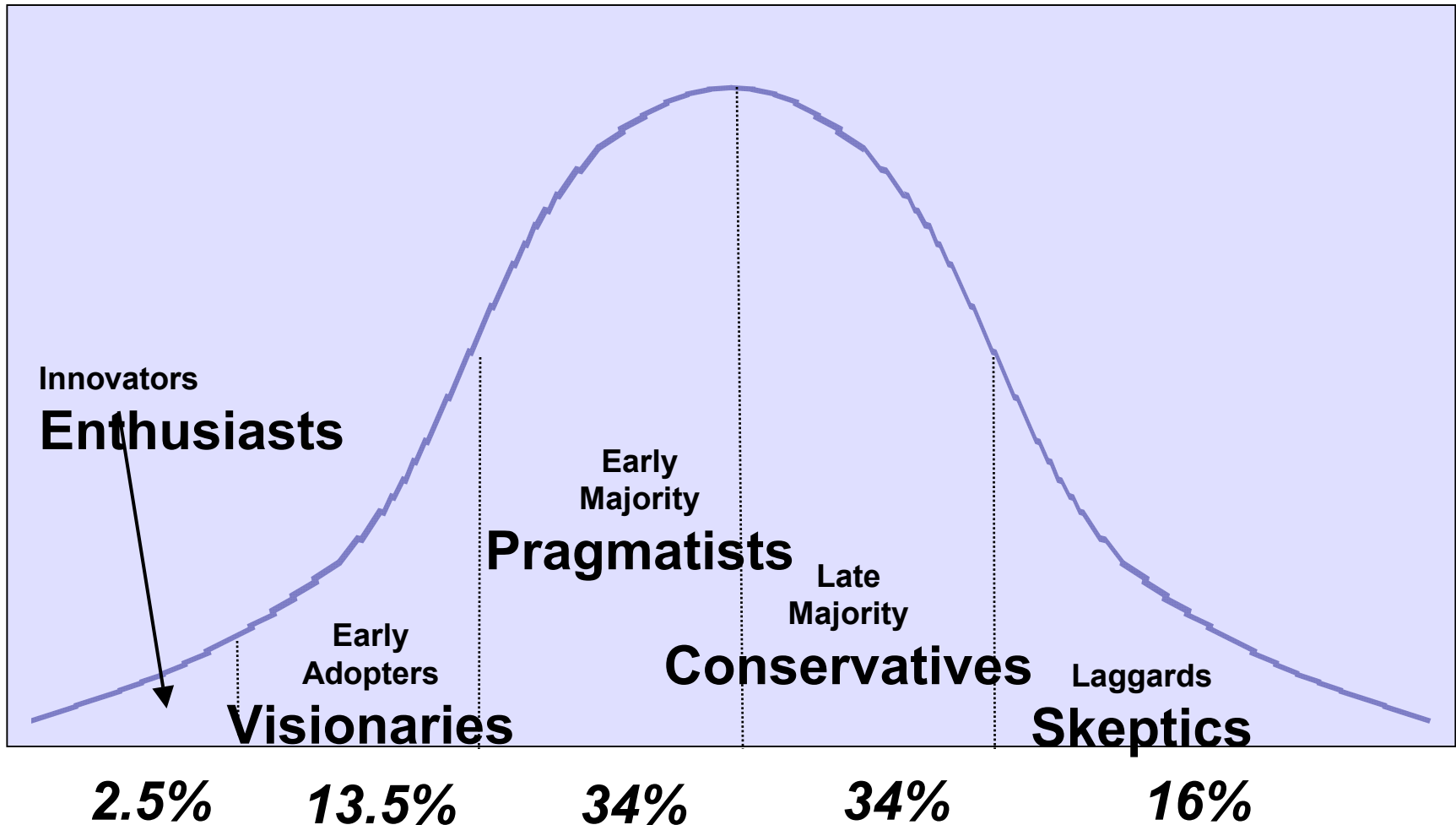
# Support the Key Influencers

- Enable peer-to-peer connections
- Develop the messengers to deliver the message
  - communication skills
  - spread knowledge
  - understanding of system to be spread
  - feedback and confirmation
- Deal promptly with and listen carefully to ‘dissenting’ opinion leaders



**Target early adopters,  
not innovators**

**Avoid stereotyping,  
especially “laggards”**



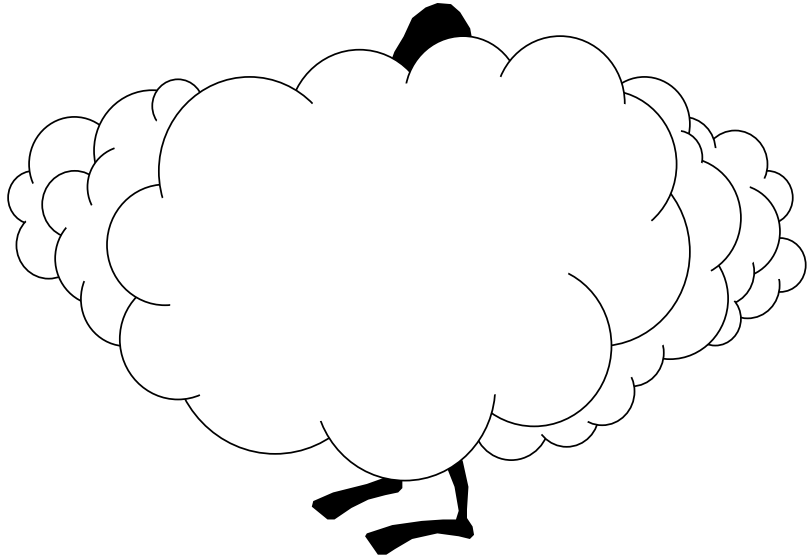
# 3. The Importance of You 😊

# Power of the positive image

- **Placebo – Nocebo effect**
  - Belief in the intervention
- **Pygmalion effect**
  - Belief in others; impact of another's image on us
- **Positive thinking**
  - Ratio of 2:1 (positive:negative) – to predict level of well being in a person



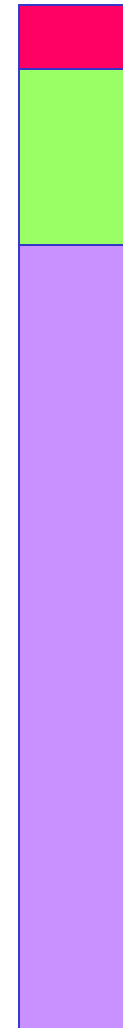
# No need to sweat the content!



**Content**

**Music**

**Dance**



**No amount of planning,  
preparation, application of theory  
or entertainment, can replace YOU  
as the key factor for success**



# Alien Song



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