

"AWARENESS"



Step 1: What drives "Behavioural" and "Motivational" changes

How does an individual engage in change? If we have to break it down, what is the first step in the recipe book for behaviour change management? Any successful change begins with the most basic question, "WHY". It is part of human nature to understand the rational behind an action or a required change. Hence, awareness is our first stepping stone to address the "WHY".

The first building block, awareness allows individuals to find reasons to "why is there the need for change" and not just awareness on changes happening around us. Building awareness helps the individual to say "I understand the nature of the change and why it is necessary". However, we need to acknowledge that awareness does not equate to longevity of behavioural change. For sustainable and successful change, subsequent building blocks focuses on evaluating capability, motivation and opportunity.

Step 2: Raising Awareness is a "TEAM EFFORT"

We are not alone in this journey, try to reach out to your healthcare partners!



Communications Team



Media Team



VOLUNTEERS

Volunteer Services



IPAC Canada Chapter Meetings



Patient/Staff experience Team



Operational Leadership Team

Step 3: Multi-modal Approach



SOCIAL MEDIA

SMALL GIFTS



FUN FAIR

FLASHMOB



CAMPAIGN