

The road ahead...

Challenges and opportunities in sustaining Quality Improvement in HIV prevention



Quality Action
Improving **HIV** Prevention in Europe

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Sustaining Quality Improvement

Starting points

- Any novelty needs people to be convinced. We are the ones that are already convinced.
- QI requires time and investment (not immense amounts)
- Support materials (evidence, experiences, policy documents)
- Different approaches at different levels (project, program, organization, policy, etc.)
- Keywords: Doing better with what we have; be more effective, participatory improvement, better services, wiser investments...
- Learning from other fields (corporate, marketing)
- Risk permissive/flaw allowing organizational cultures (a long road)
- We need ways to adjust our responses to a shifting, dynamic epidemic, and to ever changing people – “Doing the right things right”



Sustaining Quality Improvement

@Project level – Practical and effective

- Dissemination is key – “Word of mouth” may have a key role
- Focus on practical outcomes
- “Keep it simple” – How to do it/How to get started and what you can get out of it
- Community of practice and support to newcomers

@Program level – Better use of funds and investment.

- High level buy in is critical, good connections help;
- Dissemination of evidence; policy adjusted documents;
- Taking advantage of “first hand” experiences (from people in similar positions)



Sustaining Quality Improvement

@Organizations:

- Opportunities:
- Examples of successes (Show evidence, testimonies);
- Outline “how to” and what is needed (funding, time);
- Show the results and the impact – what should change, why, what does it improve?
- Value for money/Value for time (cheap/not very time consuming with practical effectiveness gains)
- Promotion of participation beyond the paper

- Challenges (and possible solutions):
- Lack of knowledge (be familiar with the concepts)
- Tight schedules/time consuming (Myths vs facts; effectiveness should be a priority)
- Low resources (allocate money for QA in applications)
- Complicated (show the tools/explain the process)

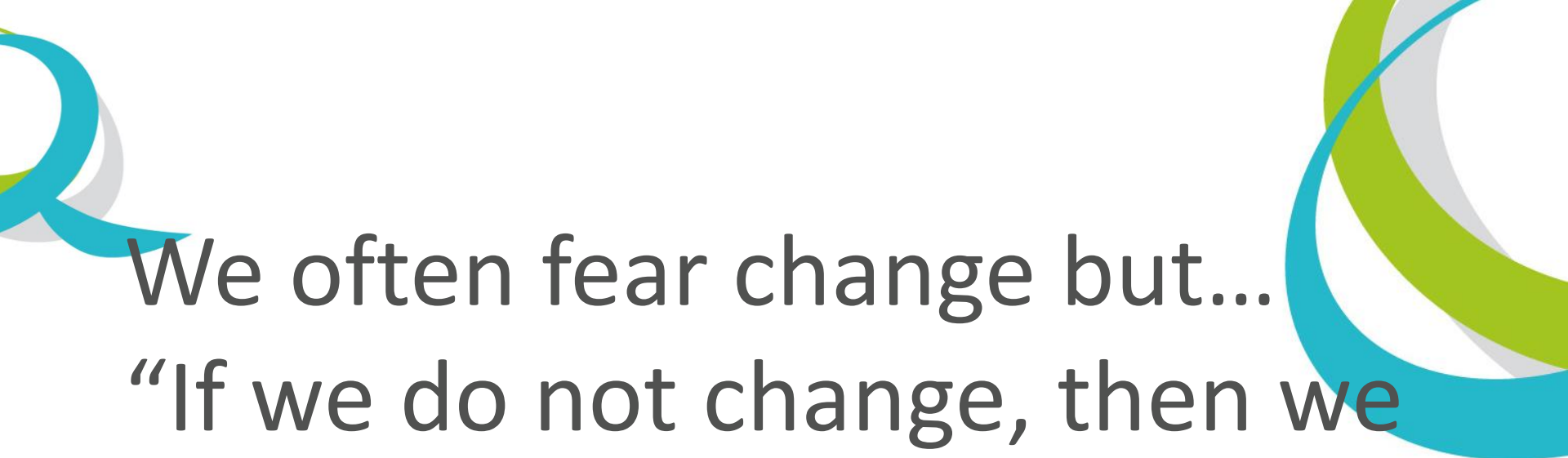


Sustaining Quality Improvement

@National level:

- Economics and effectiveness: Not expensive, and good value for money: better investments;
- Practical, tangible: Visible short/medium term effects;
- Optimization of resources: more efficient responses;
- Being on the front line: Wide network of both GO's and NGO's in Europe (lagging behind may be a leverage point);
- Support on international recommendations (WHO testing guidelines for example);
- Spread the news: "Word of mouth" dissemination, people will be curious if they know it works;
- Snowball: keeping the ball rolling on our own organizations at least, make it a part of project cycles;
- Early adopters (innovation concept): others will follow eventually;
- Central support would be an excellent added value for new people wanting to implement QI.





We often fear change but...
“If we do not change, then we
should be afraid”

Sandra Van den Eynde

Thank you!

