CUSP Tip Sheet:   
Celebrating Success and Spreading MRSA Prevention Beyond the Unit

ICU & Non-ICU

## Purpose

Recognizing success, large and small, both early on and long term is important to sustainability. Communicating success can help frontline personnel have the courage to speak up frequently, because it reinforces that their actions and voices are valued and have an impact on patient safety.

To continue success and work toward sustainable changes, spreading the best practices to other areas outside of the unit is key. Teams have a unique opportunity to collaborate with other units and departments to share the lessons learned and disseminate successful strategies.

## Issue

In the complex and fast-paced healthcare environment, recognizing and celebrating success is often overlooked. However, celebrating success does not need to be elaborate; even small gestures can go a long way to motivate staff and providers. Effective leaders and managers should always acknowledge unit teams that achieve safety goals or make significant progress toward them. Recognition of individual team members at hospitalwide meetings and in newsletters motivates personnel to sustain patient safety work.

When interventions have been successfully piloted in a unit, it is important to rapidly share the lessons learned with other units. The spread of knowledge and practices is facilitated when other units become inspired to adopt these safety practices that are recognized and rewarded elsewhere in the organization. Challenges may arise if the organization does not have the capacity for systemwide implementation, or if practice areas are not allowed to adapt the new process to different unit cultures and patient populations. Addressing these challenges requires strategic planning and flexibility to ensure successful and widespread adoption of best practices.

## Suggested Strategies1-2

### Celebrating Successes

* Ensure that successes are communicated regularly and rewarded often. Work with your facility’s communications department to find opportunities to share successes internally.
* Create a visual display of team success on the unit. Use a performance management board or a bulletin board in the break room to showcase improvement. Consider including baseline data, key interventions, and achieved outcomes.
* Establish milestones at the project’s start—such as “100 days without an infection” —and determine how you will celebrate the success. Some examples include cake, a pizza party, a certificate of recognition signed by an executive leader, or a writeup in the hospital newsletter.

### Spreading MRSA Prevention

* Analyze data to pinpoint areas in the hospital that have opportunities for improvement, and those who can adopt new practices easily.
* Share your team’s success with other units, senior leaders, quality committees, surveyors, boards of directors, and patients and families.
* Encourage senior leaders to share successes widely within the hospital and on social media.
* Obtain commitment from leadership to adopt the new practice.
* Provide a detailed overview of the new practice or process with the other units and areas. Use data, storytelling, or the Plan, Do, Study, Act (PDSA) cycle to convey the details.3
* Test the new practice or process on a small scale before full adoption.
* Discuss any barriers and how you overcame them, which may include financial analysis.
* Adapt interventions to accommodate special situations in other units or areas, depending on the types of patients or other factors.

## Conversation Starters

To assist in spreading the innovation to other areas, consider using the SBAR (Situation-Background-Assessment-Recommendation or Request) technique to prepare for a conversation with the manager or clinical nurse specialist of another unit. Below is a sample conversation of Laura, a surgical ICU (SICU) manager, whose units successfully reduced MRSA infection rates, speaking to Jack, a medical ICU (MICU) manager:

* **Situation:** “Jack, what did you think about the presentation that my unit, the SICU, gave at the leadership meeting on our success reducing MRSA infection rates? When I [Laura] look at the hospital data, it shows that the MICU’s rates are higher than expected benchmarks.”
* **Background:** “The SICU was experiencing the same challenge 6 months ago before we started our improvement project. We formed a multidisciplinary team that reviewed best practices and identified gaps.”
* **Assessment:** “I see that the MICU does not yet have an organized multidisciplinary team focused on MRSA reduction within your unit.”
* **Recommendation/Request:** “I would be happy to sit down with you, Jack, and walk you through the process that our team followed, and help you get started.”

## Resources and Tools

* [Evaluating and Sustaining Progress](https://www.ahrq.gov/hai/tools/mrsa-prevention/toolkit/progress.html)
* “[Spread” Module (AHRQ Core CUSP Toolkit](http://www.ahrq.gov/professionals/education/curriculum-tools/cusptoolkit/modules/spread/index.html))

## References

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3. Plan-Do-Study-Act (PDSA) Worksheet. Institute for Healthcare Improvement, Cambridge, MA. [http://www.ihi.org/resources/Pages/Tools/PlanDoStudyActWorksheet.aspx.](http://www.ihi.org/resources/Pages/Tools/PlanDoStudyActWorksheet.aspx) Accessed July 5, 2024.

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