Module objectives

By the end of the course, the attendees will:
• Learn key fundamentals of behaviour science relevant to IPC and ABS
• Appreciate the behavioural drivers of incorrect IPC and ABS practices
• Identify socio-cultural influences on HAI and AMR outcomes in Europe
• Understand essential behaviour theories that are relevant to designing appropriate interventions
• Gain awareness of the basic principles underpinning effective behaviour change
• Utilise available tools, such as the Behaviour Change Wheel, to identify fruitful targets for IPC and ABS intervention.
• Adopt the principles of andragogy (adult learning) to devise more effective training and educational approaches
• Adapt successful models from industry to design and implement behaviour change interventions in IPC and ABS
• Recognise the potential of social marketing techniques to plan more effective IPC and ABS improvement campaigns

For the Scientific Programme
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Achieving Sustained Behaviour Change in Infection Prevention & Control and Antibiotic Stewardship

Malta
4 – 6 November 2020

Organizers
European Committee on Infection Control (EUCIC) of the European Society of Clinical Microbiology and Infectious Diseases

Module coordinator
Prof Michael A. Borg, Msida, Malta

Module description
Despite more than a decade of evidence-based science, compliance with infection prevention & control (IPC) and antibiotic stewardship (ABS) policies remains a major challenge in most European countries. It is ever clearer that IPC professionals must become better at spearheading effective behaviour change in their institutions. Unfortunately, this proficiency is often overlooked in conventional IPC and ABS training. The course addresses that gap by providing delegates with an insight into key behaviour change models and how to apply them in healthcare institutions, in order to obtain sustained improvement.

The course will take an exciting and innovative approach, shying away from the usual didactic lectures. Instead, it will adopt a highly interactive, hands-on, approach that applies taught theory to case studies and practical examples. Delegates will be accommodated on tables of six, to facilitate group discussion and teamwork. They will be guided to design behaviour change interventions for a number of IPC and ABS scenarios, by moderators who are both experts in behaviour science as well as have practical experience of successful interventions in this field.
Module Programme

Wednesday, 4 November 2020

08:30 – 09.00  Registration and coffee

Understanding the fundamentals
The Theory of Planned Behaviour will be used to illustrate the behavioural drivers influencing IPC & ABS practices and, using surgical prophylaxis as a case scenario, explore how to use behaviour change principles to address them.
Moderator  Michael A. Borg (Msida, MT)
09.00 – 10.00  Behavioural drivers of inappropriateIPC & ABS practices
10.00 – 10.30  Coffee break
10.30 – 12.30  Principles of behaviour change interventions
12.30 – 14.00  Lunch break

Using effective behaviour change tools
This session will demonstrate how the COM-B (“capability”, “opportunity”, “motivation” and “behaviour”) model can be used to identify fruitful targets and, through a hand hygiene “opportunity”, “motivation” and “behaviour”) model can be used to identify fruitful targets and, through a hand hygiene improvement simulation, guide the participants how to use behaviour change principles to address them.
Moderator  Michael A. Borg (Msida, MT)
09.00 – 10.00  Understanding the principles of adult learning
10.00 – 10.30  Coffee break
10.30 – 12.30  Using andragogy to plan training initiatives that work
12.30 – 14.00  Lunch break

Thursday 5 November 2020

Delivering education that works
The principles of andragogy will be highlighted through hands-on demonstrations of techniques that will show the delegates how to actively involve a target audience and ensure they are empowered and motivated by the training.
Moderator  Valerie Ness (Glasgow, UK)
09.00 – 10.00  Understanding the principles of adult learning
10.00 – 10.30  Coffee break
10.30 – 12.30  Using andragogy to plan training initiatives that work
12.30 – 14.00  Lunch break

Learning from industry
Industry has been at the forefront of behaviour change for many decades. These successful models can be adapted to IPC and ABS. Using a case scenario of dysfunctional antibiotic prescribing in a hospital, delegates will use Kotter’s model of behaviour change to plan interventions that make a difference.
Moderator  Michael A. Borg (Msida, MT)
14.00 – 15.00  Planning behaviour change interventions: learning from industry
15.00 – 15.30  Coffee break
15.30 – 17.00  Using Kotter’s 8-step model to design intervention strategies

Friday 6 November 2020

Designing effective campaigns
Social marketing is a critical tool to design and implement better IPC and ABS campaigns. This session will use an IPC case scenario to provide the course delegates with the knowledge and skills needed to conduct effective behaviour change communication strategies.
Moderator  Enrique Castro-Sánchez (London, UK)
09.00 – 10.00  Understanding the four P’s of social marketing and their application
10.00 – 10.30  Coffee break
10.30 – 12.30  Monitoring and evaluation of behaviour change campaigns
12.30 – 13.30  End of course assessment

Confirmed faculty members
Prof Michael A. Borg heads the Infection Control Department of Mater Dei Hospital, Malta and has lectured widely on the relevance of behaviour science to IPC and ABS, particularly socio-cultural factors. He has run training courses on behaviour change for several organisations, including ECDC and IFIC.
Dr. Enrique Castro-Sánchez is the Lead Academic Research Nurse at the Health Protection Research Unit, Imperial College London. He researches innovations in behaviour change, technology and patient safety to improve IPC and ABS.
Dr Fabiano Lorenzotto is the Research Lead at the Centre for Behaviour Change, University College London. Her primary research interests lie in designing interventions aimed at changing the behaviours of healthcare professionals to improve clinical practice.
Dr Valerie Ness is a Senior Lecturer at Glasgow Caledonian University (GCU). Her research focuses on IPC. She has over 15 years’ experience in adult education and is particularly knowledgeable in utilising andragogy principles to maximise the impact of training initiatives.

Module Venue
St. Julian’s, Malta

Registration procedure
Register now online on the ESCMID website at: https://www.escmid.org/research_projects/eucic/training-programme/
The registration deadline is 20 October 2020. Attendance will be limited to around 30 delegates, on a first come basis

Registration fee
EUCIC trainees: Automatic registration
ESCMID member: €300
Non ESCMID member: €325

The fee includes course registration and teaching materials, lunch and coffee breaks.
Accommodation is not included in the fee but organisers can suggest options in the vicinity of the venue.

CME Accreditation
The organizers of the module have applied for European CME accreditation through EACCME.

Target Audience:
This course is open to medical doctors and pharmacists, nurses or other healthcare professionals with an MSc or PhD who have completed the basic EUCIC module, as well as to individuals working in healthcare settings who have at least two years’ experience in IPC and/or ABS.

Location
St. Julian’s, Malta