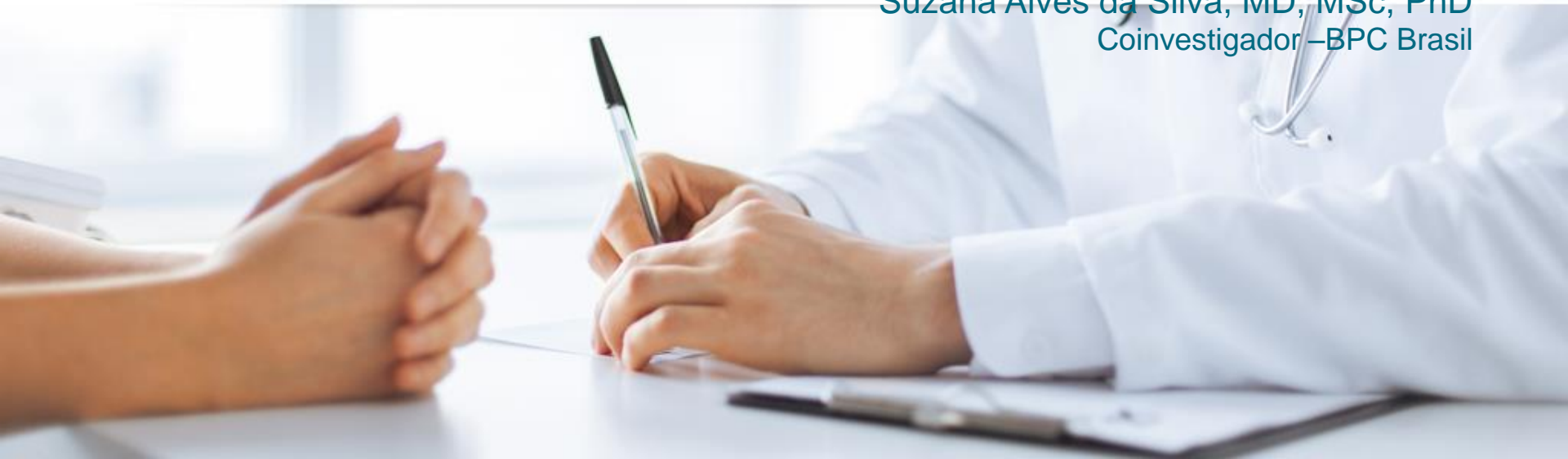




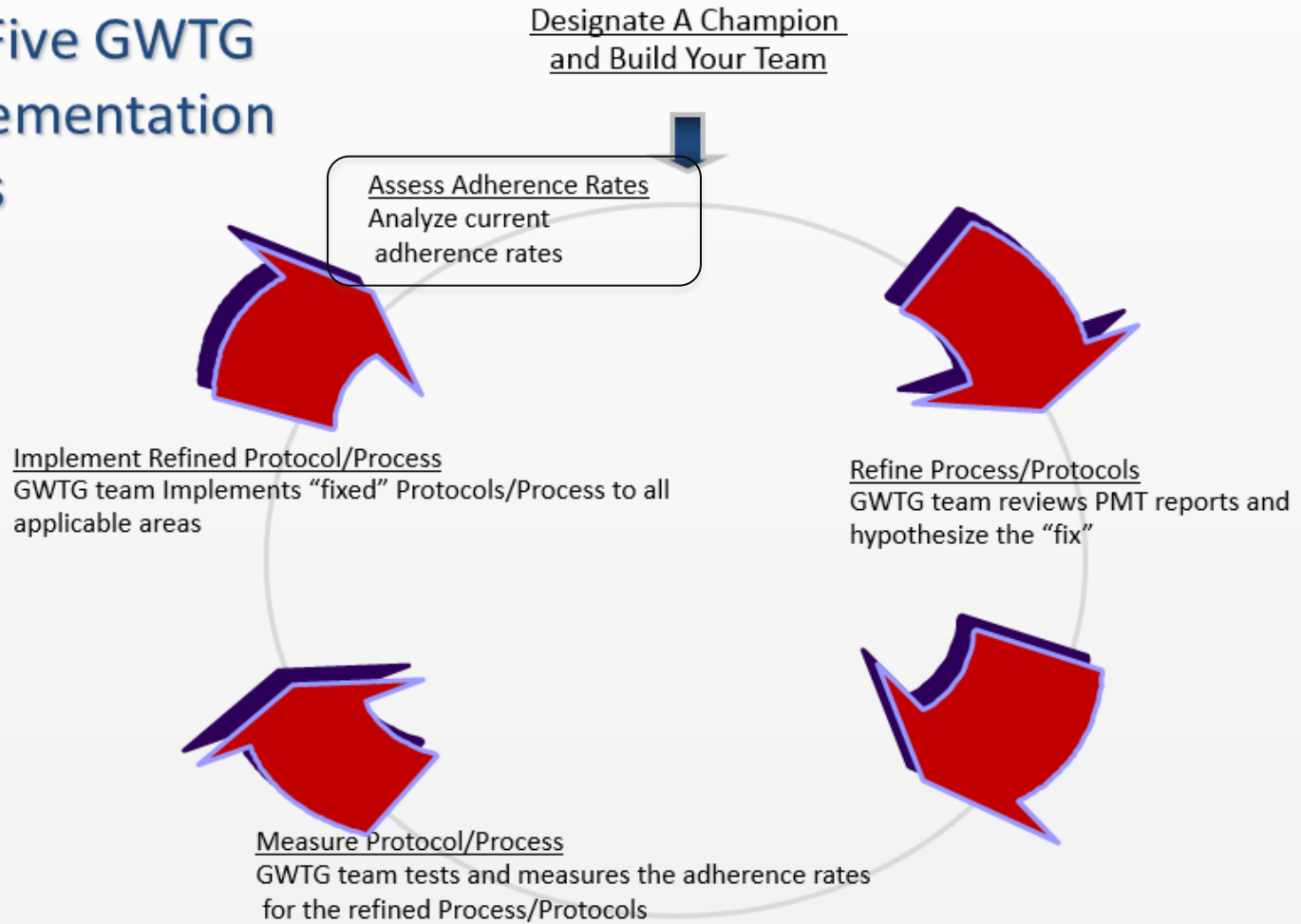
Visita aos Centros: Principais Barreiras e Facilitadores Identificados

Site Visit: Main Identified Barriers and Facilitators

Suzana Alves da Silva, MD, MSc, PhD
Coinvestigador –BPC Brasil



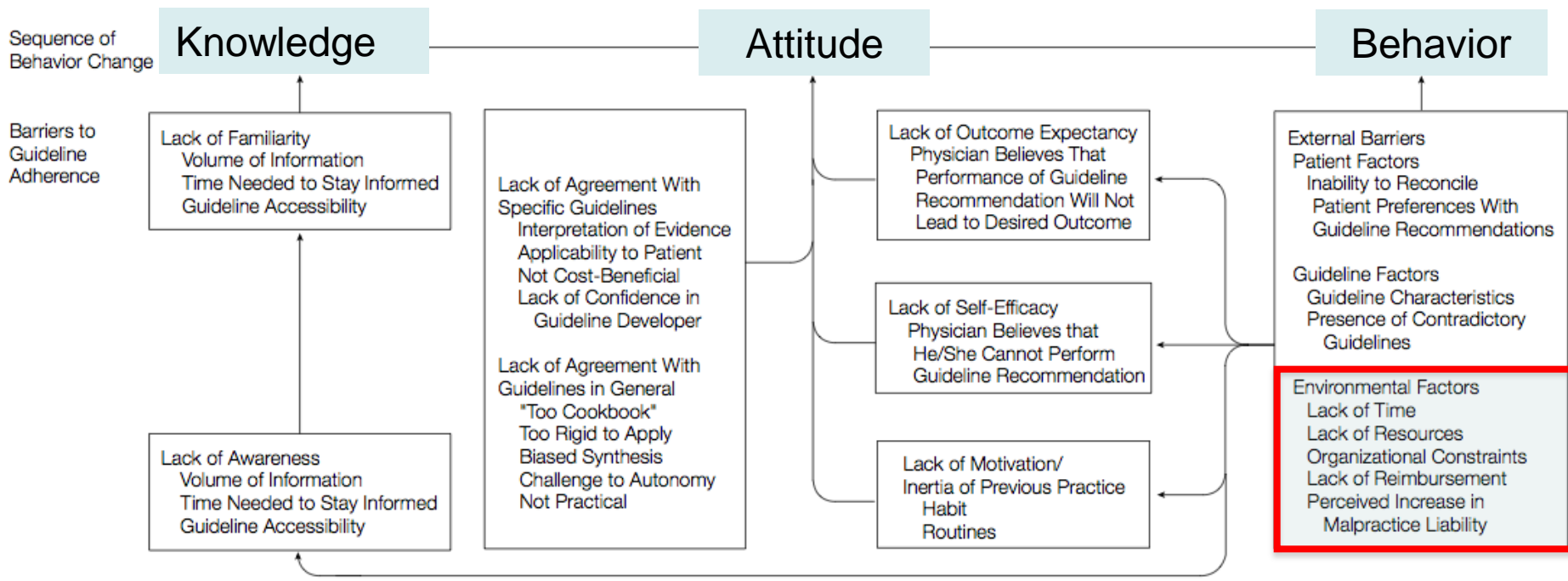
The Five GWTG Implementation Steps



- ✓ As possíveis causas de não adesão às diretrizes e que carecem de intervenção específica serão identificadas por meio de **grupos focais com as instituições**, utilizando um **roteiro semiestruturado** para condução da discussão.
- ✓ Estes grupos focais serão realizados ao final da avaliação inicial, no período que antecederá a implementação do programa e permitirá **apontar as necessidades locais** para que a mudança de comportamento aconteça.



Barriers to Physician Adherence to Practice Guidelines in Relation to Behavior Change



First meeting with the Brazilian Health Ministry

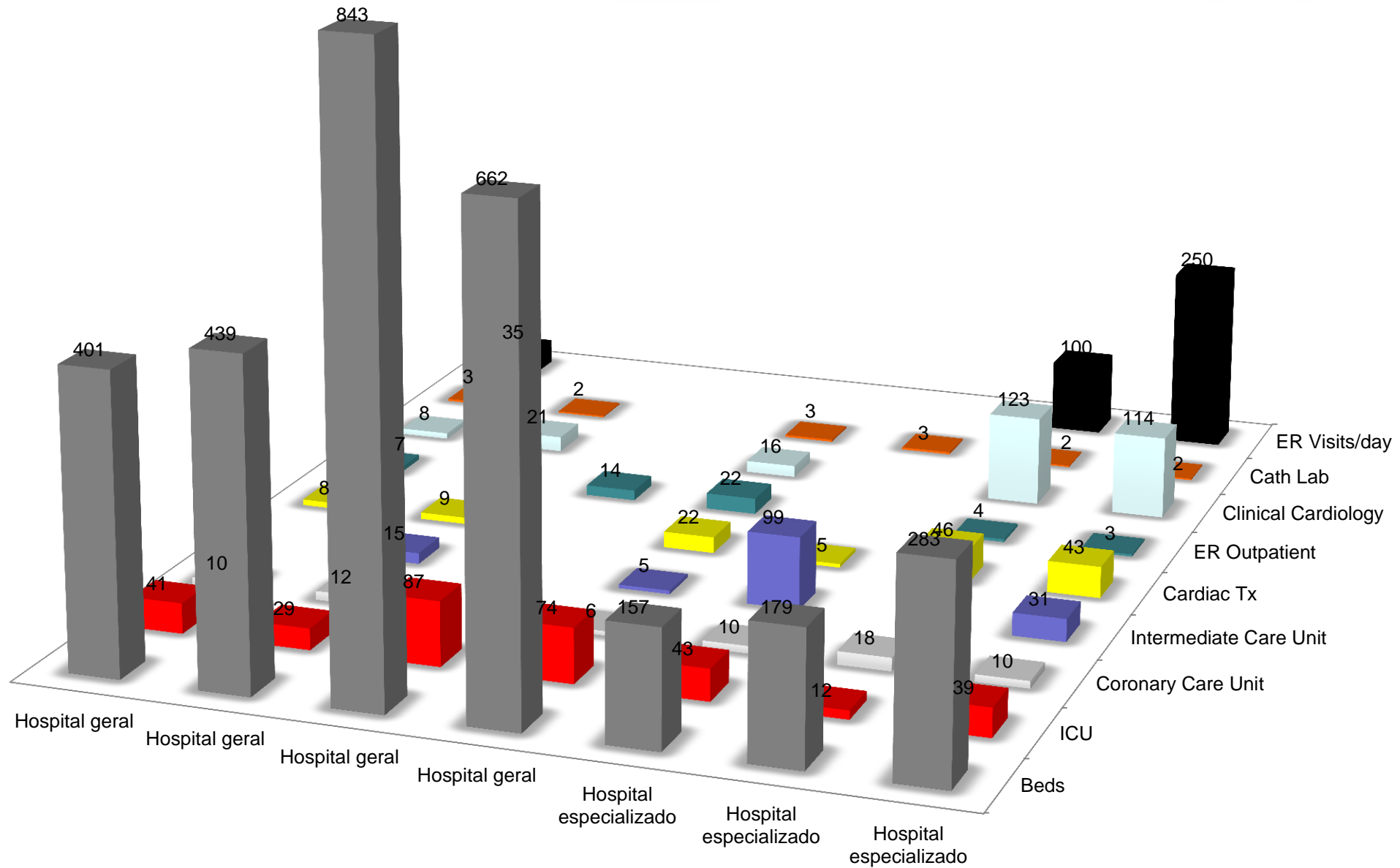
Barriers

- Hospitals disconnected from primary care – lack of continuity of care
- Access to hospital – time between symptoms onset and arrival elevated.

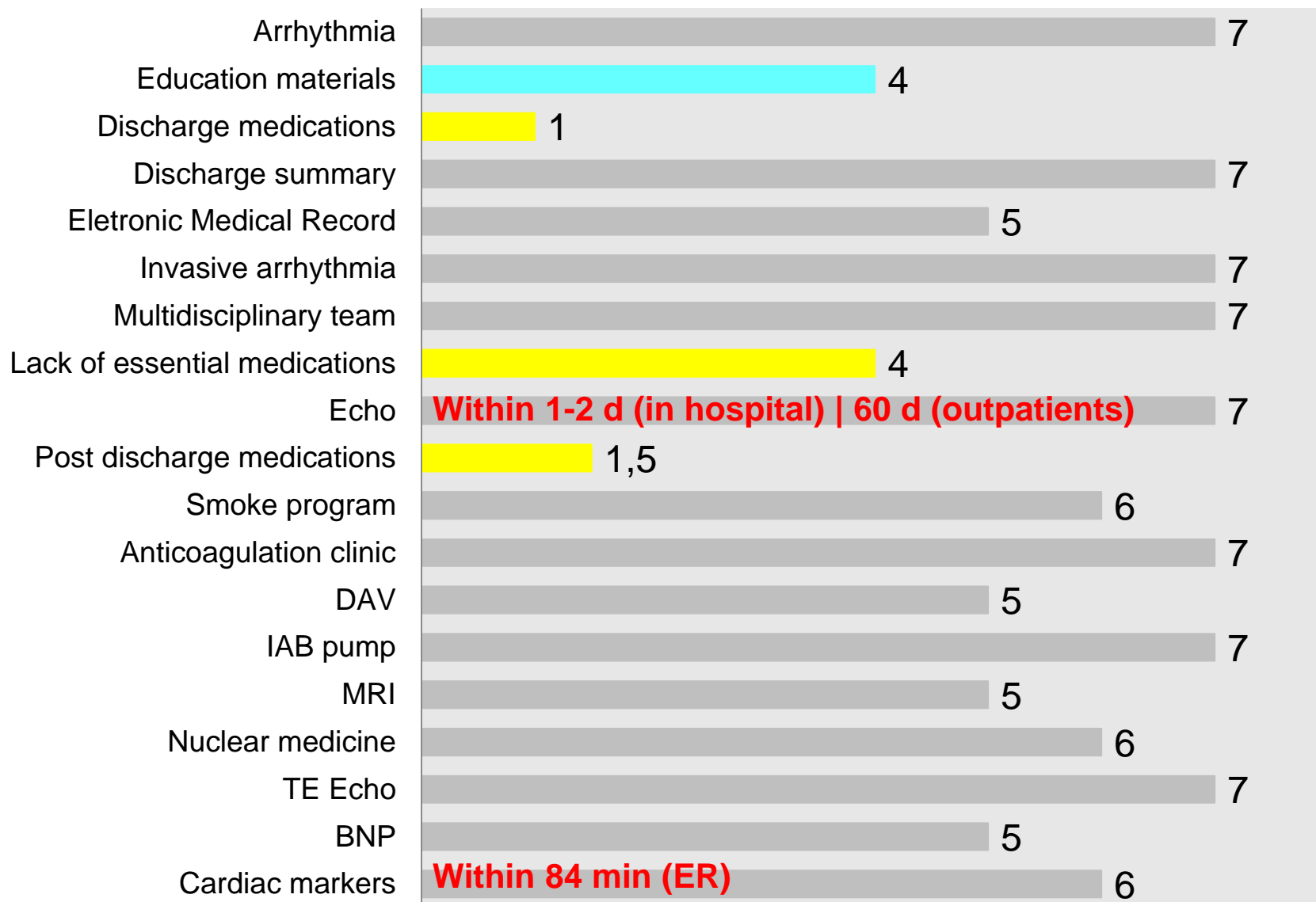
Strategies

- Engagement of social workers to ensure continuity of care post discharge
- Patient reports from the electronic medical record accessible to patients, social workers and primary care facilities.
- Monitoring of other quality measures important to the Public Health System reality

Profile of participating institutions

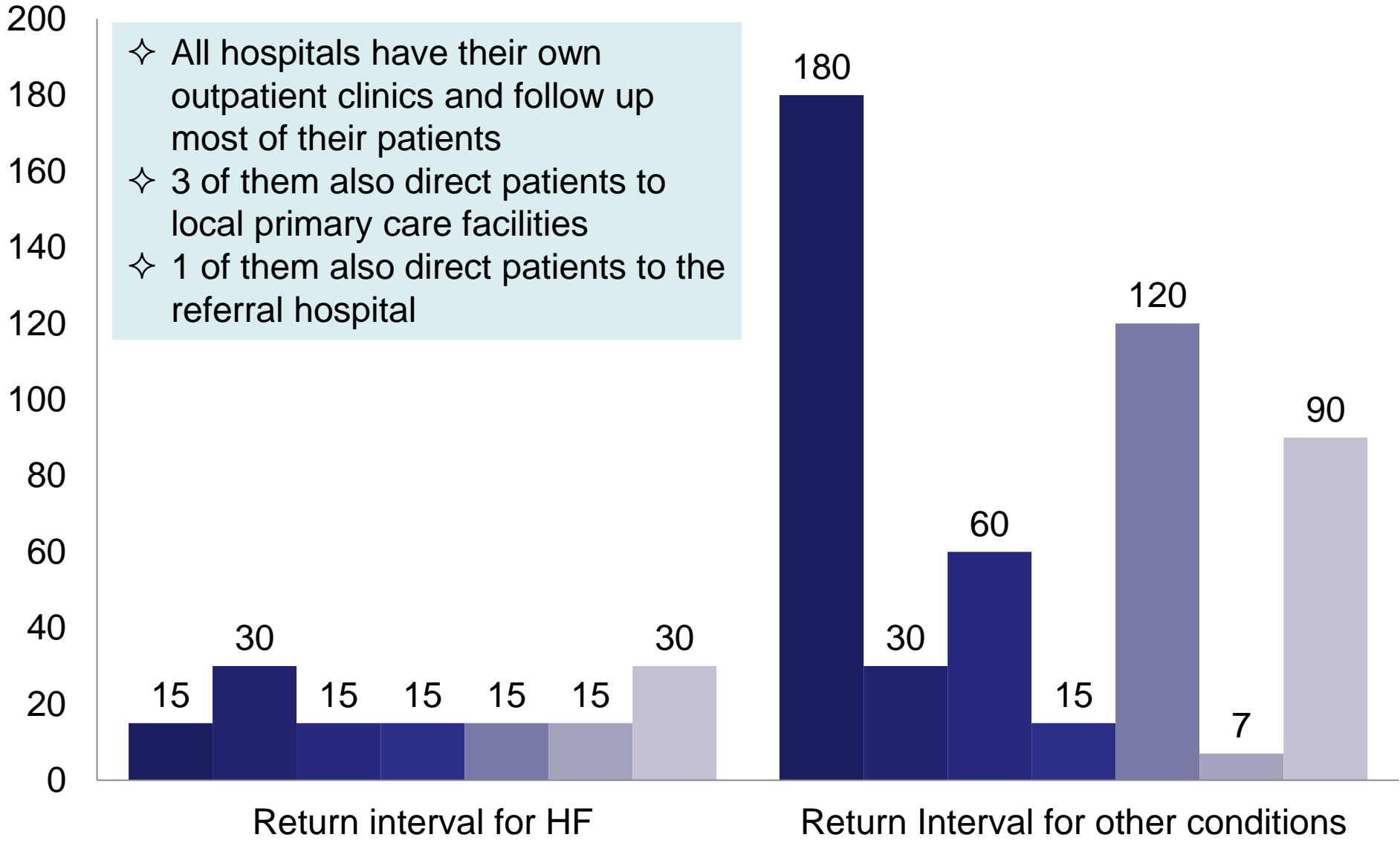


Infrastructure



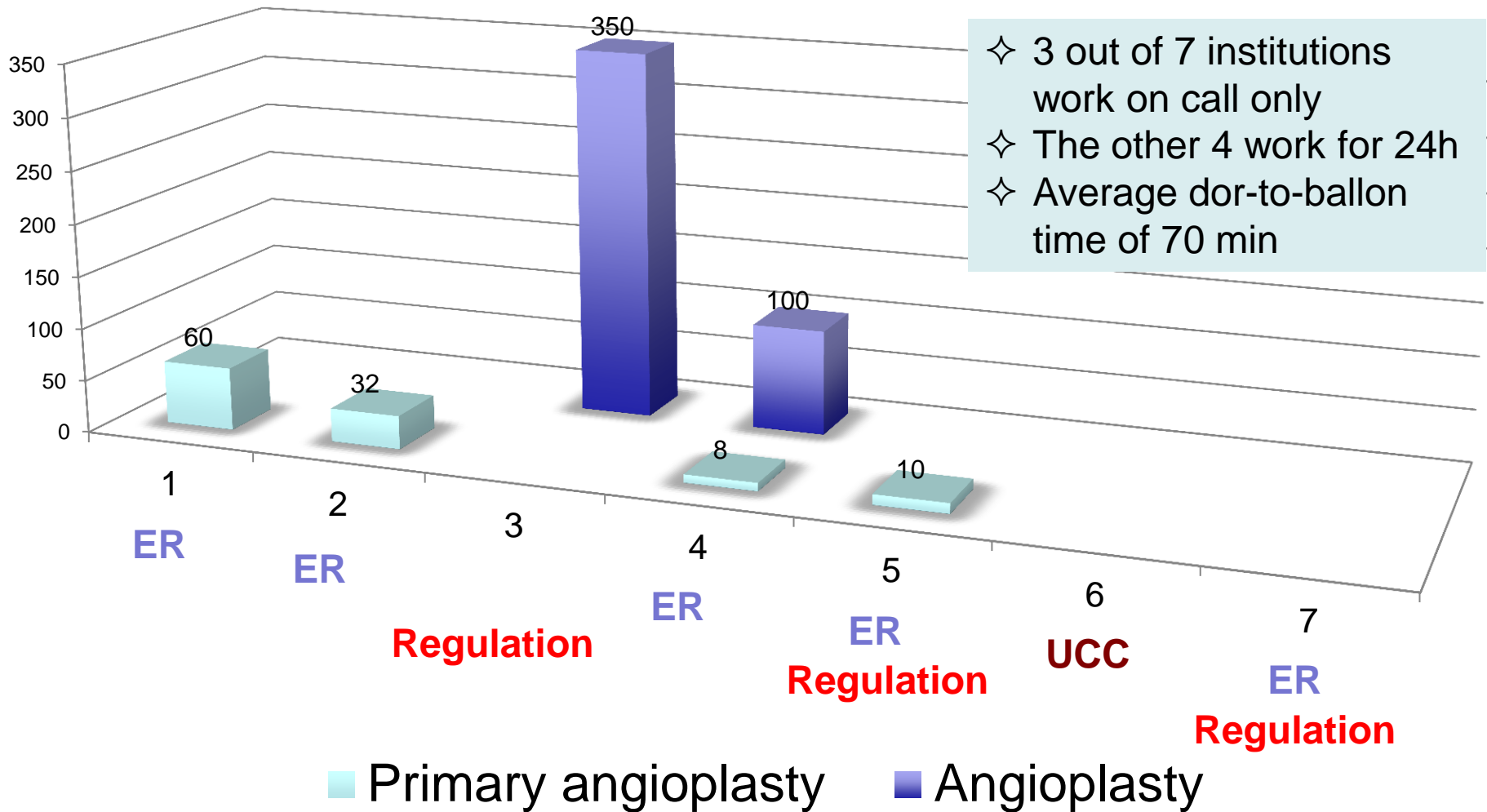
Perceived post discharge return Interval

- ◇ All hospitals have their own outpatient clinics and follow up most of their patients
- ◇ 3 of them also direct patients to local primary care facilities
- ◇ 1 of them also direct patients to the referral hospital

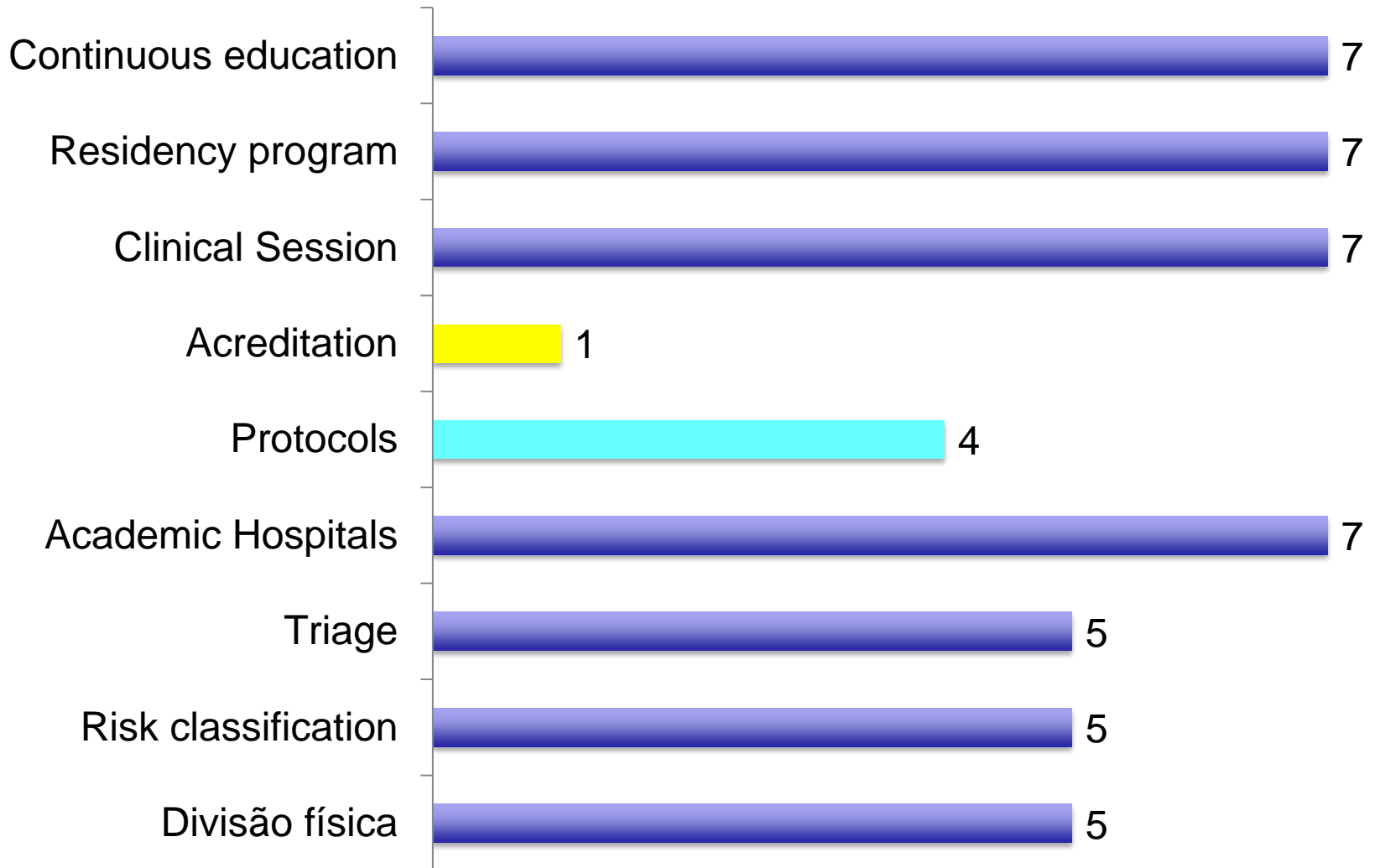


Monthly Cath Lab Performance

Number of procedures per month



Facilitators





Thank You!

susilva@hcor.com.br

Knowledge does not extend from those who consider they know to those who consider they do not know. Knowledge is built in the relationship between human beings and perfects itself in the critical problematization of these relations.

Paulo Freire

Definition of interventions

Interventions	Definition	Examples
Education	Increasing knowledge or understanding	Providing information to promote healthy eating
Persuasion	Using communication to induce positive or negative feelings or stimulate action	Using imagery to motivate increases in physical activity
Incentivisation	Creating expectation of reward	Using prize draws to induce attempts to stop smoking
Coercion	Creating expectation of punishment or cost	Raising the financial cost to reduce excessive alcohol consumption
Training	Imparting skills	Advanced driver training to increase safe driving
Restriction	Using rules to reduce the opportunity to engage in the target behaviour (or to increase the target behaviour by reducing the opportunity to engage in competing behaviours)	Prohibiting sales of solvents to people under 18 to reduce use for intoxication
Environmental restructuring	Changing the physical or social context	Providing on-screen prompts for GPs to ask about smoking behaviour
Modelling	Providing an example for people to aspire to or imitate	Using TV drama scenes involving safe-sex practices to increase condom use
Enablement	Increasing means/reducing barriers to increase capability or opportunity ¹	Behavioural support for smoking cessation, medication for cognitive deficits, surgery to reduce obesity, prostheses to promote physical activity

