The Greater Manchester Moving 'Approach to Transformational Change'

The Approach to Transformational Change has been adapted from the Population Health Plan Commissioning Cycle, and will be used to guide and support all of the work under **Greater Manchester Moving**. This will ensure that the principles that underpin this whole system approach, with people and behaviour change at its heart, are lived out in policy and practice.

Behaviour change for active lives

NOT ON MY RADAR	PRE-CONTEMPLATION
THINKING ABOUT IT	CONTEMPLATION
PLANNING TO DO SOMETHING SOON	PREPARATION
GETTING STARTED	ACTION
STICKING WITH IT	MAINTENANCE

4>
Engage across sector/across the system and with priority cohorts

Start from an appreciative standpoint. Then explore the issue, question or challenge and co-design system change and solutions. Consider skills and workforce development

3>
Examine the evidence, data and insight

Where are the priority cohorts? What are the individual, social, environmental and policy factors that are influencing behaviours? What works to engage them? What do we know and understand about their lives, fears, barriers to change? What don't we know? How can we find out?

2>
Scale of potential impact

Risk stratification of whole population, identification of priority cohorts

1>
The case for change

Establish the case for change (high level problem, current outcomes). Take time to understand what is already working well. Learn from this

5>
Pilot system change or investment

Decision made on system change or investment required, enabling transformation or creation of system, service or approach. Typically start on a pilot basis – mainstreaming following successful pilot or trial

6>
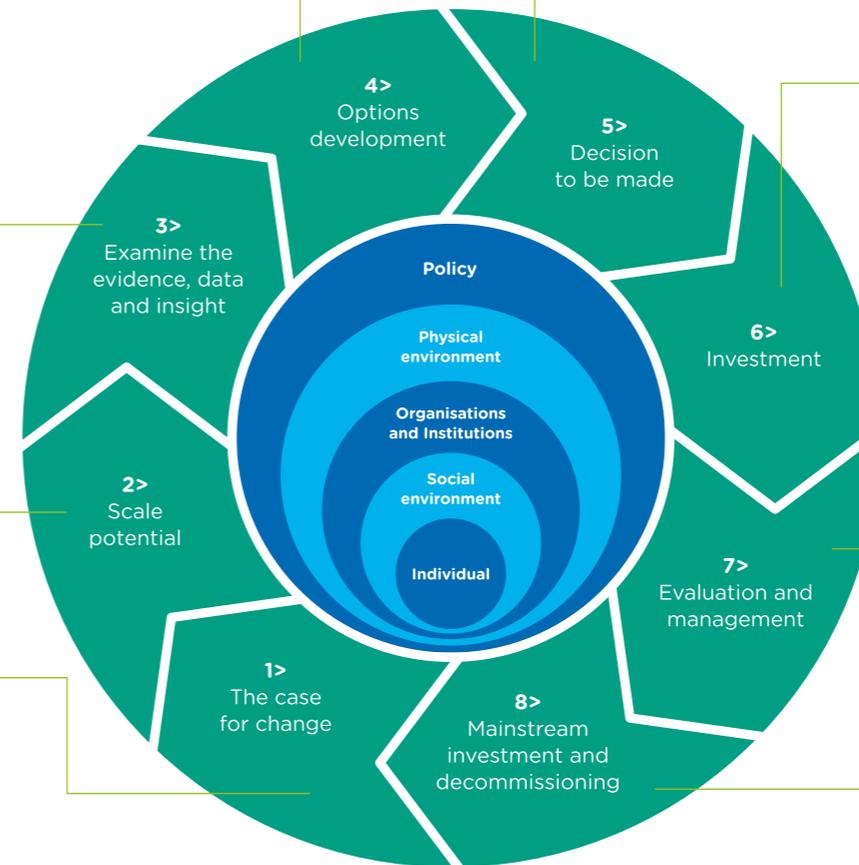## Implementation at scale

Agree plan for roll out, including options to test new models at a smaller scale and anticipated approach to scaling up across Greater Manchester appropriate to local need and assets

7>
Final evaluation

Evaluate from the outset, including process, outputs, outcomes and savings. Final evaluation should be used to help refine delivery models, driving continuous improvement

8>
Mainstream investment or decommissioning

Agreement on ongoing investment to support mainstreaming (for example, funding commitments/resource allocation to support system change)

Circle diagram

- 4> Options development
- 5> Decision to be made
- 3> Examine the evidence, data and insight
- 6> Investment
- 2> Scale potential
- 7> Evaluation and management
- 1> The case for change
- 8> Mainstream investment and decommissioning

Inner circles:
- Policy
- Physical environment
- Organisations and Institutions
- Social environment
- Individual

Further development of insight throughout >
Process, output and outcome evaluation throughout >
Marketing and communications considered throughout >