**Theoretical Framework**

Rui Min

Grand Canyon University

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Dr. Grant

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**Identify the selected model or theoretical framework and discuss its relevance to your project.**

The proposed project intends to introduce alcohol hand rubs as a strategy for reducing the rate of hospital acquired infections. Roger’s Diffusion of Innovation Theory will be applied to guide the change process. Developed by E. M. Rogers in 1962, the theory is considered appropriate since it explains how, over time, the use of alcohol hand rubs will gain momentum and spread/diffuse through the facility as its positive effects in reducing the rate of hospital acquired infections becomes more apparent (Melnyk & Fineout-Overholt, 2015). The expected result of the diffusion is that nurses and other medical personnel as a unique social system will adopt the use of alcohol hand rubs as a new behavior/idea. The theory perceives adoption as implying that nurses will increasingly use alcohol hand rubs than they had previously used them. A principal aspect of the adoption is that nurses will first perceive the use of alcohol hand rubs as a new or innovative behavior/idea so that the spread of the new behavior presents as adoption. Another principle aspect of the model is that adoption process occurs in stages, and not simultaneously (Brixey, J., Brixey, E. & McCormick, 2015).

**Discuss each of the stages in the change model/framework, and Describe how you would apply each stage in your proposed implementation.**

As earlier indicated, the adoption process as presented by Roger’s Diffusion of Innovation Theory occurs in five stages determined by the extent to which the new behavior appeals to the nurses. The first stage is innovators, identified as the nurses who are willing to take risks and first to try the new idea. They do not require much convincing, except to understand that the idea is logical. The second stage is early adopters, identified as the nurses who are able to influence others as leaders and opinion makers. They adopt the behavior after becoming aware of its need as a strategy for reducing the rate of hospital acquired infections. They would be brought on board with the change by highlighting the need for change. The third stage is early majority, identified as subordinate nurses who require evidence before adopting a new behavior. They are convinced by success stories and evidence of the idea being effective before they adopt it. They would be brought on board with the change by presenting the results of the change in terms of statistical analysis showing reductions in incidence of hospital acquired infections and other evidence of success. The fourth stage is late majority, identified as the skeptical nurses who would only adopt the new behavior after it has turned into a popular idea with most other nurses having adopted it. They are convinced by success stories showing that a significant number of nurses have adopted the new idea with positive results. They would be brought on board with the change by showing that the majority of nurses have adopted the new idea. The final stage is laggards, identified as conservative nurses who would only adopt the new idea when there is no other option. They are very skeptical of any change and require pressure from changes in workflow and procedures before they adopt the new idea. They would be brought on board with the change by pressuring them, fear appeals and statistics (Dang & Dearholt, 2018; Grinspun & Bajnok, 2018).

**Conceptual model of the project**

Consequences

Process

Antecendent

Nurses variables (need for innovation, social characteristics, and personality characteristics)

Knowledge - Variables in the social system (communication integration, tolerance of deviancy, and social system norms)

Persuasion - Percieved characteristics of innovators (observability, triability, complexity, compatibility, and relative advantage)

Decision

Adoption

Continued adoption

Discontinuance

Disenchantment

Replacement

Rejection

Continued rejection

Later adoption

Figure 1. Conceptual model of the project

**References**

Brixey, J. J., Brixey, J. E., & McCormick, K. A. (2015). *Essentials of Nursing Informatics Study Guide*. McGraw Hill Professional.

Dang, D., & Dearholt, S. (2018). Johns Hopkins Nursing Evidence-Based Practice: Model and Guidelines (3rd ed.). Sigma Theta Tau International.

Grinspun, D., & Bajnok, I. (2018). *Transforming Nursing Through Knowledge: Best Practices for Guideline Development, Implementation Science, and Evaluation*. Sigma Theta Tau International.

Melnyk, B. M., & Fineout-Overholt, E. (2015). *Evidence-based Practice in Nursing & Healthcare: A Guide to Best Practice* (3rd ed.). Wolters Kluwer Health.