

LEADING CHANGE TOOLKIT™

TO HELP CHANGE AGENTS AND
CHANGE TEAMS MAKE LASTING
IMPROVEMENTS IN HEALTH CARE



Social Movement Action Framework Worksheet: Supporting momentum through widened influence and a critical mass

To support momentum, change agents and change teams need to consider strategies to widen their influence to build a critical mass of engaged individuals.

Instructions: Have members of the change team and change agents answer the following five guiding questions. Use your responses to determine next steps.

| Guiding questions | Response |
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| 1. Are the current members of your change team representative of the perspectives needed or are other team members required? For example, does your change team include persons with direct experience of the shared concern or desired change and/or allies? If the change is for an intra-professional team, are all of the disciplines represented? | |
| 2. Is decision-making regarding the direction of the social movement open, shared and inclusive so that others feel their opinions are heard and valued? | |
| 3. In what ways can you test your messages to determine if they resonate with others? | |

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| 4. What assets and resources do you have access to? | |
| 5. Could your social movement be leveraged with other activities to gain more interest? | |

SOURCE: del Castillo et al., 2017.