

# Overcoming Common Barriers to Action

## BARRIERS

## EXAMPLE SOLUTIONS

### People are overwhelmed

People are busy and don't think they can take on any more tasks.

Help stakeholder **identify quick win actions** they can take to move efforts forward. Quick win actions:

- Can be accomplished within 3 months
- Create with little resistance (or barriers are easy to overcome)
- Lead to larger wins

#### Example Quick Wins

##### Define

- Compile existing data for review
- Ask questions about local barriers
- Summarize data collected

##### Design

- Find example strategies
- Develop materials, processes, or protocols related to strategies
- Get feedback on strategy ideas
- Build buy-in and capacities to support implementation

##### Do

- Put new policy in place
- Initiate new procedures
- Adjust program locations/times
- Launch efforts across the system

##### Learn

- Get feedback on whether strategies are starting to make a difference
- Address emerging barriers

### Data paralysis

People think they need to know *everything* about a problem before they can move to action.

Reinforce that it is **impossible to know everything about an issue**, and starting to take action (and learning as you go) can actually help increase understanding of the problem.

Help stakeholders identify barriers or root causes where they **do know enough to move to action** without potentially creating harm to individuals or settings.

### People don't think they have the power

People can't see how their role in the system could influence change.

**Make everyone a change agent** within his or her own scope of influence.

In particular, consider how you could **engage residents in taking quick win actions** as co-designers and implementers in the efforts.

### Ambiguity kills

Uncertainty around action steps causes confusion and delays action.

**Pause conversation** when an action opportunity emerges to engage stakeholders in creating a **detailed plan with commitments**.

#### Example Questions

- **What** exactly needs to be done? (e.g., What questions do we need to ask? Of whom? What methods should we use to ask the questions?)
- **Who** can help with these activities?
- **By when** can this happen?

### People forget

People forget to carry out their actions.

**Check in** with people between meetings to remind them of their action steps and provide **follow-up support**

Tip: Rotate who does check ins each month.

### Someone else will do it!

People assume others (e.g., BBO staff) will take on action items

Create a culture of **mutual accountability** by tracking *and celebrating* actions initiated by all organizations (e.g., using run charts)

Try to get at least **3 quick win action items** initiated per meeting.