

Practical Strategies for Organizational Change



Participants will have opportunities to:

- ▶ apply the trans-theoretical model of change to organizational and individual change
 - ▶ create a plan to support staff through change
 - ▶ develop a plan to assess organizational readiness for implementing male services
- 







Preparing for Male Services



FP Male Comprehensive Service Delivery Model

What

Increase the number of males who access FP and related RH services in clinical settings

How

- ▶ Restructure the clinic environment
- ▶ Train clinic staff
- ▶ Implement targeted community outreach & promotion of services

Environment



Staff Training

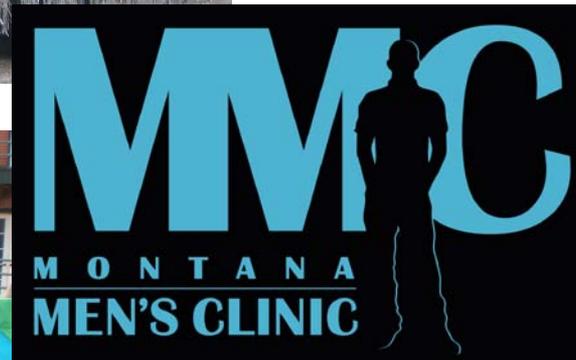


In-reach

“Attention Ladies: Medical Services now for Men”

“Get your man tested...his health is your health”

Outreach



Outreach

Men's Health Program of Planned Parenthood of Montana - Windows Internet Explorer

http://www.mtmensclinic.org/site/

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Web Slice Gallery Microsoft bCentral My company's internal W... Remote E-mail Access

Men's Health Program of Planned Parenthood of...

Home

Locations

Services

Events

Wise Guys®

Men's Health Issues

About Us / Support

Links

FAQ

TAKE CONTROL OF YOUR HEALTH

Montana Men's Clinic is the Men's Health Program of Planned Parenthood of Montana

BILLINGS	1844 Broadwater	Billings MT 59102	406-656-9980	Connect with Facebook
MISSOULA	219 East Main	Missoula MT 59802	406-728-5490	twitter

Montana Men's Clinic is the place for quality and confidential reproductive and sexual health issues for men in Montana. We provide a convenient and trusted place to go for your medical and educational needs. Information you need to make the *best decisions for you* are available.

Why is Sexual/Reproductive Health Important for Guys?

- For Ourselves**
Because the consequences are real. The consequences can be physical, emotional and/or financial but they are very real.
- For Our Future**
Because our future health, ability to have children, be in healthy relationships and our very lives rest in the balance.

Done

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4:41 PM
7/23/2010

Outreach

The screenshot shows the Montana Men's Clinic Facebook page. At the top, the browser address bar displays the URL <http://www.facebook.com/pages/Montana-Mens-Clinic/36194770007>. The Facebook header includes the 'facebook' logo, a login form with 'Email' and 'Password' fields, and a 'Login' button. Below the header, a 'Sign Up' button is visible next to the text 'Montana Men's Clinic is on Facebook'. The main content area features the clinic's profile picture, a 'Like' button, and navigation tabs for 'Wall', 'Info', 'Photos', 'Discussions', 'Boxes', and 'Notes'. A list of posts follows, including one about sponsoring 'Downtown ToNight' and another about a 'Men's Health promotion'. The left sidebar contains an 'Information' section with text about the clinic's services and a list of '232 People Like This' with profile pictures of Taylor Beckley, Chloe Ross, and Chade Severin. The Windows taskbar at the bottom shows the system tray with the date '7/23/2010' and time '4:44 PM'.

Montana Men's Clinic | Facebook - Windows Internet Explorer

http://www.facebook.com/pages/Montana-Mens-Clinic/36194770007

Convert Select

Montana Men's Clinic | Facebook

facebook

Email Password Login

Keep me logged in Forgot your password?

Sign Up Montana Men's Clinic is on Facebook

Sign up for Facebook to connect with Montana Men's Clinic.

Montana Men's Clinic Like

Wall Info Photos Discussions Boxes Notes >>

Montana Men's Clinic + Others Montana Men's Clinic Just Others

Montana Men's Clinic MMC is sponsoring Downtown ToNight this evening at 5:30 in Missoula. Stop by Caras Park, see the sights and visit the MMC table. Plenty of protection and MMC giveaways to offer. Spread the word and see you there!

June 24 at 1:32pm · Comment · Like

Djblu Ruth likes this.

Montana Men's Clinic The Billings MMC is having a special Men's Health promotion, where when you make an appointment at the clinic from June 14 to 25, at checkout you will be entered in a raffle to win a Giant Mountain Bike, an Ipod and 2 tickets to the Magic City Music Festival on Saturday Aug 14. The music festival includes Michael Frant...

See More

June 11 at 3:01pm · Comment · Like

Montana Men's Clinic We will have a table, telling people about the MMC and PPMT services. We will have some promotional items to give away. Feel free to stop by and visit.

31 Outreach at Strawberry Festival

Saturday, June 12, 2010 at 8:30pm

Downtown Billings, N 29th St, near 2nd Ave

June 11 at 8:51am · Comment · Like

Montana Men's Clinic Listen Up!!! It's Men's Health Month and for the next 2 weeks in Missoula we're celebrating by raffling off a Trek 4500 mountain bike, 2

Montana Men's Clinic provides quality, affordable health care and education for men. We specialize in reproductive health medicine and are the first place in Montana where men should look to take care of their reproductive health needs.

Information

Founded:
November 2009 as the Male Services Program for Planned Parenthood of Montana. If you have questions, email our health educators at mceducator@ppmontana.org

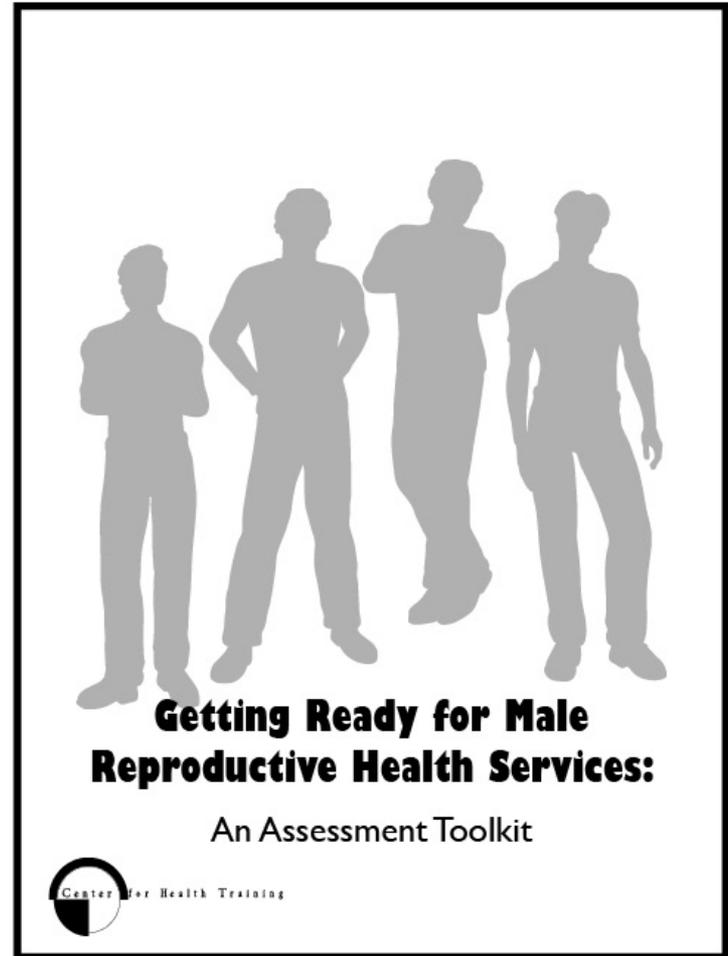
232 People Like This

Taylor Beckley Chloe Ross Chade Severin

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Where are
you now?



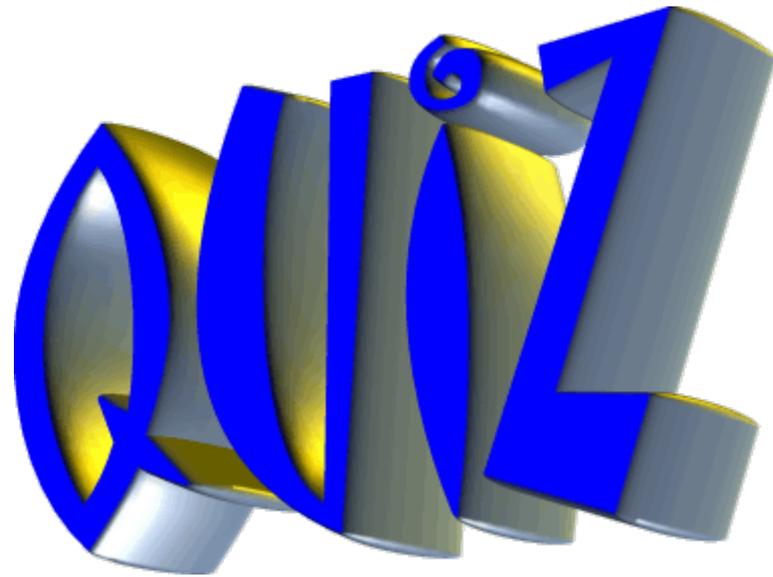
Where are you now?

In small groups, discuss:

- ▶ What are your concerns about using this tool?
- ▶ What are some potential benefits to using this tool?

Report:

- ▶ Briefly describe tool
 - ▶ Primary concern
 - ▶ Primary benefit
- 



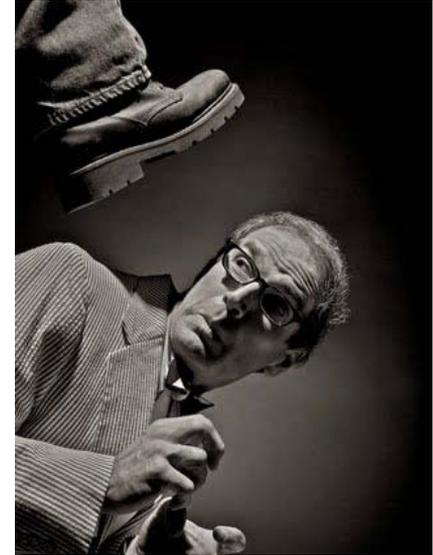
How to Enhance Innovation

Vision + Skills + Incentives +
Resources + Action Plan =

Motivated/Change



What happens when an element is missing?



How to Enhance Innovation

Vision → Skills → Incentives → Resources → Action Plan = Motivated/Change

What happens when an element is missing?

[No Vision] → Skills → Incentives → Resources → Action Plan = Confusion/Drudgery

Vision → [No Skills] → Incentives → Resources → Action Plan = Anxiety/Failure

Vision → Skills → [No Incentives] → Resources → Action Plan = Unmotivated/Slow
change

Vision → Skills → Incentives → [No Resources] → Action Plan = Frustration/Limited
or no change

Vision → Skills → Incentives → Resources → [No Action Plan] = Uncertain/False starts

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Baldwin



The Three Shades of Change

- ▶ Type I – That which is done to us
 - ▶ Type II – That which we do to ourselves
 - ▶ Type III – That which we do to others
- 

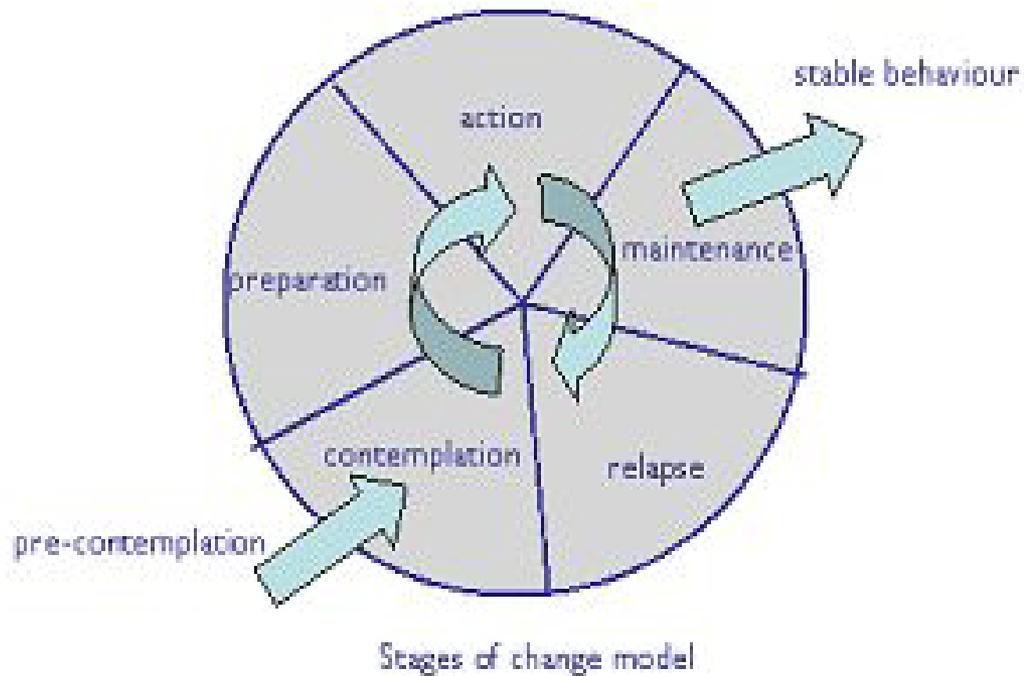
Coping With Type I Change

	In reality We have no control	In reality We have control
We believe we have no control	<p>Type 1A Normal grief cycle...and we work through it</p> <p>Healthy</p>	<p>Type 1B Normal grief cycle...and we work through it</p> <p>Healthy But.. We can miss opportunities, some minor some huge</p>
We believe we have control	<p>Type 1C Very frustrating; unrealistic; doomed to failure</p> <p>Unhealthy</p>	<p>Type 1 D Empowering; life affirming; stimulates growth;</p> <p>Very Healthy</p>

Components of Successful Change

- ▶ Effective Leadership
 - ▶ Attention to people
 - ▶ Using systems thinking
 - ▶ Using and understanding processes
- 

Trans-theoretical Model



Trans-theoretical Model

1. What are your feelings, thoughts being in this stage?
 2. What can others do or say that would feel supportive?
- 

How do Your Staff Like Change?



So what? Now what?



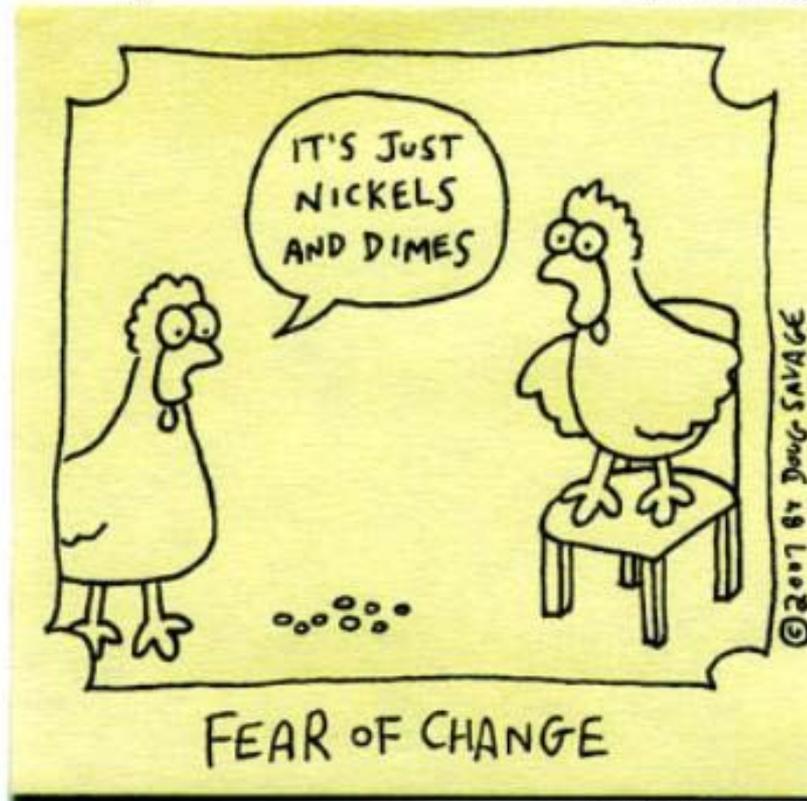
Community Partnerships and Outreach Assessment Findings

If you learned ...	What to Do/How to do it
Males are not hearing about your services (from your staff in clinic, or from outreach efforts)	<ul style="list-style-type: none">•Train clinic staff how to talk to existing clients about services for males•Redirect current outreach efforts



Savage Chickens

by Doug Savage



www.savagechickens.com

Who says you can't change



