Senior Medical Staff and NICU

I. Knowledge

Presentation of research findings and experience

II. Persuasion

Characteristics of innovation considered in adoption:
1. Relative advantage
2. Compatibility
3. Complexity
4. Trialability
5. Observability

III. Decision

Adoption by Executive

Presentation of research findings and experience
Theory and practical lectures and seminars.
Written materials made available.

II. Persuasion

III. Decision

Support group established among staff.
Newsletter to troubleshoot

IV. Implementation

Staff questionnaire to monitor education and overall attitude.
Research cohort studies to monitor clinical outcomes

V. Confirmation