

CIS Workshop 4

Patient

Activation

Steph Heath & Beth Clark
Friday 6th March 2020

Wessex
Activation &
Self-Management
Programme



Twitter: @WASP_Pers_Care @Pers_Care #Personalisedcare #Behaviourchangebuzz

hello
my name is...



Steph
Heath



Beth
Clark

CIS & WASP: RAID – where are we now?



The aim of the session is to:

- 🐝 Understand what **Patient Activation** is and how this links with different components of personalised care
- 🐝 Understand how **PAM** can be used, what data it tells us, and how we could use this to **benefit people** and the **service**
- 🐝 **Practical** steps to get CIS started using PAM (who, what, where, when, how)
- 🐝 Think about how we work to promote an **activation culture**
- 🐝 Helping you understand **your activation super-powers** and those of others

Let's start how
we mean to go
on:
(interactive
session)

- Across the room we have 2 extremes of statements (one on each wall). Imagine there is a sliding scale between them.
 - Reflect on these statements thinking about your experience of health services and how we work.
 - Stand in a position that reflects how you feel health services work (e.g.) if you feel one statement is a truer reflection of typical practice stand that side of the mid point. If you strongly feel that statement reflects usual practice stand very close to the statement. If you neither agree/disagree with either statement stand in a neutral point in the centre.
- *This is not about judgement on individual practice but about a conversation about different ways we work, different mindsets and helping us to reflect on this in the context of implementing change in practice

Different Communication Approaches



Telling &
Training



Giving
advice



Making
suggestions



Giving
feedback



Asking
questions



Clarifying
understanding



Reflecting



Listening to
understand



Witnessing
/ Silence

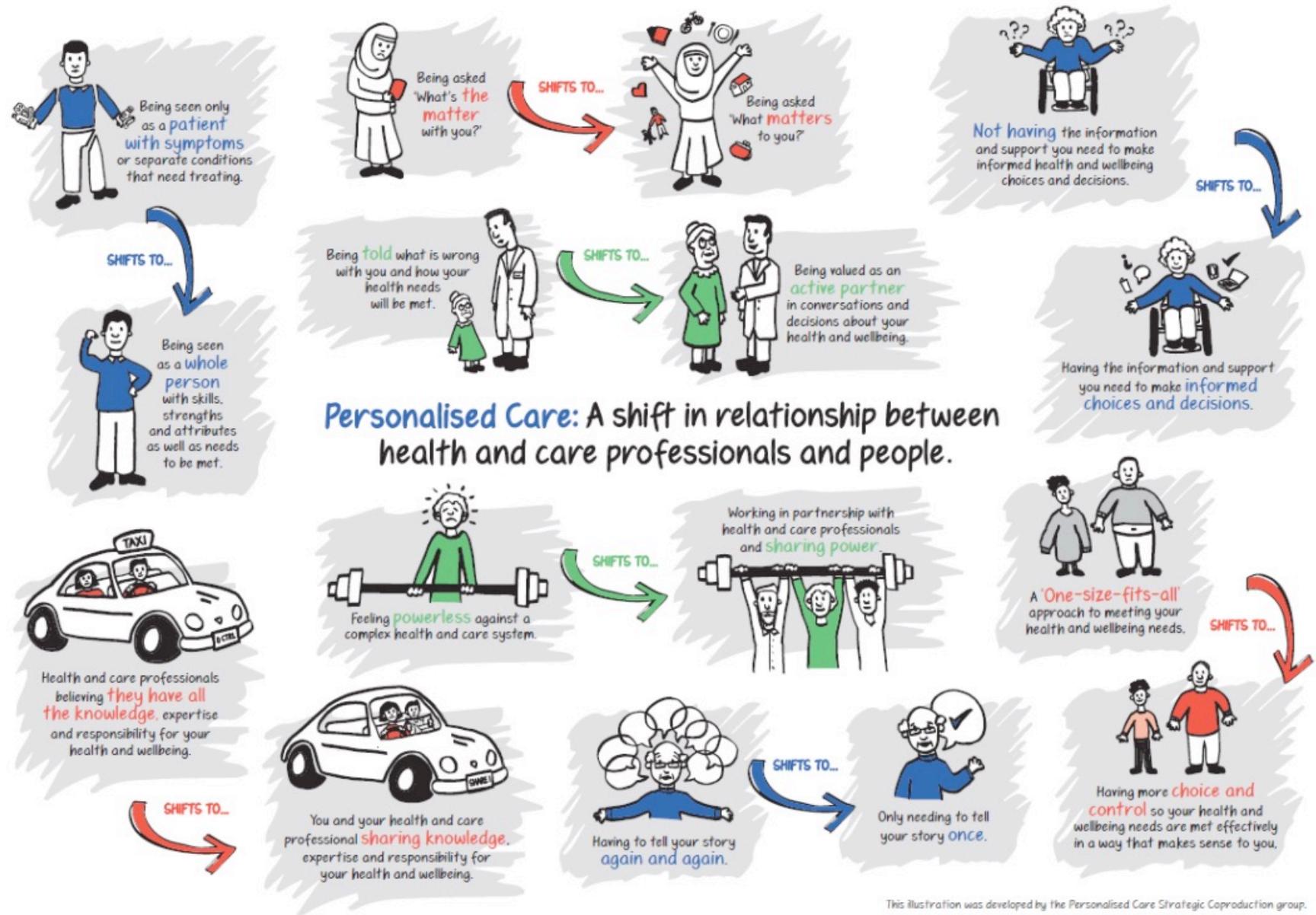


Directive

Non-Directive



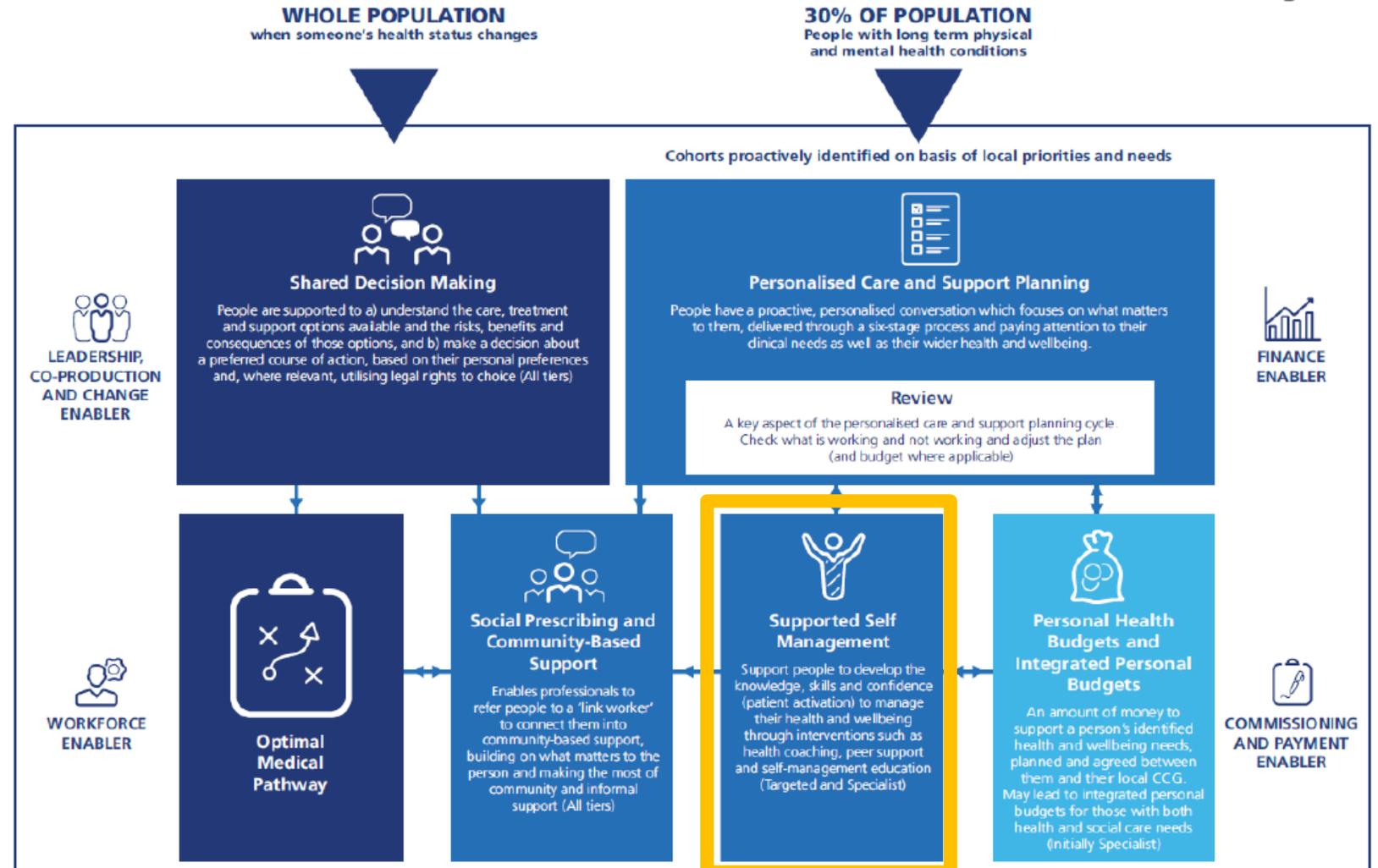
So what do we mean by Personalised Care?



This illustration was developed by the Personalised Care Strategic Coproduction group.

PAM as an enabler of personalised care:

Personalised Care Operating Model



What do we mean by Patient Activation?

‘Patient activation’ describes the **knowledge, skills and confidence** a person has in **managing their own health and care.**

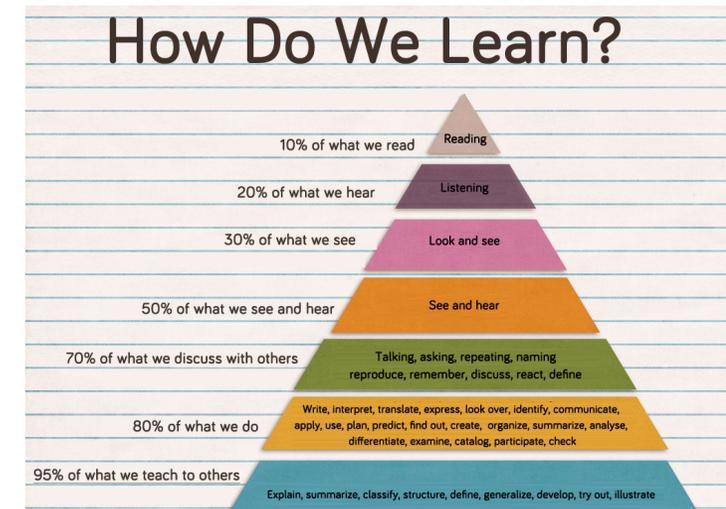
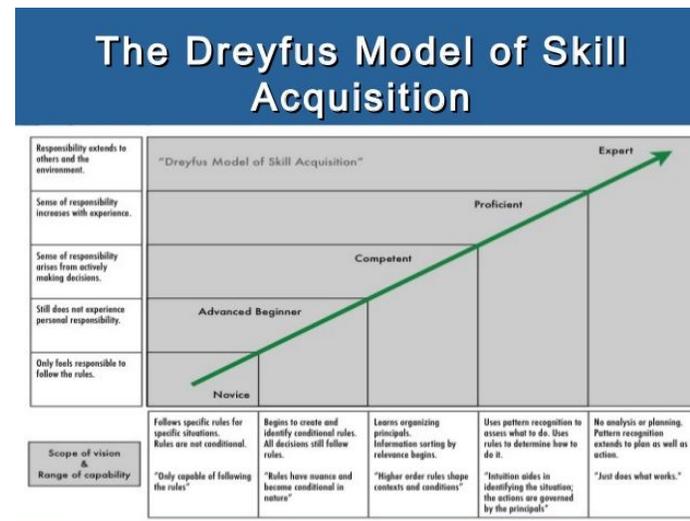
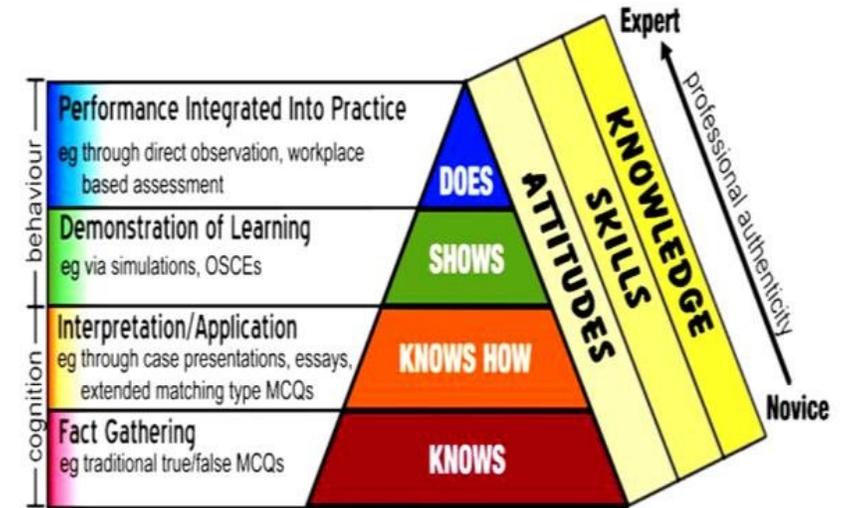
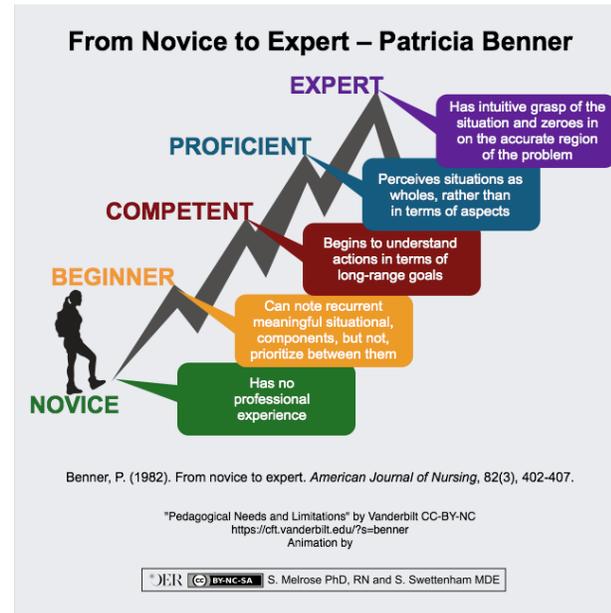


Health and care professionals believing **they have all the knowledge,** expertise and responsibility for your health and wellbeing.



You and your health and care professional **sharing knowledge,** expertise and responsibility for your health and wellbeing.

How did we learn and become knowledgeable, skilled & confident?



Incremental
Development:



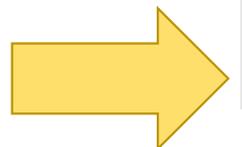
Knowledge



Skills



Confidence



How do we
meet people
where they are
at?

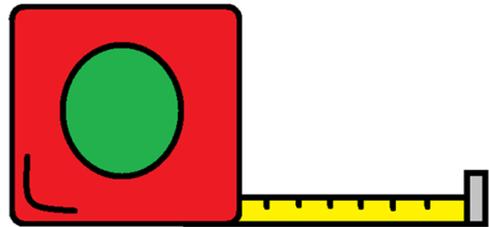
Guess work.....

or

a precision aim ...?



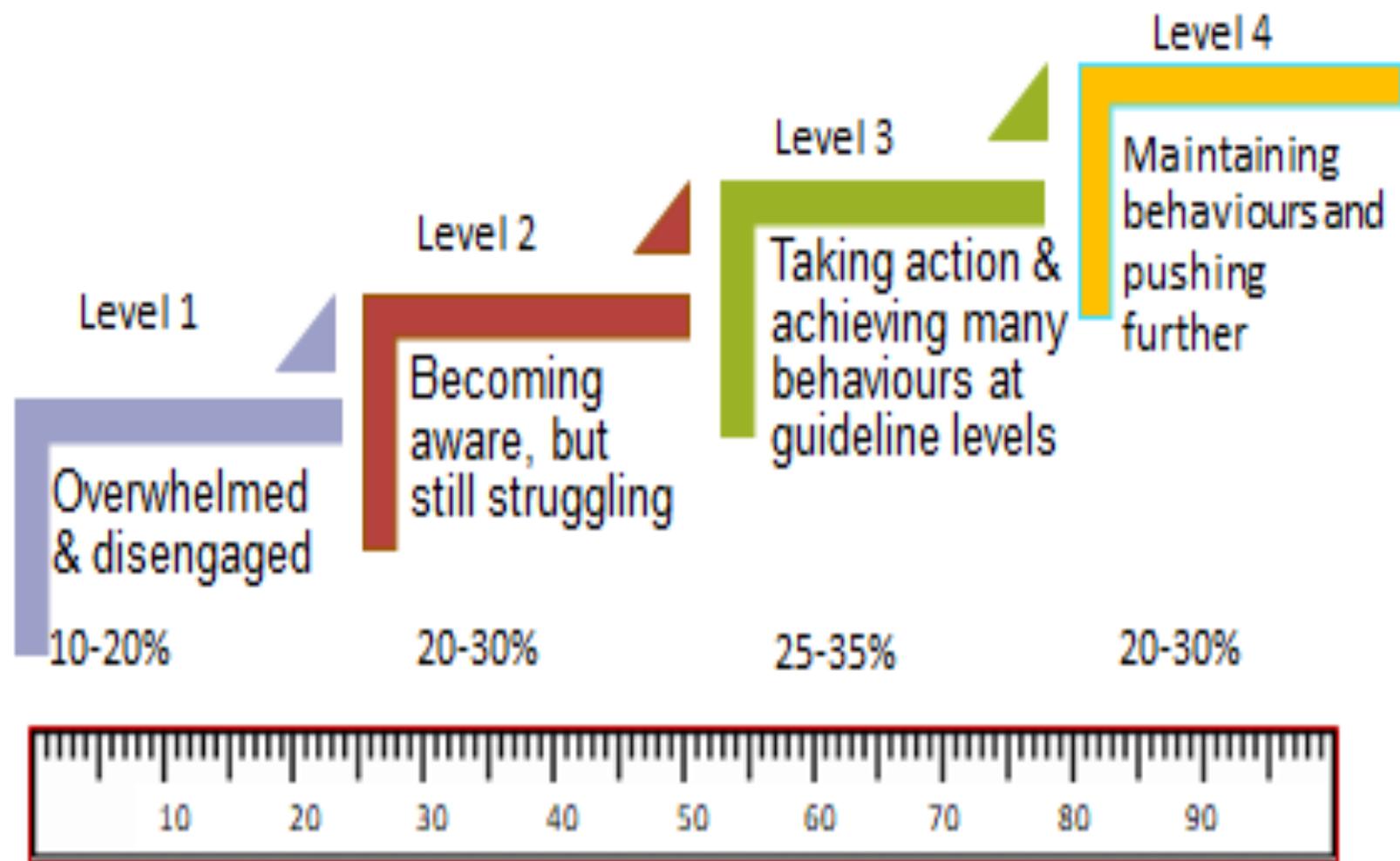
The Patient Activation Measure (PAM)



Below are some statements that people sometimes make when they talk about their health. Please indicate how much you agree or disagree with each statement as it applies to you personally by circling your answer. There are no right or wrong answers, just what is true for you. If the statement does not apply to you, circle N/A.

1. I am the person who is responsible for taking care of my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
2. Taking an active role in my own health care is the most important thing that affects my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
3. I am confident I can help prevent or reduce problems associated with my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
4. I know what each of my prescribed medications do.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
5. I am confident that I can tell whether I need to go to the doctor or whether I can take care of a health problem myself.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
6. I am confident that I can tell a doctor or nurse concerns I have even when he or she does not ask.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
7. I am confident that I can carry out medical treatments I may need to do at home.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
8. I understand my health problems and what causes them.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
9. I know what treatments are available for my health problems.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
10. I have been able to maintain lifestyle changes, like healthy eating or exercising.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
11. I know how to prevent problems with my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
12. I am confident I can work out solutions when new problems arise with my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
13. I am confident that I can maintain lifestyle changes, like healthy eating and exercising, even during times of stress.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A

What does measuring with PAM give you?



0-100 point empirically derived point scale

Allows us to understand how an intervention specifically impacts a change in PAM score

Patient Activation Measure

Level

1

2

3

4



levels help to **tailor a general approach** to a group or individual

Patient Activation Measure

Score

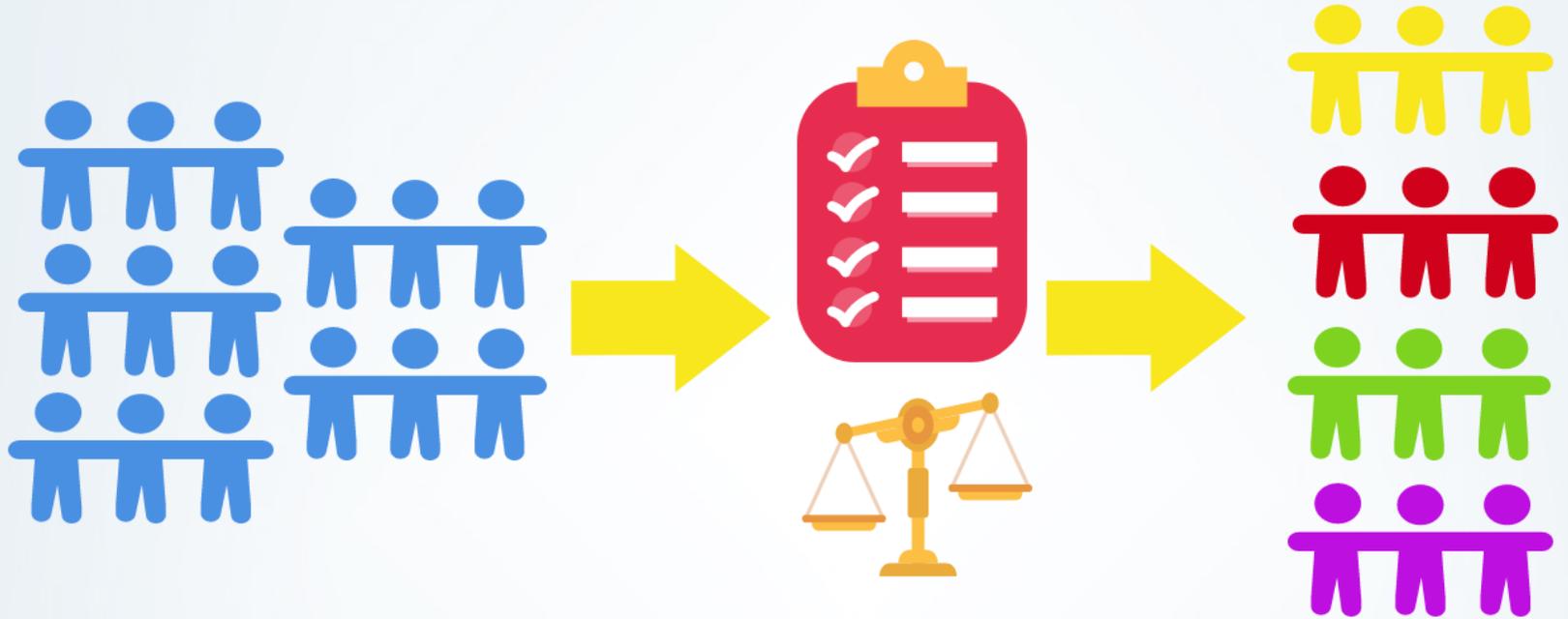


scores help to measure change between levels

How can PAM be used?

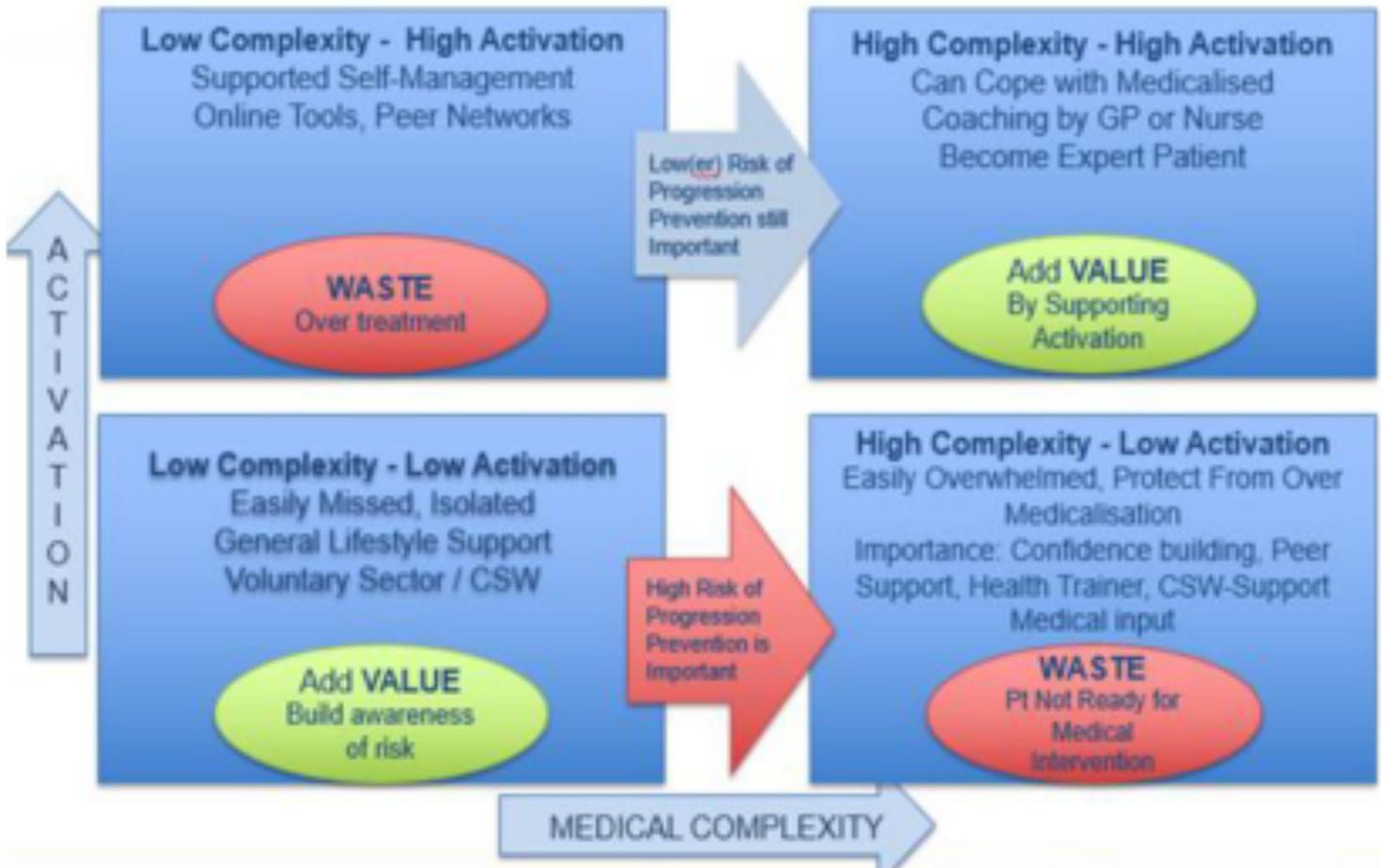
1: To segment populations and help identify need and risk
(e.g. progression of disease or use of health services/resources)

PAM uses: 1



Within the context of a GP practice, signposting to provide patients low in activation more effective support

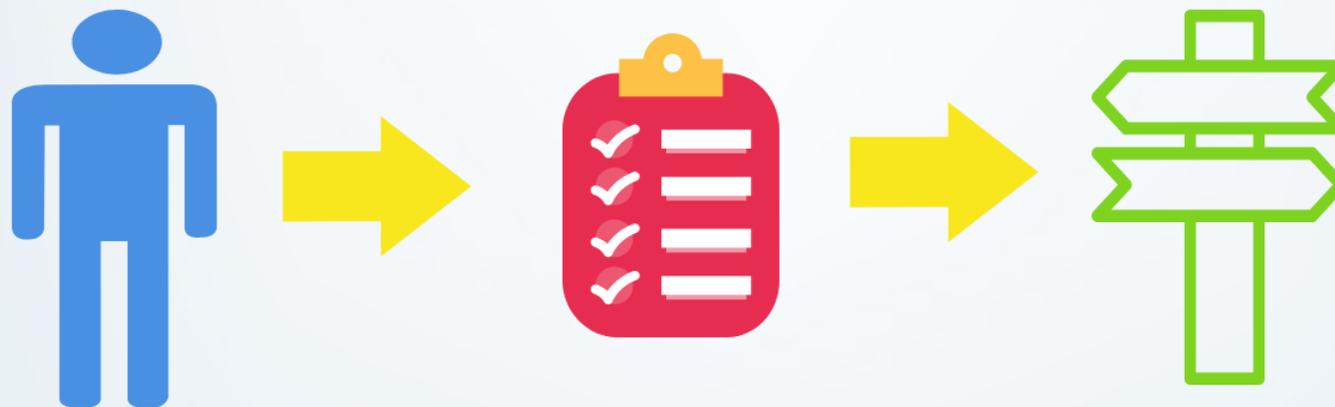
Patient Centred Care in Practice – Dr Ollie Hart, GP Sheffield, Clinical Lead for PCC



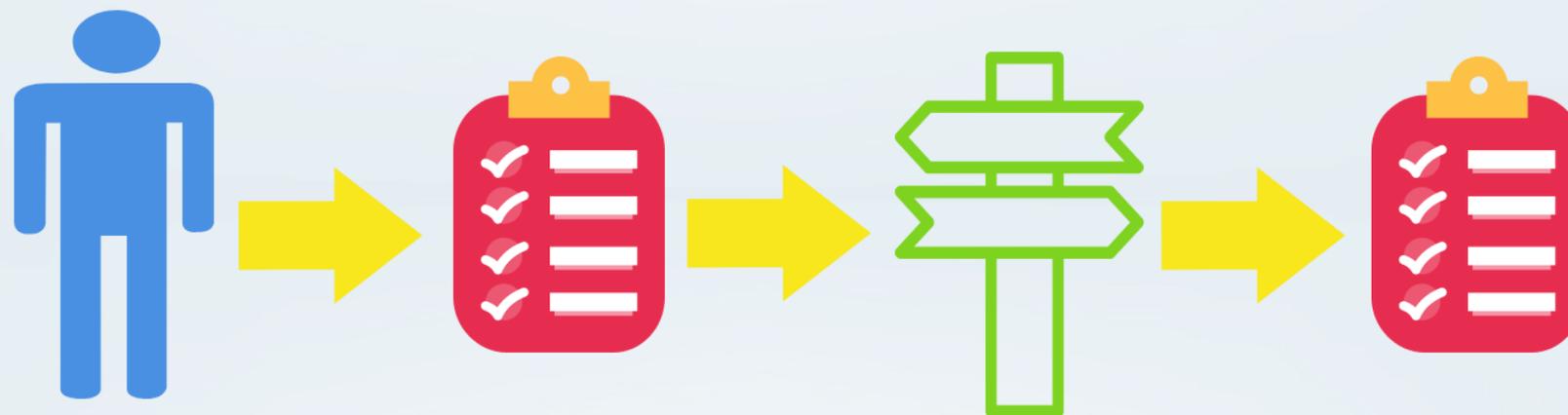
How could we use this information?

PAM uses: 2 &
3

2: **To a tailoring tool:** to tailor support options and approaches for individuals based upon their requirements (helping to set realistic and meaningful goals to improve outcomes)

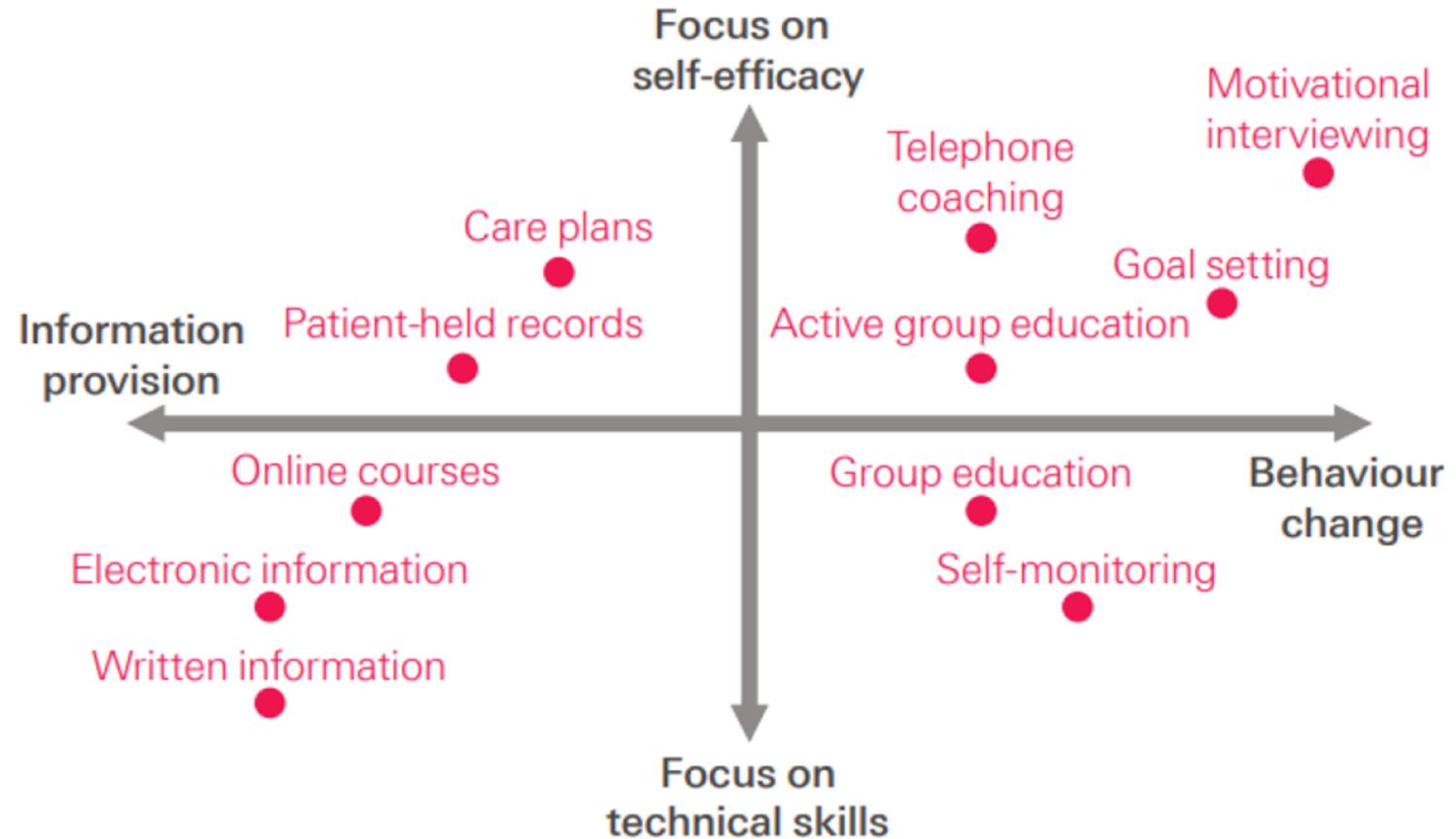


3: **As an outcome measure:** to measure the impact of interventions and strategies through change in PAM score



What approaches might we consider?

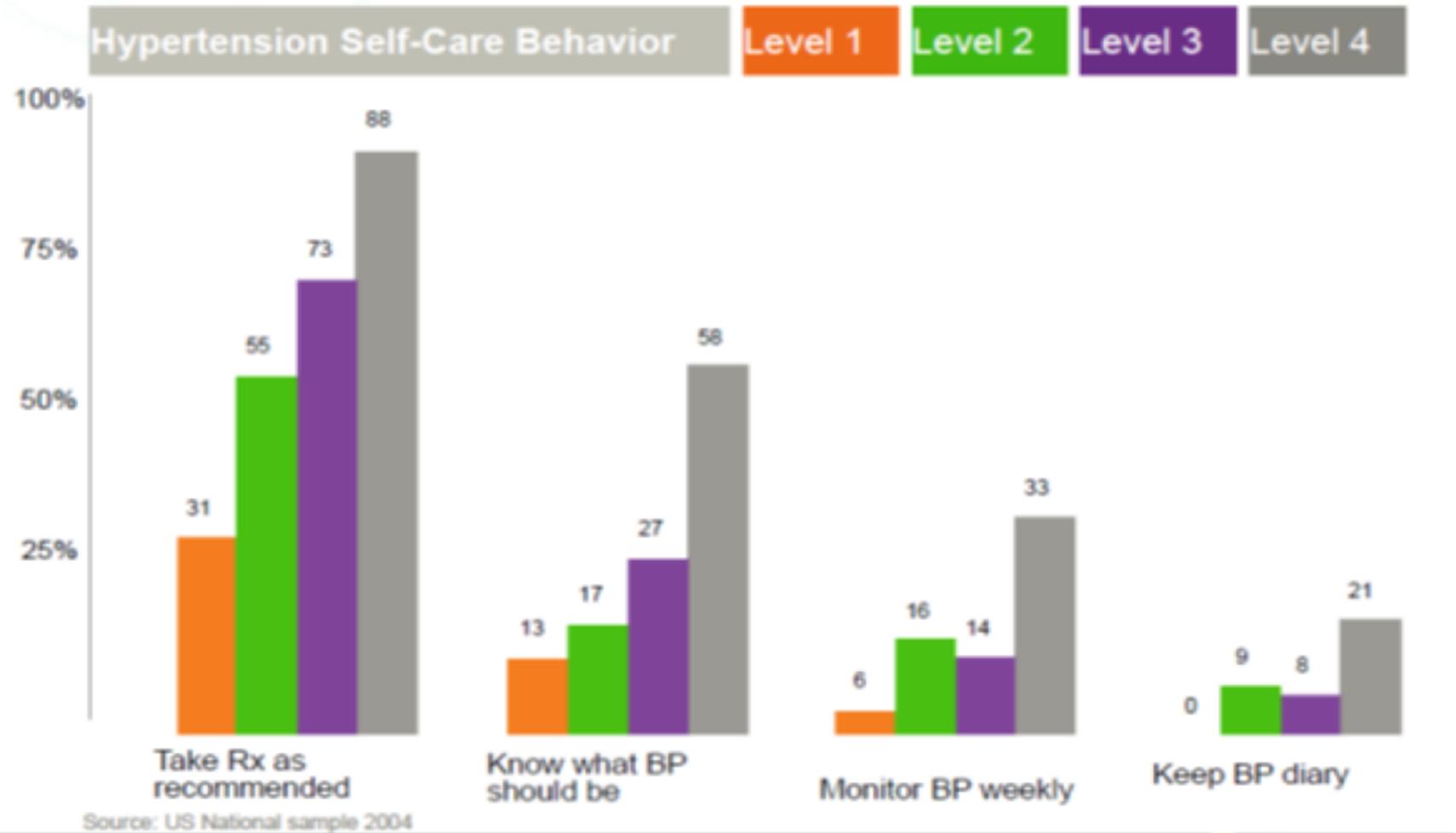
Tailoring your approach: what you do



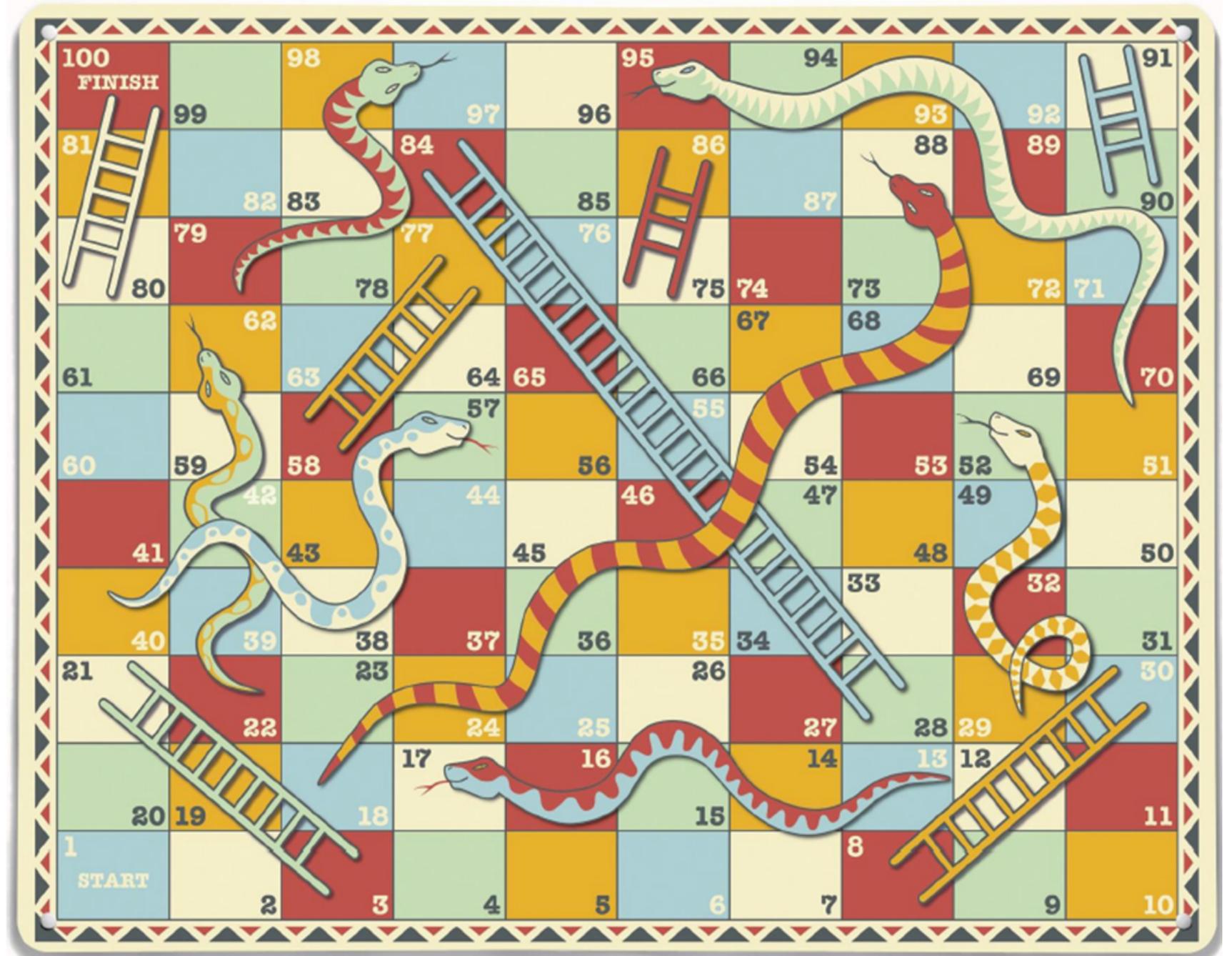
Source: *Helping People Help Themselves* (Health Foundation, 2011)

Using PAM to better tailor self-management approaches

Tailoring your methods and expectations



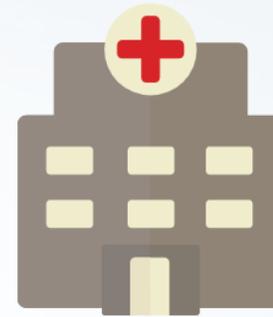
About people
not just
processes –
having better
conversations



What a difference a point makes...

Small changes
can have a big
impact:

Did you know that for
every point increase in
PAM score it correlates
with a



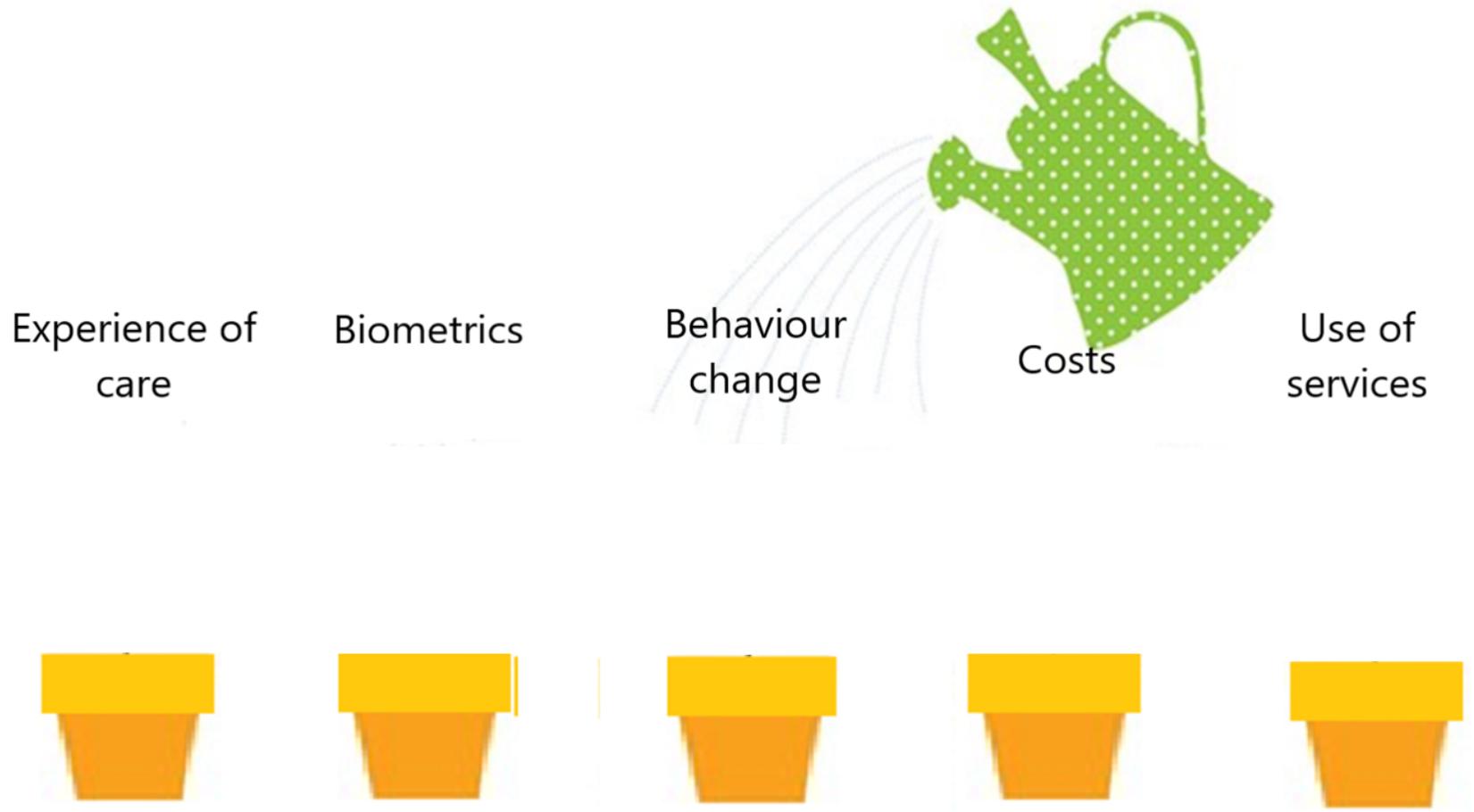
....2% decrease
in
hospitalisation



.... 2 % increase
in medication
adherence

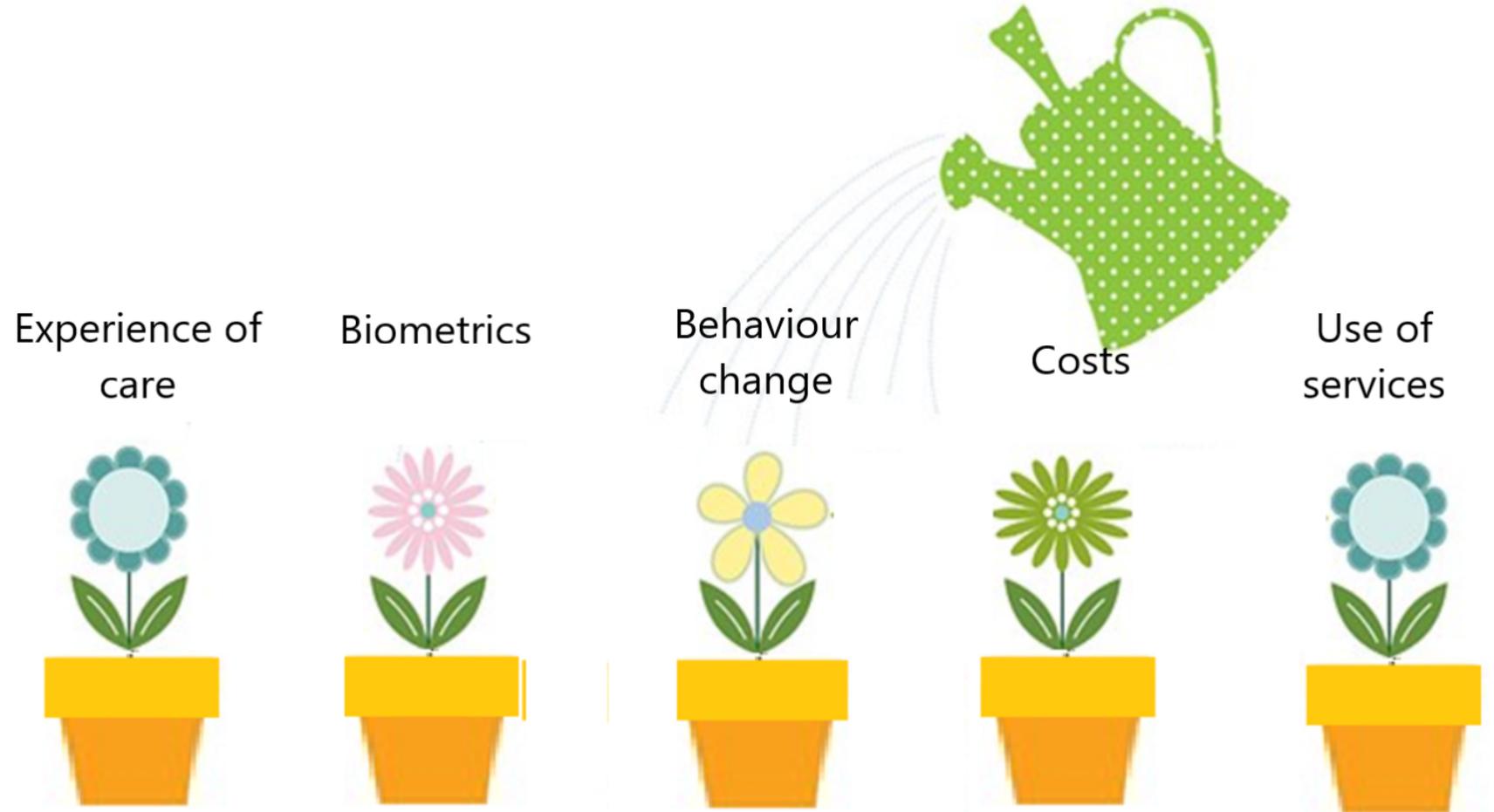
Activation may be *invisible* but the effects of it are not.....

Using PAM to understand and predict trends and experiences – what is the impact of increasing activation:



Activation may be *invisible* but the effects of it are not.....

Using PAM to understand and predict trends and experiences – what is the impact of increasing activation:



*How
activated
are you?*



Interactive task:



Level One



Level Two



Level Three

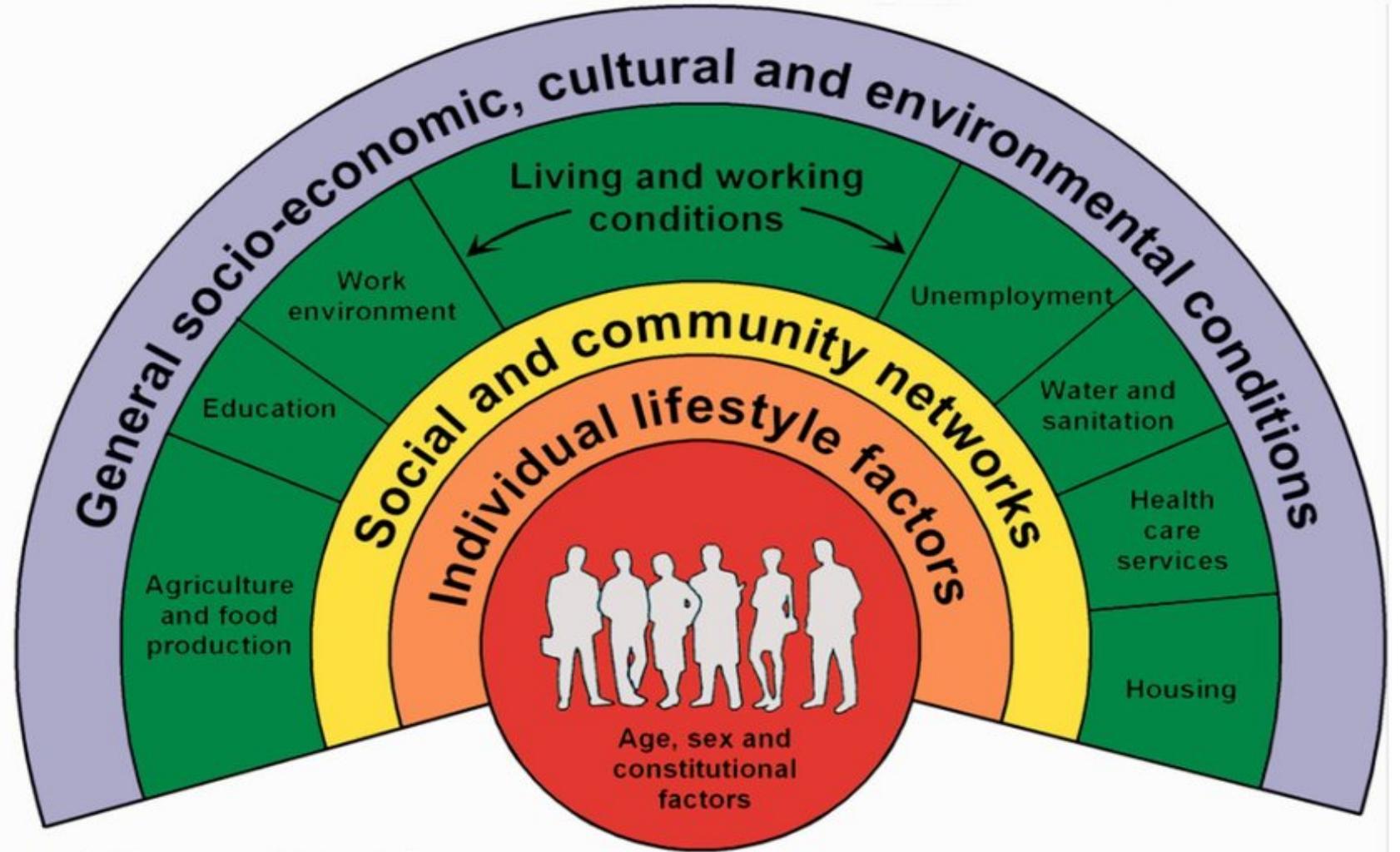


Level Four

What have you learnt from this activity?

- Activation not just about knowledge/education – it is far more complex (consider all the other issues highlighted that impact on this for you – e.g. emotions, other life demands, motivation, finances, time)
- What did you notice about solutions for different activation levels?
- Would other people's solutions work for you?
- Can you apply the same principles in health and social care settings?

Social determinants of health:



Source: Dahlgren and Whitehead, 1991

What tailoring principles may be helpful:

Less is more
(start small -
information
& goals)

1

What matters to
you? What do
you want to
know? Start
here.

Success builds
confidence (small
wins and past
achievements)

Recognise
where they
are & show
empathy

Build connections
- lifestyle
choices and
health/symptoms

What tailoring principles may be helpful:

Continue to build basic knowledge

2

Build skills that increase their role in care (e.g. agenda setting)

Realistic goals to build skill

Recognise successes and effort

People come with solutions - use them to problem solve and plan

What tailoring principles may be helpful:

3

Develop more specialist knowledge & skills linked to guideline behaviour

One size doesn't fit all - resources, contacts - what would work for you?

Scale up and create challenges

What do you want to know more about? Do you know where to look? (promote information seeking)

Look ahead - recognise the longer term benefits from today's effort

What tailoring principles may be helpful:

Have a purpose -make it your contact count!

4

Problems are normal - let's plan for them (if-then plans)

Set parameters for self-monitoring - build expertise and confidence

Prevent, sustain and create new challenges

Expect and encourage independence - signpost and be available when needed

Conversation Tips

1. Use PAM as a conversation starter
 - meet people where they are at.
2. Have conversations which include 'what matters to you?' Ask, listen, do.
3. People come with solutions and are resourceful - ask and listen.
4. Who's goals are they? Make them meaningful - what would this give you?
5. Be prepared to be challenged

Working coffee break:

 30 minutes to.....

Make tea/coffee

Drink tea/coffee

Spend a penny

Input your PAM case study
questionnaire onto the
database

The rest of the time is yours.....



tea,
coffee &
spreadsheets

Password protected scoresheet (excel)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
2																								Keep in mind:	
3	Patient Activation Measure® PAM® 13 British																								
4	This tool is provided under License between Insignia Health and NHS Training - NW London Transformation Group																							Version: 13UK3	
5	Refer to Introduction tab to read Insignia Health Privacy Policy.																								
6	<div style="display: flex; justify-content: space-between;"> <div> <p>Please, enter the following information:</p> <p>Your name: <input type="text"/></p> <p>Your organisation: <input type="text"/></p> <p>Member / Patient ID: <input type="text"/> ID is required and only stored in the attached records page. The max is 50 chars.</p> <p>Survey completion date: <input type="text" value="16/10/2019"/> Date format: dd/mm/yyyy. Date range: 1/1/2014 to today's date.</p> <p>Survey language: <input type="text" value="English"/></p> </div> <div> <p>Total number of surveys entered: 73</p> <p>Total number of unscored records: 1</p> </div> </div>																								
7	<p>Select the response from you member/patient for each survey statement. All statements must have a response. Enter N/A if the statement is not applicable or the member/patient is unable to answer. PAM is available in other languages, please refer to the information packet or contact Insignia Health at infoUK@insigniahealth.com.</p>																								
8	Survey Introduction to member/patient:																								
9	We would like to learn more about how you view your health so we can better tailor our interactions and care just for you. There are no “right” or “wrong” answers to this brief survey. Please answer these 13 statements with what’s most true for you.																								
10	1. I am the person who is responsible for taking care of my health.																								
11	<div style="display: flex; justify-content: space-around; width: 100%;"> Disagree Strongly Disagree Agree Agree Strongly N/A </div>																								
12	2. Taking an active role in my own health care is the most important thing that affects my health.																								
13	<div style="display: flex; justify-content: space-around; width: 100%;"> Disagree Strongly Disagree Agree Agree Strongly N/A </div>																								
14	3. I am confident I can help prevent or reduce problems associated with my health.																								
15	<div style="display: flex; justify-content: space-around; width: 100%;"> Disagree Strongly Disagree Agree Agree Strongly N/A </div>																								
16	4. I am confident I can help prevent or reduce problems associated with my health.																								
17	<div style="display: flex; justify-content: space-around; width: 100%;"> Disagree Strongly Disagree Agree Agree Strongly N/A </div>																								
18	5. I am confident I can help prevent or reduce problems associated with my health.																								
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20	6. I am confident I can help prevent or reduce problems associated with my health.																								
21	<div style="display: flex; justify-content: space-around; width: 100%;"> Disagree Strongly Disagree Agree Agree Strongly N/A </div>																								

1. This tool is designed for collecting PAM 13 surveys using British English. For other types of PAM survey and other languages, please, contact Insignia Health at infoUK@insigniahealth.com.

2. Survey data, with exception of Member ID, will be sent to Insignia Health server hosted in Dublin to be scored and stored.

3. Survey data, including Member ID, will be stored in the spreadsheet for your use.

4. To use this tool you need to have an Internet connection.

5. If a survey has more than three N/A answers it will be considered as unreliable and will be defaulted to a score of 51.0 and PAM level 2.

6. If you have technical issues, please contact supportUK@insigniahealth.com

Please, enter the following information:

Your name:

Your organisation:

Member / Patient ID:

Survey completion date:

Survey language:

Total number of surveys entered: 73

Total number of unscored record 1

ID is required and only stored in the attached records page. The max is 50 c

Date format: dd/mm/yyyy. Date range: 1/1/2014 to today's date.

Step 1: input ID details and answers

Select the response from you member/patient for each survey statement. All statements must have a response. Enter N/A if the statement is not applicable or the member/patient is unable to answer. PAM is available in other languages, please refer to the information packet or contact Insignia Health at info@insigniahealth.com.

Survey Introduction to member/patient:

We would like to learn more about how you view your health so we can better tailor our interactions and care just for

1. I am the person who is responsible for taking care of my health.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input type="button" value="Agree"/>	<input checked="" type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
2. Taking an active role in my own health care is the most important thing that affects my health.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input checked="" type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
3. I am confident I can help prevent or reduce problems associated with my health.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input checked="" type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
4. I know what each of my prescribed medications do.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input type="button" value="Agree"/>	<input checked="" type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
5. I am confident that I can tell whether I need to go to the doctor or whether I can take care of a health problem myself.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input type="button" value="Agree"/>	<input checked="" type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
6. I am confident that I can tell a doctor or nurse concerns I have even when he or she does not ask.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input checked="" type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
7. I am confident that I can follow through on medical treatments I may need to do at home.	<input type="button" value="Disagree Strongly"/>	<input checked="" type="button" value="Disagree"/>	<input type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
8. I understand my health problems and what causes them.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input checked="" type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
9. I know what treatments are available for my health problems.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input checked="" type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>

Step 2: submit survey

Survey Introduction to member/patient:

We would like to learn more about how you view your health so we can better tailor our interactions and care just for

1. I am the person who is responsible for taking care of my health.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input type="button" value="Agree"/>	<input checked="" type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
2. Taking an active role in my own health care is the most important thing that affects my health.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input checked="" type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
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9. I know what treatments are available for my health problems.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input checked="" type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
10. I have been able to maintain (keep up with) lifestyle changes, like eating right or exercising.	<input type="button" value="Disagree Strongly"/>	<input checked="" type="button" value="Disagree"/>	<input type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
11. I know how to prevent problems with my health.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input checked="" type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
12. I am confident I can figure out solutions when new problems arise with my health.	<input type="button" value="Disagree Strongly"/>	<input type="button" value="Disagree"/>	<input checked="" type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>
13. I am confident that I can maintain lifestyle changes, like eating right and exercising, even during times of stress.	<input type="button" value="Disagree Strongly"/>	<input checked="" type="button" value="Disagree"/>	<input type="button" value="Agree"/>	<input type="button" value="Agree Strongly"/>	<input type="button" value="N/A"/>

PAM scoresheet

Submit survey

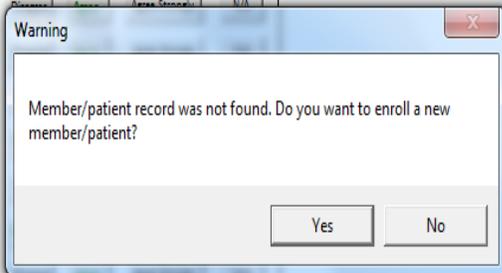
Submit offline surveys

Survey Introduction to member/patient:

We would like to learn more about how you view your health so we can better tailor our interactions and care just for

1. I am the person who is responsible for taking care of my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
2. Taking an active role in my own health care is the most important thing that affects my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
3. I am confident I can help prevent or reduce problems associated with my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
4. I know what each of my prescribed medications do.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
5. I am confident that I can tell whether I need to go to the doctor or whether I can take care of a health problem myself.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
6. I am confident that I can tell a doctor or nurse concerns I have even when he or she does not ask.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
7. I am confident that I can follow through on medical treatments I may need to do at home.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
8. I understand my health problems and what causes them.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
9. I know what treatments are available for my health problems.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
10. I have been able to maintain (keep up with) lifestyle changes, like eating right or exercising.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A

6. If you have technical issues, please contact supportUK@insignahealth.com



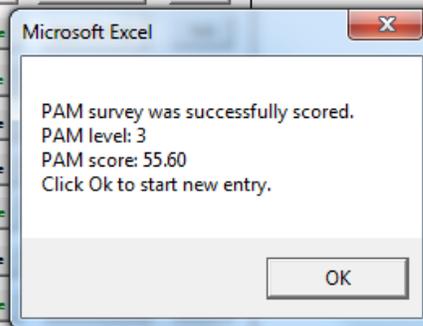
Step 3: enrol new member

Survey Introduction to member/patient:

We would like to learn more about how you view your health so we can better tailor our interactions and care just for

1. I am the person who is responsible for taking care of my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
2. Taking an active role in my own health care is the most important thing that affects my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
3. I am confident I can help prevent or reduce problems associated with my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
4. I know what each of my prescribed medications do.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
5. I am confident that I can tell whether I need to go to the doctor or whether I can take care of a health problem myself.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
6. I am confident that I can tell a doctor or nurse concerns I have even when he or she does not ask.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
7. I am confident that I can follow through on medical treatments I may need to do at home.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
8. I understand my health problems and what causes them.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
9. I know what treatments are available for my health problems.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A

6. If you have technical issues, please contact supportUK@insignahealth.com



Ta-dah!

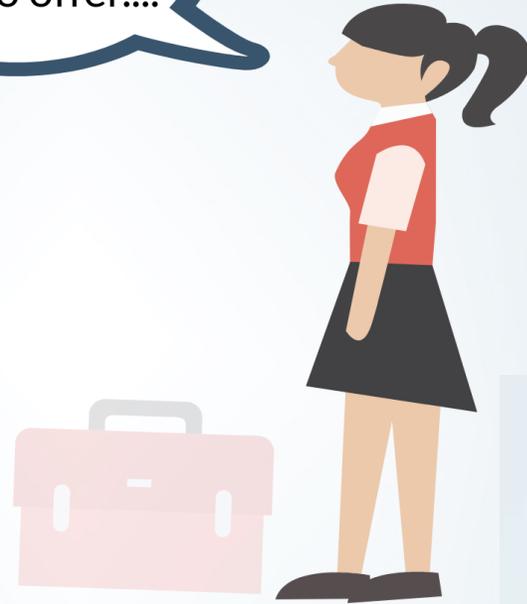
PAM level and score generated!

Mary Poppins:
*her middle
name was PAM
don't you
know....*



Common misconceptions:

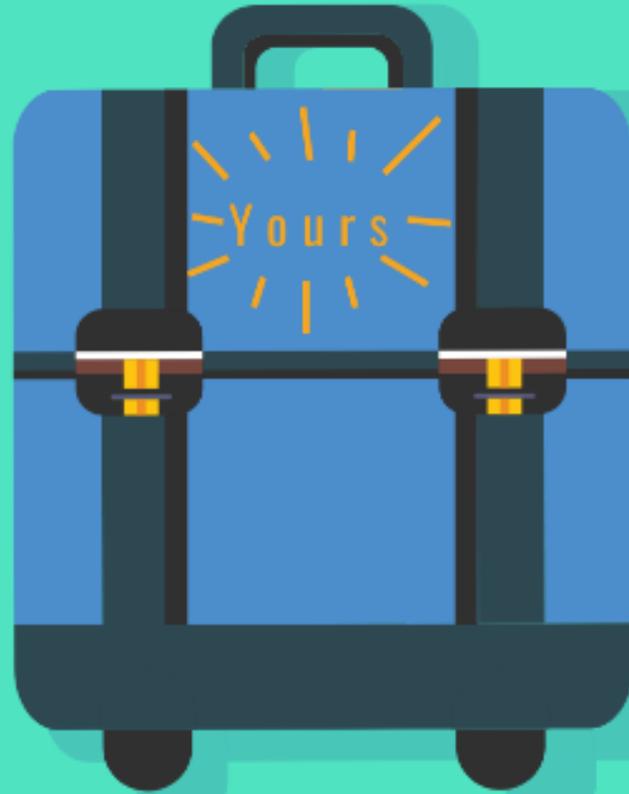
I don't have much in my bag to offer....



Your health is my responsibility, I have things in my bag that will help whilst we are working together

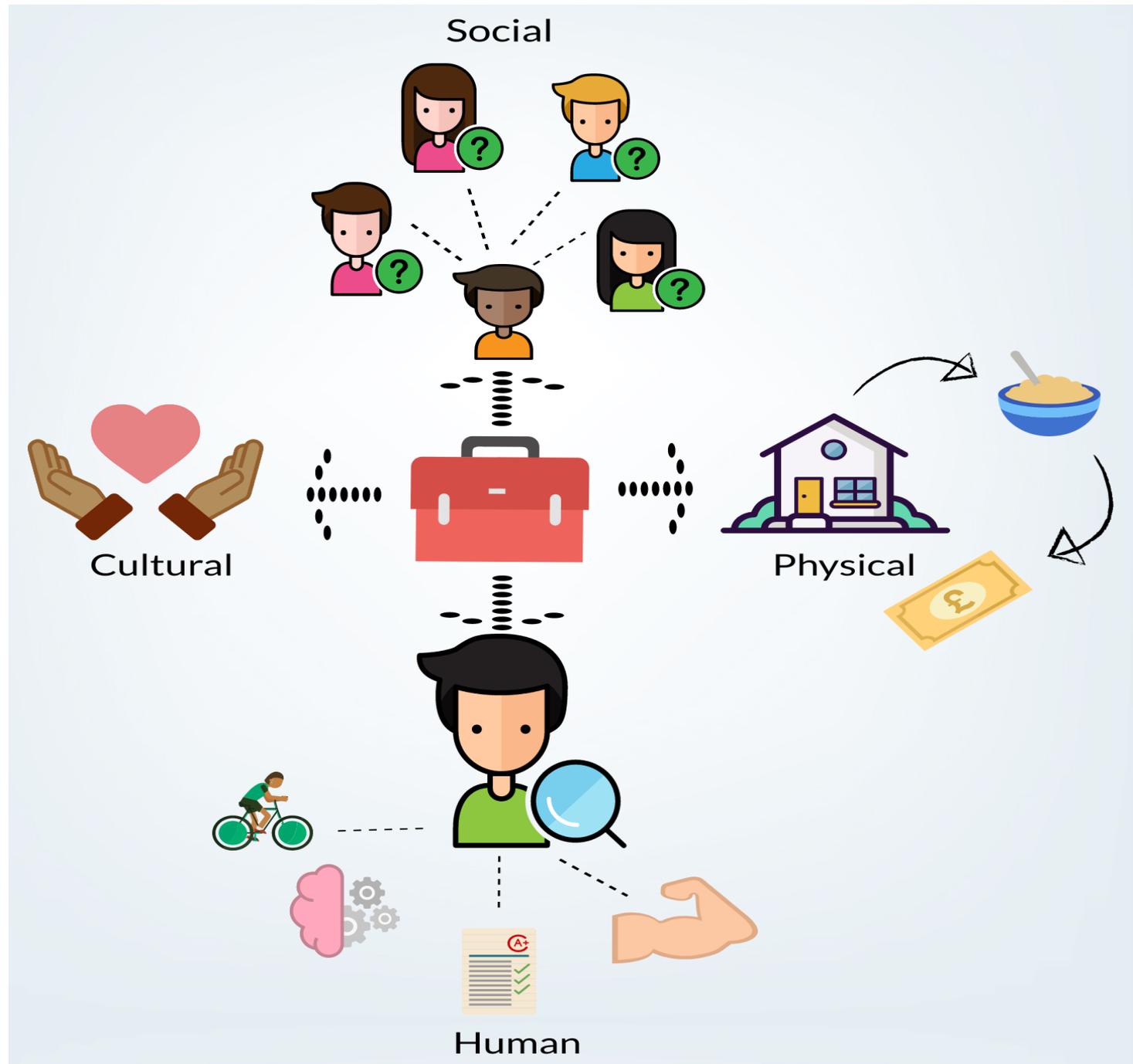


Unpacking
your PAM
super-powers





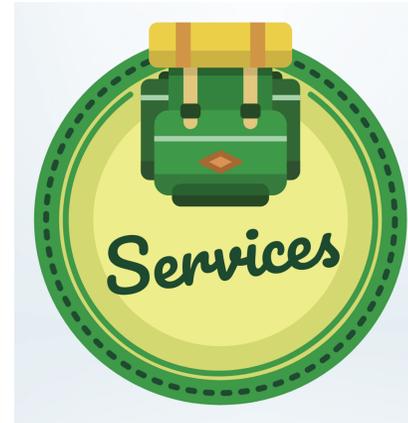
How do we explore a person's self-management superpowers?



Applying health coaching principles:



What do you have?



Case studies:

Using your case studies:

- What is the PAM level and score for your case study?
- Does this surprise you?
- What strategies did you apply in your case study?
- Are these strategies still appropriate?
- Does knowledge of PAM score change your thoughts about future strategies?

How will it work for CIS?

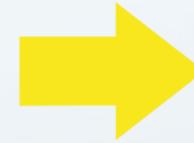
Practical considerations:



Who will administer the PAM, to whom, when, where?



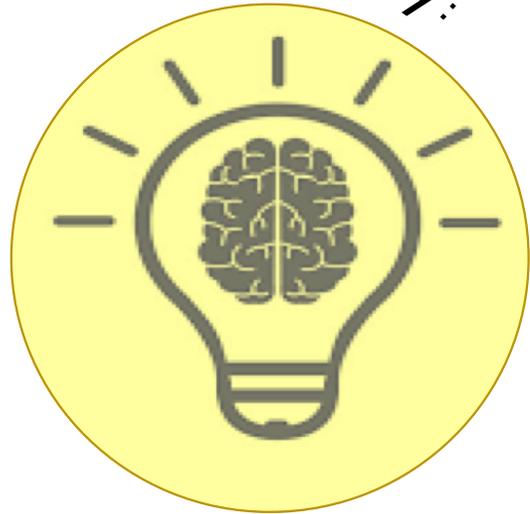
What will you say to introduce the PAM?



Who will input the data into the scoresheet? How will you then get the score/level into your records?

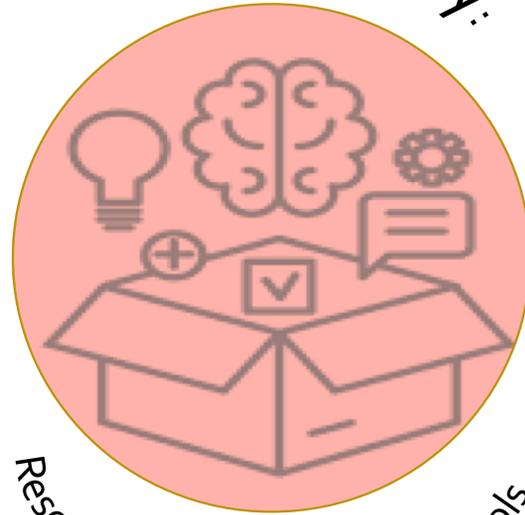
What do you have that will help you succeed?

Capability:



Knowledge, Skills, Training

Opportunity:



Resources (people, services, tools, time, support of colleagues)

Motivation:



Belief, habit, external motivators (targets, feedback)

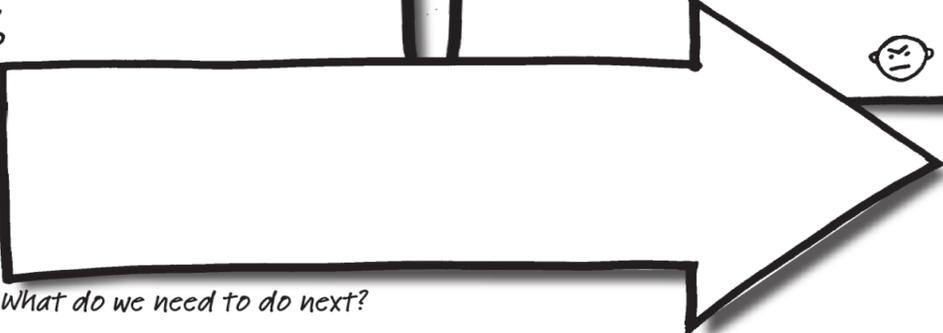
PDSA:

Give it a go...

4 + 1 Questions

What have we tried? 	What have we learned? 
What are we pleased about? 	What are we concerned about? 

What do we need to do next?



Thank you for
joining us!



Creating a buzz around behaviour change



IT STARTS WITH US!

*What to know
more?*

PAM Quick Guide

This quick guide provides practical and operational support to sites considering the use of the Patient Activation Measure (PAM) licences. The guide focuses on why patient activation is important in managing people's health and wellbeing, as well as elements to consider before implementing the PAM.

<https://www.england.nhs.uk/publication/module-1-patient-activation-measure-implementation-quick-guide/>

Health Coaching Quality Framework

This quality framework seeks to inform the commissioning of high quality training programmes aimed at developing coaching skills for health professionals to support patient activation and self-management.

<https://www.hee.nhs.uk/sites/default/files/documents/Health%20coaching%20quality%20framework.pdf>

Better conversation: better health

A set of 'better conversation' resources for clinicians and health and care leaders which includes a short video, infographics and a resource guide which contains case studies, evidence and tips on how to introduce a health coaching approach to improve the quality of conversation and help people change behaviour.

https://www.betterconversation.co.uk/images/A_Better_Conversation_Resource_Guide.pdf

Insignia e- Learning programme

Insignia Health offers the following four online courses to new PAM sites to help familiarise individuals with the Patient Activation Measure® (PAM®) and Coaching for Activation® approach. Each course builds off of the previous to give the viewer a solid foundation in the genesis of PAM, the personalities that emerge at different PAM levels, how to correctly administer PAM, and how to appropriately work with individuals once you know their activation level.

PAM® 101 - PAM 101 will provide an overview of the Patient Activation Measure, including development, validation, and use.

Personas - In the Persona's course, you will learn common attributes that individuals at different levels of activation possess, as well as what new behaviours they are capable of taking on.

Administration - In this module you will learn how to properly administer PAM to get valid, reliable results without introducing bias.

Coaching for Activation - In the Coaching for Activation® course it all gets pulled together. Now that you know a person's Level of Activation, how do you engage them? In this course you will learn how to tailor goals and interventions to be appropriate for an individual based on their level of Activation.