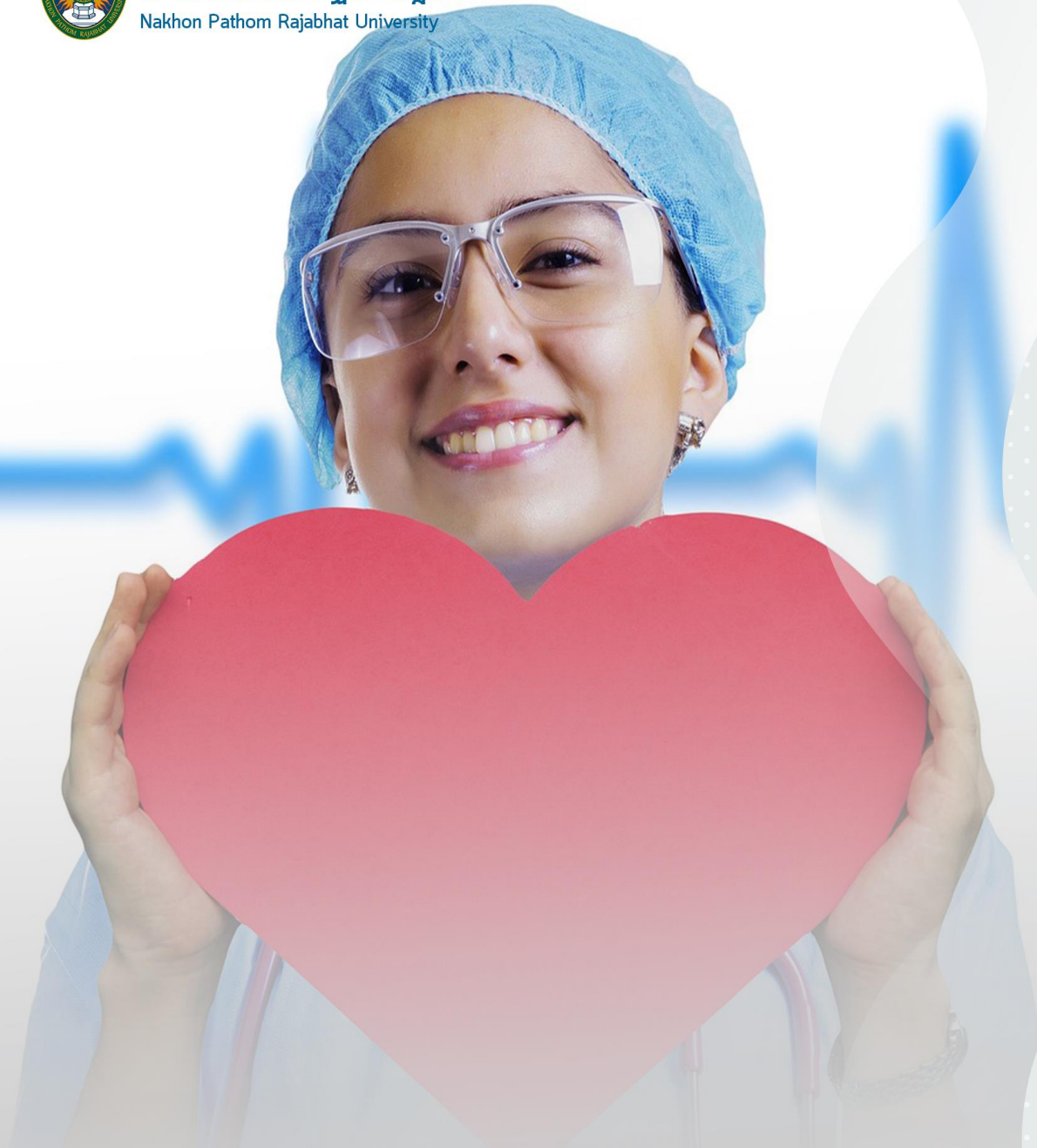มหาวิทยาลัยราชภัฏนครปฐม
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CHAPTER 7 _ Episode 7.2

NURSING INNOVATION DEVELOPMENT AND DISSEMINATION OF RESULTS

การพัฒนานวัตกรรมการพยาบาล
และการเผยแพร่ผลงาน

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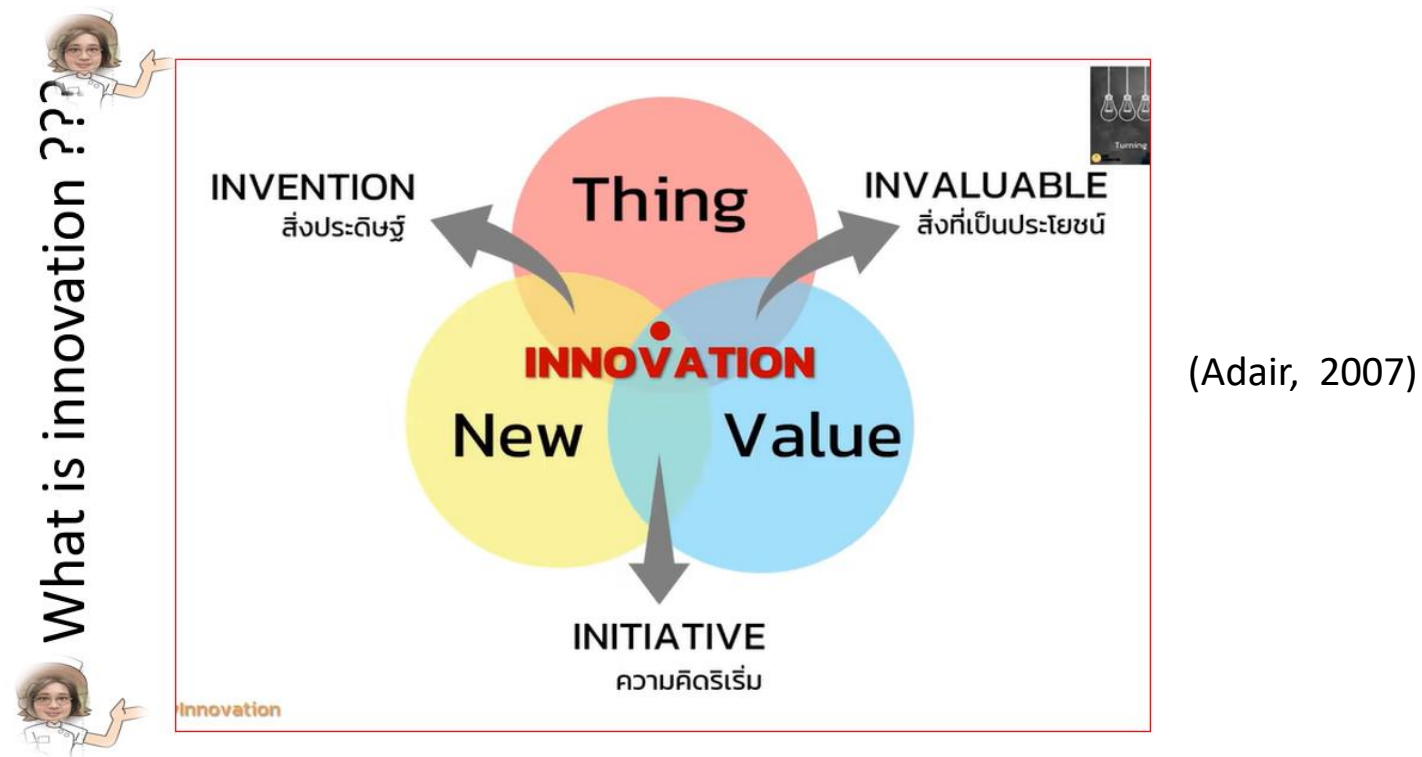# Objectives

After studying this chapter you will be able to:

1. Explain the meaning of nursing innovation.

2. Explain the process of nursing innovation development and dissemination.

DEFINITION

Innovation is anything that creates new resources, processes, and values.

(Adair, 2007)

รูปภาพจาก :
https://www.youtube.com

Nursing Innovation

Innovate - introduce new methods/ideas

Innovation - the action of making a new idea/ method starts with a good idea.

Nursing Innovation refers to the process of turning a good idea into something that is implementable and achievable and hopefully will bring about better health promotion, disease prevention, and better patient care.

(Kaya N, Turan N, Aydın GÖ, 2016)

GOALS OF NURSING INNOVATION

➢ To maintain the quality of care

➢ To improve the quality of care

➢ To find new information

➢ To find new ways of promoting health

➢ To find new ways of promoting illness

➢ To find better ways of care & cure

➢ To conform to the regulation

➢ To reduce the energy consumption
(Creighton, L., et al., 2022)

INNOVATION IN NURSING

❑ Innovation in nursing practice
❑ Innovation in nursing education
❑ Innovation in nursing care
❑ Innovation in nursing management

(Creighton, L., et al., 2022)

NURSES AS INNOVATORS – FLORENCE NIGHTINGALE

- Florence Nightingale's work provides a great example of leadership in innovation.

- She was also an innovator in the collection , tabulation, interpretation and graphical display of descriptive statistics.

- In 1860, Florence Nightingale become the first woman to be elected as fellow of the statistical society.

(Creighton, L., et al., 2022)

The steps of the nursing process include
- assessing the patient,
- determining the problem,
- making a plan,
- intervening with a course of action, and
- evaluating the intervention

(Creighton, L., et al., 2022)

Diffusion of Innovation (DOI) Theory, developed by E.M. Rogers in 1962

- **First,** most people become aware of them, often through information from mass media.

- **Second,** the innovations will be adopted by a very small group of innovators, or early adopters.

- **Third,** opinion leaders learn from the early adopters and then try the innovation themselves.

- **Fourth,** if opinion leaders find the innovation useful, they encourage their friends—the opinion followers.

- **Finally,** after most people have adopted the innovation, a group of laggards, or late adopters, makes the change.
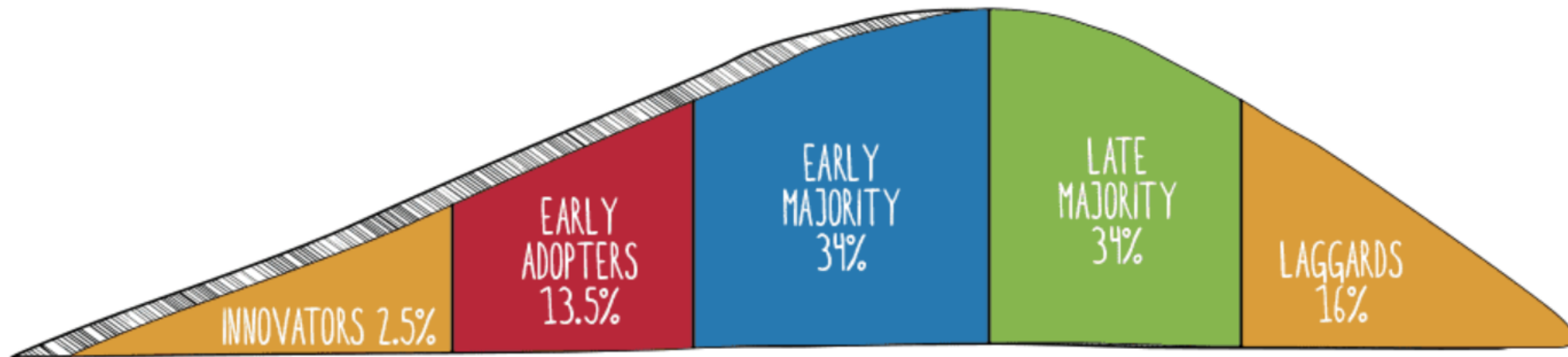
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DIFFUSION OF INNOVATION MODEL

Diffusion of Innovation (DOI) Theory, developed by E.M. Rogers in 1962

INNOVATORS 2.5%

EARLY ADOPTERS 13.5%

EARLY MAJORITY 34%

LATE MAJORITY 34%

LAGGARDS 16%

ESSENTIAL MARKETING MODELS HTTP://BIT.LY/SMARTMODELS

From: https://www.smartinsights.com/marketing-planning/marketing-models/diffusion-innovation-model/

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