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**Moving the masses: A qualitative study into normalisation through social organisation**

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**Objectives/aims**

The implementation literature contains over sixty models, theories and frameworks aimed at reducing the research-to-practice (Tabak, 2012). While the existing implementation research recognises the critical role played by implementation frameworks in improving the implementation of interventions (Eccles& Mittman, 2006; Nilsen, 2015), less is known about human behaviour (practice theories) and the wider social organisation (Greenhalgh et al., 2004). Normalization Process Theory (NPT) (May et al., 2009) aims to explain social processes when implementing new practices. This qualitative paper aims to explore the utility of NPT in identifying gaps in knowledge about social action.

**Methods**

This paper has used qualitative data collection and analysis techniques. Fifteen semistructured interviews, drawn from national, state, and league representatives of the Australian Football League (AFL) engaged in or deemed to have knowledge of the implementation of sports programs and policies were subjected to Framework Method analysis (Gale et al., 2013) using NPT (May & Finch,2009). The aim was to explore the perceptions of how a new program was implemented within the AFL by those involved in implementation.

**Main findings**

The paper identified the following findings:

1. The deficiency in existing implementation strategies to identify the social organisation required to implement new practices.
2. Implementation depends on interaction between the intervention and the micro-level situations and contexts.
3. Barriers and facilitators can often be one and the same indicating there is more complexity to the current implementation literatures somewhat myopic approach to barriers and facilitators as a strict duality.