

Step 7: Create Desire Within the Care Team

The most powerful motivator is a great story. You'll find many true stories in the Alberta AUA Project [bulletins](#), such as:

- *The man who had 45 aggressive episodes per month – he had been prescribed an antipsychotic for delirium from a urinary tract infection, and it hadn't been discontinued. Staff tapered and finally discontinued the antipsychotic, and now he is off the antipsychotics and has had no episodes of aggression.*
- *The woman who suffered from extreme anxiety. She was given a drug holiday from her 14 medications, the underlying issue was identified (hemorrhoids), and now she's on just 3 medications and is the most helpful resident on the unit – she knows everyone by name and helps them get to their activities.*

Share stories with staff, along with brief and inspiring media releases and videos such as:

- Youville Home in St. Albert: [Reducing certain medications makes 'huge difference' for some dementia patients](#)
- Bow View Manor in Calgary: [Marshall and Evelyn Bye's story](#)
- Middlechurch Home in Winnipeg: [Antipsychotics move from a first-line treatment to one of last resort.](#)
- [Pines Education Institute of Southwest Florida](#) has engaging (and entertaining) resources by Teepa Snow, which invite and instruct staff to consider more effective approaches.

Develop confidence to reduce antipsychotics by starting with the “easy wins” described in the [Medication Review Section of the AUA toolkit](#). For many care centre staff, it doesn't take a dramatic improvement to convince them to use fewer antipsychotics. It's reassuring to discover that things don't usually get worse without them.

- *We discontinued the antipsychotic and there was no change in behaviour. Another person still has behaviours, but they weren't changed on or off antipsychotics.*

Pay attention to improvements as antipsychotic dosages are reduced, and talk about them! Listen to what your families are saying about the improvements they see. Post photos and stories on the Project QI poster included in the [AUA Project Resources section](#) of the *AUA Toolkit*. The Coming Alive Story templates (same section) can help you capture and share your stories.

- Good Samaritan Southgate reported: *“Staff bought into the project when they saw the results for themselves. A woman had been in almost a vegetative state, curled in a fetal position in her Broda chair, unable to talk. After her antipsychotic was discontinued, she lifted her head, ate better and had a sparkle in her eye.”*