

IDEA! Strategy

IDEA! is a simple three step strategy to help you figure out why a challenging behavior is happening and how to deal with it.

Identify the problem/challenging behavior

- What is the behavior that is challenging for you to deal with? Be specific.
- Can you see it?

Educate Yourself

Understand the cause of the behavior

- **Health:** Is the person taking a new medication, getting sick, or in pain?
- **Environment:** Is it too noisy? Is it too hot? Is the place unfamiliar?
- **Task:** Is the task too hard? Are there too many steps? Is it something new?
- **Communication:** Is it hard for the person to speak or understand?

Understand the meaning of the behavior to the person

- Does the person feel like he/she is being treated like a child?
- Are there things that remind the person of something unhappy?
- Does the person feel a sense of insecurity, discomfort, or boredom?

Adapt

**Try different things. Pay attention to the person's feelings.
Practice being calm, gentle, and reassuring.**

- Address the cause or triggers of the behavior
 - Keep tasks and activities simple
 - Keep the home as quiet and calm as possible
 - Speak slowly and gently/try not to say too much at one time
 - Do not argue/try to comfort the person
 - Find meaningful, simple activities so the person is not bored
- Distract or redirect by:
 - Offering the person something he/she likes to eat
 - Watching a TV show or listen to music
 - Asking the person for his/her help with a simple activity
 - Leading the person to a different room