

Awareness raising

KM Team Members
involved

All

Aim

- 1) To raise awareness of the Knowledge Mobilisation team and knowledge mobilisation concepts
- 2) To increase understanding of commissioning & the wider healthcare system amongst researchers
- 3) To increase understanding and appreciation of researchers' knowledge and outputs amongst commissioners

What happened?

Since the beginning of the KM team in September 2013, KM team members have sought to raise the profile of our work and increase understanding between the two communities of research and commissioning. Informally, this awareness raising occurs routinely during meetings with collaborators and other colleagues, as invariably the role needed explaining.

More formally, the main method of raising awareness has been through presentations at seminars, workshops and conferences. For example, Management Fellow (JC) gave 10 presentations in her 14 month fellowship. In explaining the healthcare landscape, the KM team found an animation from the King's Fund particularly helpful (<http://www.kingsfund.org.uk/projects/nhs-65/alternative-guide-new-nhs-england>). Sometimes, the KM team organised for other key professionals to speak. The 21 presentations that took place locally, regionally and nationally from September 2013 to March 2016 are listed below.

The Communications Officer has key to awareness raising, as she set up a website and designed an animation on the team (www.bristol.ac.uk/primaryhealthcare/km). The website includes biographies, case studies, evaluations of the KM team and advice on designing dissemination strategies for grants and projects.

To reach academics, the first publication referencing the team was published in 2015 (Wye et al. 2015, www.biomedcentral.com/1472-6963/15/430).

The impact of these activities on KM team members is improved presentation skills, especially amongst Management Fellows. Locally, KM team members have been written into grants and CAPC academics are using more varied dissemination activities. Nationally, awareness raising led to participation in a Health Foundation event on a national strategy for knowledge mobilisation in 2015, visits to the Bristol team by the NIHR Dissemination Centre and visits and contact with other academic departments interested in setting up similar initiatives (Oxford, Liverpool, Wessex).

Case study written June 2016 with data from the 3rd KM team evaluation (April 2016), quarterly progress reports and reflective exit essays.

Local

| Date | Event | Topic | KM team member & other presenters | Details |
|--------------|--|--|---|--|
| 7 Mar 2014 | NHS Change Day event at local commissioning organisation | Getting Evidence into practice | JC with APCRC team members | 7 pledges made to promote use of research evidence in commissioning |
| 24 Mar 2014 | CAPC seminar at University of Bristol | The new NHS, commissioning and you | JC, RA, LW | Overview of commissioning with Q&A |
| 22 July 2014 | APCRC seminar for Bristol, North Somerset & S Gloucestershire CCGs | Research Active Commissioners | JC with Prof Gene Feder from CAPC and APCRC programme manager | Discussion of collaborative working. Attended by 13 researchers and 10 commissioners. |
| 15 Oct 2014 | Seminar at School of Social and Community Medicine | The researcher in residence model | Prof Martin Marshall from UCL | Very well attended by both researchers and commissioners. Raised KM team profile across department. Led to invitation by Martin Marshall for KM team to participate in HSR UK conference workshop. |
| 11 Nov 2014 | Seminar at School of Social and Community Medicine | Knowledge mobilisation, the new NHS, commissioning & you | JC, JR, HB, LW | Attendance by 25 researchers including Director of CLAHRC west |
| 9 Dec 2014 | CAPC seminar at University of Bristol | Bridging public health and academia | Christina Maslen and Nick Smith from Bristol Public health | Attended by 40 researchers. Led to link between Christina and |

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| | | | | researcher on obesity and research group contacted Nick. |
| 11 March 2015 | NHS Change day | Developing commissioner-researcher links | BR, HC | Interactive presentation focusing on the role of research and evidence in commissioning |
| 12 June 2015 | Health Integration Team conference | Working with commissioners in urgent care | HB | Focus on HB's role as researcher in residence in developing projects with commissioners in urgent care |
| 18 Nov 2015 | APCRC Research Capacity Funding conference presentation and workshop | The roles of Management Fellows and Researchers in Residence | JR, HB, JC, HC, NA | |
| 17 Dec 2015 | CAPC Away day | Strategy development | HC, NA, BR | BR & HC led a workshop on commissioner research questions. HC with Impact team led a workshop on impact. KM poster displayed. |

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Regional

| Date | Event | Topic | KM team member & other presenters | Details |
|--------------|--|---|-----------------------------------|--|
| 6 March 2014 | South West Society for Academic Primary Care conference workshop | How can researchers work with the NHS to put research into practice | JC, RA | 18 people pledged to take a personalised action of which 8/13 had carried out when contacted 3 months later. |
| 16 Oct 2014 | West of England Academic Health Science Network conference | Improving the links between researchers and commissioners | JC, LW and director of APCRC | Introduction of KM team. Presentation of differences b/t commissioner & researcher 'brains'. Attended by 24 people, predominately researchers. |
| 6 Mar 2015 | South West Society for Academic Primary Care conference | Encouraging collaborations between researchers and commissioners | LW | Oral presentation of the KM team and first evaluation |

ational

| Date | Event | Topic | KM team member | Details |
|--------------|---|---|----------------|--|
| 19 June 2014 | Health Services Research Network symposium academic conference | Shall we meet for coffee? Experiments in bridging the researcher commissioner gap | JC, RA | Oral presentation. See links page. Led to invitation to Health Foundation to design a national 'fellows' day |
| 21 Oct 2014 | Health Foundation Fellows Connect event | The Bristol Knowledge Mobilisation Team | JC, BR, LW | Poster on the KM team activities and evaluation results |
| 19 Nov 2014 | PROVIDE conference for end of domestic violence applied programme grant | Knowledge mobilisation: engagement and impact | JC | Lunchtime discussion with mix of researchers, 3 rd sector and commissioners to intro concept. |

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| 22 June 2015 | Nuffield Trust Evaluation of complex care symposium | Developing service evaluation capacity in the NHS | LW | Sat on a panel of 4 experts. Short talk then Q&A. |
| 1 July 2015 | Health Service Research Network conference workshop | Researcher in residence models in the UK | HB with UCL academics | Well-attended workshop with over 50 people. |
| 8 July 2015 | National Society for Academic Primary Care conference | Introducing the KM team | BR | Elevator pitch with excellent audience response |
| 1 Oct 2015 | Royal College of GP annual conference workshop | The researcher in residence model | HC with UCL academics | 30 delegates attended. |
| 26 Feb 2016 | Fellows Connect | The KM team | JR | National meeting of fellows involved in KM, quality improvement etc. |

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| What helped? | What didn't help? |
|---|---|
| Communications officer in post to help strategise make ideas a reality and put professional polish | Increased awareness of the KM team leads to more work requests and the KM team is already over-stretched |
| Enthusiasm of team members to promote the work | Awareness raising activities take a lot of time |
| Good local courses on how to improve presentation styles | Insufficient time to respond to every opportunity |
| Well-established outlets for presentation e.g. Seminar series for CAPC, APCRC and the School of Social and Community Medicine | Over-reliance on formal presentations at expense of regular blogs and social media that might attract a larger audience |
| | Lack of visibility in some areas |
| | If awareness raising then opportunity cost in terms of other work that KM team members could be doing. |
| | More awareness raising activities have focused on the KM team itself rather than our impact |
| | To maintain the profile, you need to go back to the same groups again, as new staff are recruited and experienced colleagues need reminders of KM |

What can we learn from this?

- ***Awareness-raising activities take a lot of time and effort.*** “Over the course of 2.5 years, the KM Team have developed an enormous portfolio of diverse activities aimed at increasing awareness of KM within HEI and the NHS both locally and nationally. The sheer energy and scope of their efforts is astounding.” (Direct quote from 3rd KM team evaluation)
- ***Selectively choosing activities*** is essential, as more could always be done. Awareness raising could be a full time job in itself.
- ***Measuring the impact of awareness raising activities is challenging.***

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