

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).

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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

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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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