20th-21st March 2019 Seven Stories, Newcastle



UK KNOWLEDGE MOBILISATION FORUM 2019



About The Forum

The UK Knowledge Mobilisation Forum is an annual event for all those with a passion for ensuring that knowledge makes a positive difference to society.

This year we are delighted to welcome you to our Newcastle meeting and look forward to getting to know you over the next couple of days.

The Forum:

- Brings together practitioners, researchers, students, administrators and public representatives who are engaged in the art and science of sharing knowledge and ensuring that it can be used
- Is designed as a space for learning and reflection, providing an opportunity for sharing knowledge, experiences
 and methods and access to some of the most up to date thinking and practice in the field

...and if you're wondering what we mean by 'knowledge' — we are as interested in practical know-how, skills and experience as in research findings or evaluation data.

Our theme this year is 'Crafting Our Knowledge Stories'. We are really excited to have keynote speaker Ishbel Smith (Heart in Mouth) sharing her stories and passion about work in the third sector to ensure individuals can be heard and their knowledge shared. We also welcome keynotes Andrée le May & John Gabbay (University of Southampton) sharing their experience on how research and knowledge enters clinical practice, policy and learning.

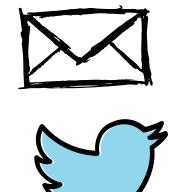
Our programme allows plenty of time to share our experience and stories and plan our future tales. There will be lots of opportunities to network, participate in workshops, engage with our presenters, be creative and work collaboratively.

Expect to question our poster presenters, wander around our interactive knowledge fayre demonstrations and discussions, participate in workshops and engage in lively discussions in our fish bowl conversations. Remember to find time to meet up with your randomised coffee partner too!

The UK Knowledge Mobilisation Forum is organised by an informal collective of knowledge mobilisers from across the UK. It was created and led by Cathy Howe between 2014 and 2016 with Vicky Ward taking up the reins in 2017.

Current members of the planning group are:

- Peter van der Graaf, Fuse Knowledge Exchange Broker, Teesside University
- Hélène Russell, The Knowledge Business
- Susan Smith, Mid Cheshire Hospitals NHS Foundation Trust
- Alison Turner, NHS Midlands and Lancashire Commissioning Support Unit
- Vicky Ward, University of St Andrews
- Suzanne Wilson, Northumberland, Tyne & Wear NHS Foundation Trust



Email: ukkmbforum@gmail.com

Twitter: @UKKMbF Remember the hashtag: #KMb2019

UK KMb Forum 2019

Programme Summary

20th March Day 1









12pm Interactive Posters
on display in Gillian Dickinson
& The Studio

12.30 Lunch will be provided in the cafe

1.30pm Reconvene in The Attic for Interactive Posters Plenary

2.30pm Knowledge Fayres will be held in The Attic, Gillian Dickinson & The Studio

3.30pm Refreshments served in The Attic

3.45pm Workshops will be held in The Attic, Gillian Dickinson & The Studio

4.45pm Come back to The Attic for closing Perspectives & meet for evening activities

























× 21st March Day 2

9am Meet in The Attic for Coffee & Networking



9.15am Welcome to Day 2



9.30am Workshops will be held in The Attic, Gillian Dickinson & The Studio



10.30am Fish Bowls will be held in The Attic, Gillian Dickinson & The Studio



11.30am Refreshments will be served in The Attic



11.45pm Join us in The Attic for Keynote:
John Gabbay & Andrée le May,
University of Southampton



1pm Lunch will be provided in the Cafe



2pm Knowledge Fayres will be held in The Attic, Gillian Dickinson & The Studio



3pm A final farewell in The Attic with the the Closing Session & Prizes



20th March Day

The Studio

The Attic [Level 7]

Keynote: Ishbel Smith, Heart

Coffee & Registration

Welcome to Day 1

in Mouth

Refreshments

Gillian Dickinson [Level 6]

[Level 1]

9am

10am

10.30am

11.45am

12pm

Interactive Posters

Knowledge sharing in healthcare

Taking the deliberative dialogue model on the road

Unpacking knowledge mobilization and brokerage

When two become one

Interactive Posters

Developing a knowledge mobilisation training offer

Engaging with practicebased research networks

Good Work, Good Health

Knowledge mobilisation and implementation

What made a top-scoring impact case study in **REF2014**

Lunch in Cafe [Level 2] & WordLab [Level 1]

1.30pm

2.30pm

3.30pm

3.45pm

12.30pm

Interactive Posters: plenary session

Knowledge Fayre

Beyond logic models

Bringing evidence to life

Harnessing technology to improve knowledge mobilisation

With the destination in mind

<u>Refreshments</u>

Workshops

Collective making, to make things happen

Having critical conversations about knowledge mobilisation Knowledge Fayre

Knowledge mobilisation in action

Using knowledge to improve the population's health

Workshops

The challenges of training and professional development in universities Knowledge Fayre

Developing a community of practice to promote and facilitate knowledge mobilisation

The role that Alzheimer's Society and the charity sector more broadly can play in knowledge mobilisation

Workshops

'We believe in face-toface knowledge sharing'

Closing Perspectives

5-5.30pm

4.45pm

Check out the recommended list of social activities

Remember to sign up for the social events

Remember when in The Attic to take the time to pop by the Policy Press stall to find out more and perhaps buy a book!







Check Out

Baltic Centre

The Sage

The Stack

Northern Stage

Drink & Dine



The Cluny

Cumberland Arms

The Ship Inn

Tanners Arms

The Bake

<u>The Tyne Bar</u>

21st March Day 2

Detail

The Attic [Level 7]

Gillian Dickinson [Level 6]

The Studio [Level 1]

9am

9.30am

10.30am

11.30am

11.45am

Lunch in Cafe [Level 2] & WordLab [Level 1]

2pm

3pm

3.30pm

Coffee & Welcome to Day 2

Workshops

- Collective making, to make things happen
- Having critical conversations about knowledge mobilisation

Fish Bowls

- Evidence that connects
- Knowledge diplomacy (World Café)

Refreshments

Keynote: Andrée le May and John Gabbay, University of Southampton

Workshops

 The challenges of training and professional development in universities

Fish Bowls

 Mobilising knowledge between practitioners and researchers

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Workshops

 'We believe in face-toface knowledge sharing'

Fish Bowls

 "Engage to Involve" collaborative working with a public & patient research panel

1pm

Knowledge Fayre

- Beyond logic models
- Bringing evidence to life
- Harnessing technology to improve knowledge mobilisation
- With the destination in mind

Closing Session & Prize Giving

Close

Knowledge Fayre

- Knowledge mobilisation in action
- Using knowledge to improve the population's health

Knowledge Fayre

- Developing a community of practice to promote and facilitate knowledge mobilisation
- The role that Alzheimer's Society and the charity sector more broadly can play in knowledge mobilisation

Remember when in The Attic to take the time to pop by the Policy Press stall to find out more and perhaps buy a book!

Keynote Speakers







Heart In Mouth

Ishbel Smith

Ishbel Smith is the founder of communications consultancy, Heart In Mouth, which specialises in working within the Third Sector to enable and empower people to speak confidently and effectively about subjects that matter to them. Ishbel is passionate about ensuring that individual and shared knowledge is heard, listened to, understood and communicated well.

Ishbel's keynote session will share stories of how knowledge has been utilised as a tool at the practical coal face. Drawing on her observations of how knowledge has been used (and abused) in the corridors of the courts, within commerce and with charitable concern. She will provide an insight into how, when and why knowledge is viewed as a friend or foe. The session aims to help participants review and reflect with each other on how their stories of knowledge mobilisation plays out in practice.

Andrée le May and John Gabbay

Andrée le May and John Gabbay are both professors emeritifrom the University of Southampton. They have each devoted their careers to the interface of health services research, practice, education and management. Together they now research how knowledge enters clinical practice, policy & learning, with the aim of understanding how practitioners can more easily use best evidence to improve their everyday work.

Andrée and John will focus on why the process of implementing research findings is never simply about transferring them from one side to another. Drawing on a series of studies that they have conducted over the past 20 years, they will describe how competent policymakers and practitioners blend many different types of knowledge and skills when deciding what to do and how they rarely do this alone, but in response to the constraints and demands that they and others must, together, resolve. This results in nuanced, context-specific knowledge-in-practice-in-context (represented by 'mindlines') that differs in kind from the precision of research evidence. In their keynote they will explore why knowledge mobilisation is a much more subtle craft than the term 'implementation science' suggests.





University of Southampton

Poster Presentations



Day 1 12pm Level 6

Knowledge sharing in healthcare: Who's in control?

A perpetual problem in healthcare is the disappointing response from patients when encouraged by healthcare professionals to participate and share their knowledge in healthcare management. To understand this, it is worth considering the social contexts in which knowledge sharing is to take place - the roles which individuals take within the context itself and their relationships with other actors. Normative social roles may mean one party is in control and inhibits the knowledge sharing of the other whilst paradoxically articulating their desire to encourage knowledge mobilisation. Knowledge does not always result in power if the ability to share is restricted.

Sarah Brand, Senior Research Nurse, Nottingham University Hospitals Trust Justin Waring, Professor of Organisational Sociology; Stephen Timmons, Professor of Health Services Management

> Day 1 12pm Level 6

Taking the Deliberative Dialogue Model on the road: supporting and evaluating a system-led improvement approach in the North East of England

Policy makers often use different sources of evidence to inform their decision making. This raises questions about how to combine different types of knowledge effectively. This poster will offer opportunities to reflect on the value and practicalities of using peer challenge approaches in commissioning processes to facilitate the blending of different types of knowledge. Based on the findings from a literature review and interviews with practitioners, who piloted the approach in the North East as part of a regional System-Led Improvement model to Best Start in Life, learning will be shared about the benefits and challenges of adopting this approach.

Peter van der Graaf, Fuse Knowledge Exchange Broker, Teesside University

Day 1 12pm Level 6

Unpacking knowledge mobilization and brokerage

An emergent framework for understanding the complexity of the knowledge mobilization space will presented. Delegates will have the opportunity to reflect on and contribute to its development, through sharing of personal experiences, stories, research, or other knowledge.

Elizabeth Farley-Ripple, Associate Professor of Education and Public Policy, University of Delaware

Day 1 12pm Level 6

When two become one: learning about embedded research and knowledge co-production

In this poster we present the results of two inter-linked literature reviews. One focuses on models of embedded research and the other on knowledge co-production. But it's not as dull as it sounds! We have used the reviews to present a highly visual framework to support those interested in using these knowledge mobilisation approaches in practice. If you're interested in embedded research (or are an embedded researcher), this is the poster for you.

Benet Reid, Research Fellow, EMBEDDED project, School of Management, St Andrews University Huw Davies, Vicky Ward, Tricia Tooman

Poster Presentations



Day 1 12pm Level 1

Developing a knowledge mobilisation training offer: how to engage an audience with broccoli and bravado

Public Health England's Knowledge and Library Services expanded the existing offer of Knowledge Mobilisation (KMb) support across the organisation into a formal training offer.

A key element of such training sessions is the use of fun, light-hearted concepts with which to practise KMb techniques, even when the end goal is serious.

This poster will provide an overview of implementing the offer, including templates, lessons learned and top tips.

Steph Grey, Learning & Research Support Librarian, Public Health England

Day 1 12pm Level 1

Engaging with practice-based research networks to mobilise clinician knowledge and experience

An overview of the potential for practice-based research networks (PBRNs) to be employed by researchers, knowledge brokers and other organisations to mobilise knowledge based on clinical observations and expertise. The poster will overview the universal characteristics of PBRNs which support knowledge mobilisation, and how common PBRN design can be adapted to better mobilise clinical knowledge.

Amie Steel, Senior Research Fellow, Australian Research Centre in Complementary and Integrative Medicine, Faculty of Health, University of Technology Sydney Jon Adams; Director, Australian Research Centre in Complementary and Integrative Medicine, Faculty of Health, University of Technology Sydney

Day 1 12pm Level 1

Good work, good health: getting all key players onside

Unique and in-depth insights gained from building trusted relationships with key stakeholders in order to more accurately respond to their evidence needs, thereby improving knowledge flows into policy and practice.

Serena Bartys, Principal Research Fellow, University of Huddersfield

Day 1 12pm Level 1

Knowledge mobilisation and implementation of traditional sources into contemporary naturopathic clinical practice

A summary of how utilising traditional sources in the scientific research context can be used to inform future research initiatives that will assist in the knowledge mobilisation and implementation of naturopathic care into contemporary grass roots practice.

Rebecca Reid, Associate Director Research, Endeavour College of Natural Health Amie Steel, Senior Research Fellow, University of Technology Sydney; Jon Wardle, Senior Lecturer Public Health, University of Technology Syndey; Jon Adams, Director ARCCIM, University of Technology Sydney

> Day 1 12pm Level 1

What made a top-scoring impact case study in REF2014?

We present the most comprehensive analysis to date of high- versus low-scoring case studies from across all Main Panels in REF2014 to examine factors that contributed towards high scores. Everyone involved in writing Impact case studies for REF2021, including academics and research support professionals, can expect insights from our qualitative thematic analysis and quantitative linguistic analysis that they might be able to use to inform and evaluate their practice and improve the submissions they are currently preparing.

Mark Reed, Professor of socio-technical innovation, Newcastle University Bella Reichard, PhD researcher, Newcastle University; Ged Hall, Academic Development Consultant, University of Leeds; Lucy Jowett, Northumbria University, Research Impact Manager; Alisha Paert, Research Impact Manager, Northumbria University; Jennifer Chubb, Postdoctoral Research Associate, Sheffield University

Knowledge Fayres



Day 1 3.:45 pm Level 7

Day 2 2 pm Level 7

Beyond logic models: "building blocks" to construct knowledge mobilisation narratives from diverse stakeholder perspectives

In this session, we present a set of resources, or 'building blocks', to understand, evaluate and generate impacts from research. We integrate the basic elements of logic models with stakeholder analysis and social network analysis into a single diagram, which can help us empathise with policy-makers, practitioners, or other stakeholders, and appreciate their goals, actions and outputs' and see the outputs from research as just one among many potentially competing influences. Using case studies from the environmental sector, we show how the approach can help researchers and other stakeholders develop narratives to support bid-writing, accountability, learning and communication.

David Edwards, Senior Social Scientist / Programme Manager, Forest Research Laura Meagher, Consultant, Technology Development Group

Day 1 3.:45 pm Level 7

Bringing evidence to life: tips, tools and techniques

At the session, participants will find out about:

- 1. How different approaches to presentation can increase the accessibility of evidence.
- 2. Innovative ways to present evidence that can be achieved using basic software available on most computers.
- 3. How to produce visually-engaging evidence products.

Laura Dobie, Knowledge and Information Skills Specialist, Healthcare Improvement Scotland



Harnessing technology to improve knowledge mobilisation

There is a lot of emphasis on big data and algorithms in the tech sector at the moment. In contrast, knowledge mobilisation is a relationship-based process, and understanding evidence-based change cannot really be done automatically.

How can we harness technology to help us understand knowledge mobilisation processes, success and contribution?

We have developed an innovative software approach that enables organisations to improve and capture data, feedback and evidence and use it to drive change. It is based on contribution analysis, participatory research and what we know about evidence to action. In this session we will introduce the software and use it to launch a discussion about how organisations and programmes use different kinds of evidence to understand their impact and drive change.

Sarah Morton, Director, Matter of Focus Ailsa Cook, Director, Matter of Focus; Amy Grant, Research Consultant, Matter of Focus



With the destination in mind: sharing knowledge about developing 'actionable' tools

During this session, delegates will learn about the research derived actionable tools (RDAT) as derived by consensus and why this matters. We are keen to further understand how RDATs can become part of primary research outputs, and to blend knowledge around coproduction of tangible outputs from other contexts, and to learn from each other. We will use a 'journey'metaphor to illustrate and unpack the skills, resources and levers required to promote RDATs. Delegates' contributions will be added to a physical 'journey map' which will grow throughout the session and we will share the final product post the Forum.

Knowledge Fayres



Day 1 345 pm Level 6 Day 2 2 pm Level 6

Knowledge mobilisation in action: training the expert to balance the science and the art

Who we think we are affects what knowledge we attend to. Our knowledge fayre group session will provide a practical example of how knowledge brokers can support knowledge mobilisation practitioners to challenge their thoughts, values beliefs and provide a practical example to show how shared in-group identity affects how people value/share knowledge. The interactive nature of our workshop will illustrate how knowledge is attended to and acted upon differently depending on the identity in terms of in-group, out-group and perceptions of these played out as roles within an interaction.

Anne-Marie Craig, PhD Researcher, University of St. Andrews Siobhan Dumbreck, PhD Researcher, University of St. Andrews

Day 1 2 pm Level 6

Using knowledge to improve the population's health: Public Health England's experience of mobilising knowledge to change health-related behaviour, policy and practice.

This session will showcase some of the approaches that Public Health England uses to improve people's health by mobilising knowledge. Visit this session to see some of the ways we present complex information to a range of audiences and hear about the approaches we use to tell the story behind the data. There will be a chance to debate some of the more difficult challenges in this area, for example, balancing the need for clear, concise messaging while ensuring scientific rigour. Come prepared to exchange experience and ideas.

Sian Evans, Associate Director Local Knowledge and Intelligence Service East, Public Health England Graeme Walsh, Wendy Marsh, Jake Abbas (on behalf of Public Health England knowledge to action enabling working group)

Day 1 3.:45 pm Level 1 Day 2 2 pm Level 1

Developing a community of practice to promote and facilitate knowledge mobilisation for the public health workforce in Scotland

We developed a community of practice for information specialists in Scotland with a particular remit for public health. The aim of the community was to promote and facilitate enhanced knowledge sharing and partnership working across the network, and in doing so build capacity for knowledge mobilisation in public health in Scotland. Hear about what worked, what didn't, what we have learned, and what we'd do differently.

Julia Green, Knowledge Services Team Manager, NHS Health Scotland Carol Hallesy, Knowledge Services Team Manager, NHS Lanarkshire; Alison Bogle, Library Services Manager, Public Health and Intelligence, National Services Scotland

> Day 1 2 pm Level 1 Day 2 2 pm Level 1

The role that Alzheimer's Society and the charity sector more broadly can play in knowledge mobilisation

Alzheimer' Society funds research, influences policy and provides services to support people affected by dementia. Because of this multi-functional role, we have a unique opportunity to support knowledge mobilisation and bridge the worlds of research and practice?.

We have recently developed a strategy that focuses on a number of priority areas. We aim to discuss the role of charities in knowledge mobilisation, share our activity under these priority areas, challenges and subsequent learning of our work, and stimulate ideas from the audience on collaboration and knowledge exchange opportunities between knowledge users and researchers.

Workshops



Collective making, to make things happen

In this workshop, you will walk through an experiential presentation of our recent paper (Langley et al. BMC Health Services Research (2018) 18:585 https://doi.org/10.1186/s12913-018-3397-y) presenting a model of Collective making as knowledge mobilisation. We will print a large (10m) format vinyl floor mat of the concentric rings or our model and, staring at the inner most ring, go through a series of collective making actives that will enable participants to experience first hand the influence of collective making on themselves, other participants, knowledge and its use.

Joe Langley, Principal Research Fellow, Sheffield Hallam University Dan Wolsnenholme, Rebecca Partridge, Gemma Wheeler, Remi Bec, Cheryl Grindle

Day 1 3.:45 pm Level 7

Day 2 9.15 am Level 7

Having critical conversations about knowledge mobilisation: emphasizing the 'how' through practice

By participating in the workshop, delegates will have:

- an opportunity to experience a simulation and reflect on how they have day-to-day conversations about KMb
- resources to help them create a simulation within their own environment
- access to freely available generic simulations that can be used within a range of contexts (e.g. education, health, agriculture)

Christine Provvidenza, Knowledge Translation Specialist, Holland Bloorview Kids Rehabilitation Hospital Kathryn Parker, Senior Director, Academic Affairs and Simulation Lead, Holland Bloorview Kids Rehabilitation Hospital

The challenges of training and professional development in universities

Day 1 3.:45 pm Level 6

Day 2 9.15 am Level 6

Professional development and training are often seen as essential for developing skills for knowledge mobilisation. Yet, within universities, there is a long-standing disconnect between a desire for training before undertaking knowledge mobilisation work, and the perceived value of experiential learning having completed some KM work. The URKI-funded ChallengeCPD programme explored the challenges of CPD for public engagement with research at the University of Bath.

The workshop will explore questions raised by the work:

- How do we put the learner at the heart of CPD provision eg by surfacing existing skills, by involving learners in the
 development of interventions, and by helping learners place the intervention in a broader process of professional
 development?
- How can professional development be used to raise standards, when there are few agreed frameworks, and most training focuses on awareness raising and mobilisation?
- How can we evaluate our CPD programmes, in light of the fact that learning can take time to be realised?

Helen Featherstone, Head of Public Engagement, University of Bath David Owen, Gurukula Consultancy

Day 1 3.:45 pm Level 1 Day 2 9.15 am Level 1

We believe in face-to-face knowledge sharing

In this fun workshop, delegates will have the opportunity to discuss and learn about knowledge mobilisation training and facilitation for organisations in a participatory context, where people are always central to the learning approach. They will hear about our experiences with diverse international organisations and have a go at trying out some knowledge management approaches and tools.

For more information on our approach see

https://www.imainternational.com/documents/factsheets/Knowledge_Management_2018.pdf

Fish Bows



Day 2 10.15 am Level 7

Evidence that connects: What role does emotion play in learning for action?

This topic explores one of the key mechanisms that practitioner-practitioner knowledge was seen mobilised in recent research on the knowledge exchange setting of Bromley by Bow Centre and Health Partnership. To test and broaden this discussion, you are invited to bring your experiences of learning for action, particularly the influence settings, emotions and worldviews contribute to how knowledge is connected to action.

Naomi Mead, Research and Evaluation Coordinator, Bromley by Bow Centre Sara Thomas (Knowledge Share and Exchange Programme Manager, Bromley by Bow Centre)

Knowledge diplomacy

Day 2 10.15 am Level 7

You can expect an open discussion and debate about whether or not knowledge diplomacy is a helpful concept to explore; whether it represents some elements of knowledge mobilisation practice and in what contexts it might be most useful.

Elizabeth Such, NIHR Knowledge Mobilisation Research Fellow, University of Sheffield

Day 2 10.15 am Level 6

Mobilising knowledge between practitioners and researchers to iteratively design a complex intervention: sharing a new 'Collaborative Working Group' method

How does communication between researchers and health practitioners take place, and how can practice and research knowledge be combined in the development of new interventions?

This fish bowl will discuss themes which have arisen from the development of a new Collaborative Working Group method. Participants will receive a brief overview of the research findings and be invited to discuss the themes of: epistemological compromise; power and hierarchy in decision making; negotiating trust; and funnelling knowledge over time. This will help inform the further improvement and development of the model.

Jenna Breckenridge, Clinical Academic Research Fellow / AHP Research Lead for NHS Tayside, University of Dundee Elizabeth Coates, Research Fellow, University of Sheffield

> Day 2 10.15 am Level 1

Engage to involve: Collaborative working with a public & patient research panel

Explore 2-3 examples of how we are working with patients and other publics to support complex and sensitive research into organ transplantation. Haikus (short poems) written by our Research panel, our clinicians and our trainee researchers will be shared as a reflective way to express this complex research.

Jenny Hasenfuss, Public & Patient Involvement and Engagement (PPIE) Manager, NIHR/NHS BT Organ Donation and Transplantation Unit

Thank You To Our Supporters







Couldn't craft our knowledge without your support