NIHR | Public Health Intervention Responsive Studies Teams

University of Hertfordshire

Generating Evaluation Findings to Create Impact

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University of Hertfordshire
PHResH seminar 28th June 2022

Things we'd like you to reflect on:

- What do you think impact should 'look like'?
- How do you currently disseminate evaluation findings?
- At what point do you decide which stakeholders you are trying to impact on with an evaluation?

NIHR Public Health Intervention Responsive Studies Teams: PHIRST CONNECT aims

To co-produce robust and responsive evaluations of public health interventions

Up to 10 projects over 5 years – funded to end of July 2025

Rigour and robustness that is standard of NIHR funded research

Meet the needs of public health and the broad range of stakeholders

Co-production with end users, providers, service users, carers, the public

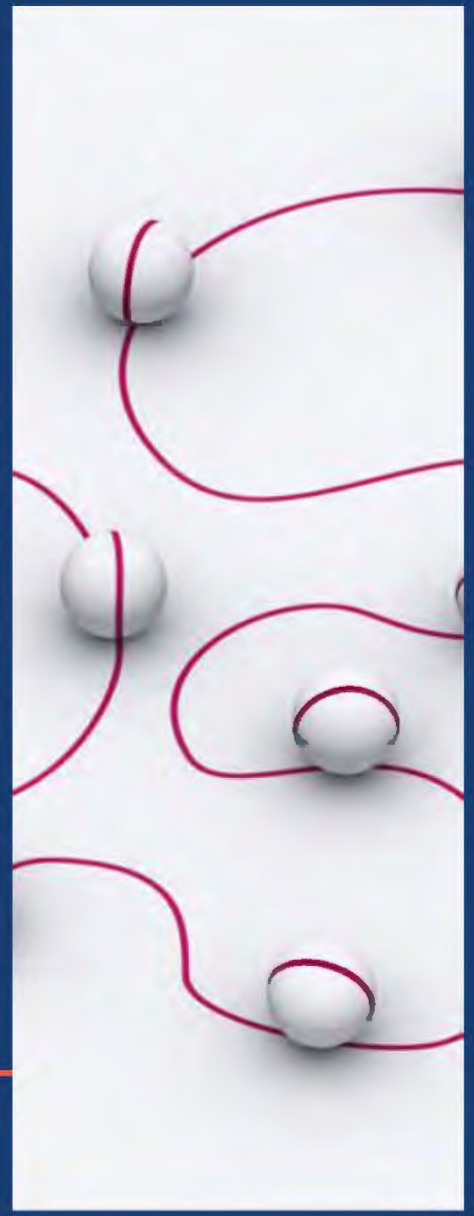
Mobilise knowledge produced from the work into policy and practice

Knowledge Mobilisation-Implementation-Impact

- **Knowledge Mobilisation (KM)** –
  a *dynamic* and *interactive* process which ensures that public investments in research deliver the *greatest possible benefits*.

- **Implementation** – the process of putting an *intervention (or evidence) into action*

- **Impact -** an *effect on, change or benefit* to the economy, society or culture, public policy or services, health, the environment or quality of life, beyond academia.



NIHR | National Institute for Health Research

Mobilising Knowledge to Create Impact

- **What**?
  - Are the key messages from your evaluation research?
  - Are the external influences /factors that affect mobilising this knowledge?
  - PESTLE SWOT analysis – useful tool

Factors	Strengths	Weaknesses	Opportunities	Threats
Political	Having political support.	Not having political support or not a priority.	If the messages are in line with existing policy priorities.	Findings are not positive about the organisations involved in their dealing of the whole system approach.
Economic	Provision of funding.	Lack of training and therefore knowledge about interpreting the findings.		No funding for the dissemination to the different stakeholder groups.
Social	population interest			
Technological				
Legal				
Environmental				
Industrial				

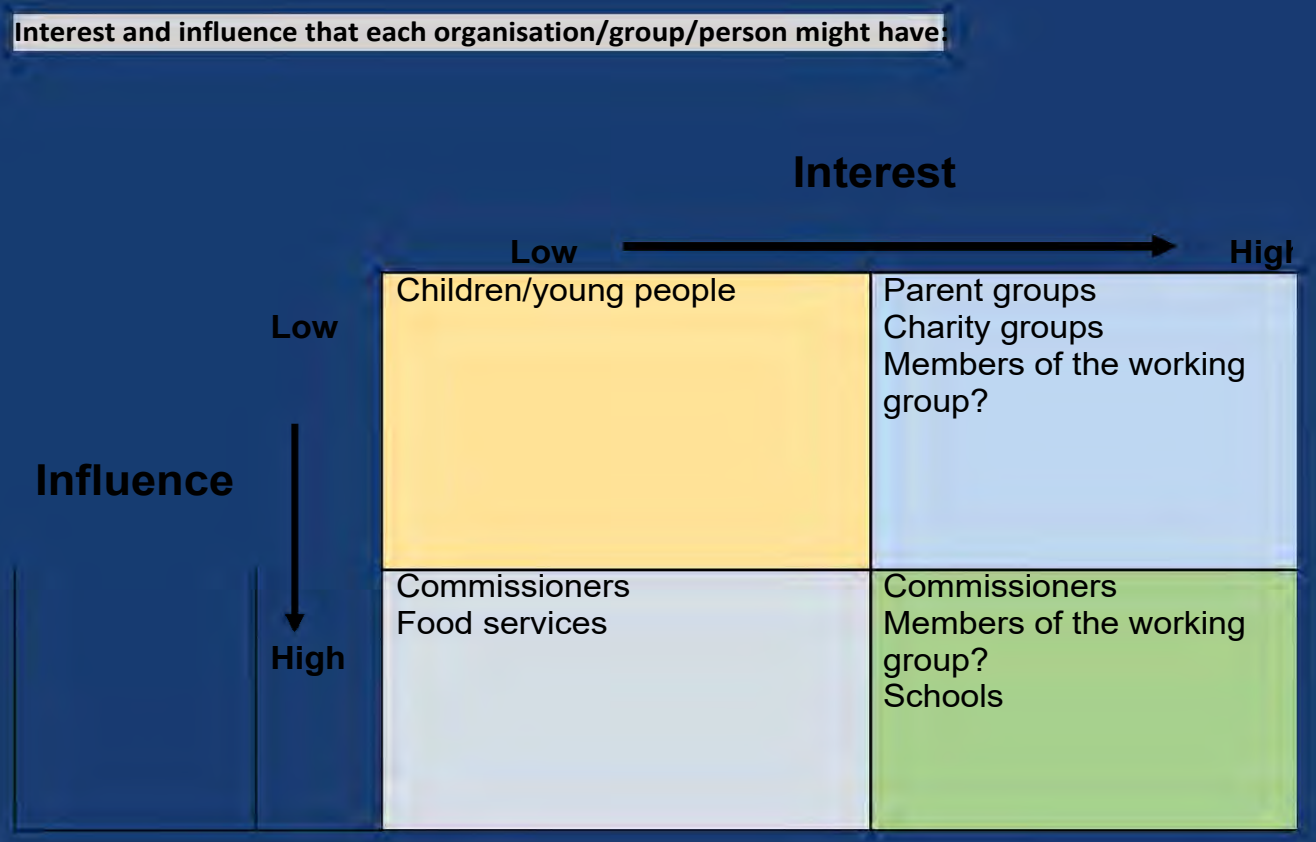
Mobilising Knowledge to Create Impact

- **Who?** – Target beneficiaries
  - National/international organisations/agencies - government departments, agencies, professional/membership associations
  - Local/regional organisations/agencies - local authorities, public health agencies, service providers/commissioners, NGOs
  - Public beneficiaries – service users, sub-population groups, wider general public
  - Individuals/influencers – key figures/representatives

National/international organisations	Local/regional organisations	Public groups	Key individuals
OHID	Social enterprises	Parents groups	Advisory group members
Social services	Health visitors/GPs	School groups	Head teachers
NHS/primary care	Schools/school nurses	Youth organisations	
National forums for public health e.g. RSPH, RCN, RCGP	Charities	Third sector organisations	

Mobilising Knowledge to Create Impact

- **Why?**
- Knowledge importance
  - Interest and influence that each beneficiary organisation/group/person might have
  - Significance/relevance for them? – e.g., new way of working, change in service model/current practice
  - Scope/applicability? – e.g., specific populations, sector-wide, cross-sector, wider/generic



Knowledge Mobilisation & Dissemination Plan: Example from Leeds Covid Drug & Alcohol Service Evaluation (DASE)

Step 1) *What is the key message and why is it important?*

What?	**Why?**	
Key message arising from the evaluation *Knowledge to be mobilised*	**Significance/relevance** Example: *new knowledge, change in practice*	**Scope** Example: *specific to the intervention evaluated/sector-wide/multi-sector*)
Limited evidence on remote delivery of drug and alcohol services of the type seen during the pandemic	Our evaluation of remote service delivery is novel	Relevant D&A sector-wide and across public health
Remote interventions delivered mainly by websites and apps do help people to reduce alcohol and substance use	Our evaluation is amongst the first to focus on phone and video conference support	Relevant D&A sector-wide and across public helth

Step 2) *Who could (should be) interested in this message? (target beneficiaries)*

What?	**Who?**			
Key message arising from the evaluation *Knowledge to be mobilised*	**National/international organisations**	**Local/regional organisations**	**Public groups**	**Key individuals**
Our evaluation of remote drug and alcohol support interventions during covid provides novel evidence to support future drug and alcohol service design	Department of Health & Social Care, UKHSA, NICE	Leeds City Council, Forward Leeds (provider)	Digital service providers, third sector organisations	Service users, commissioners of services

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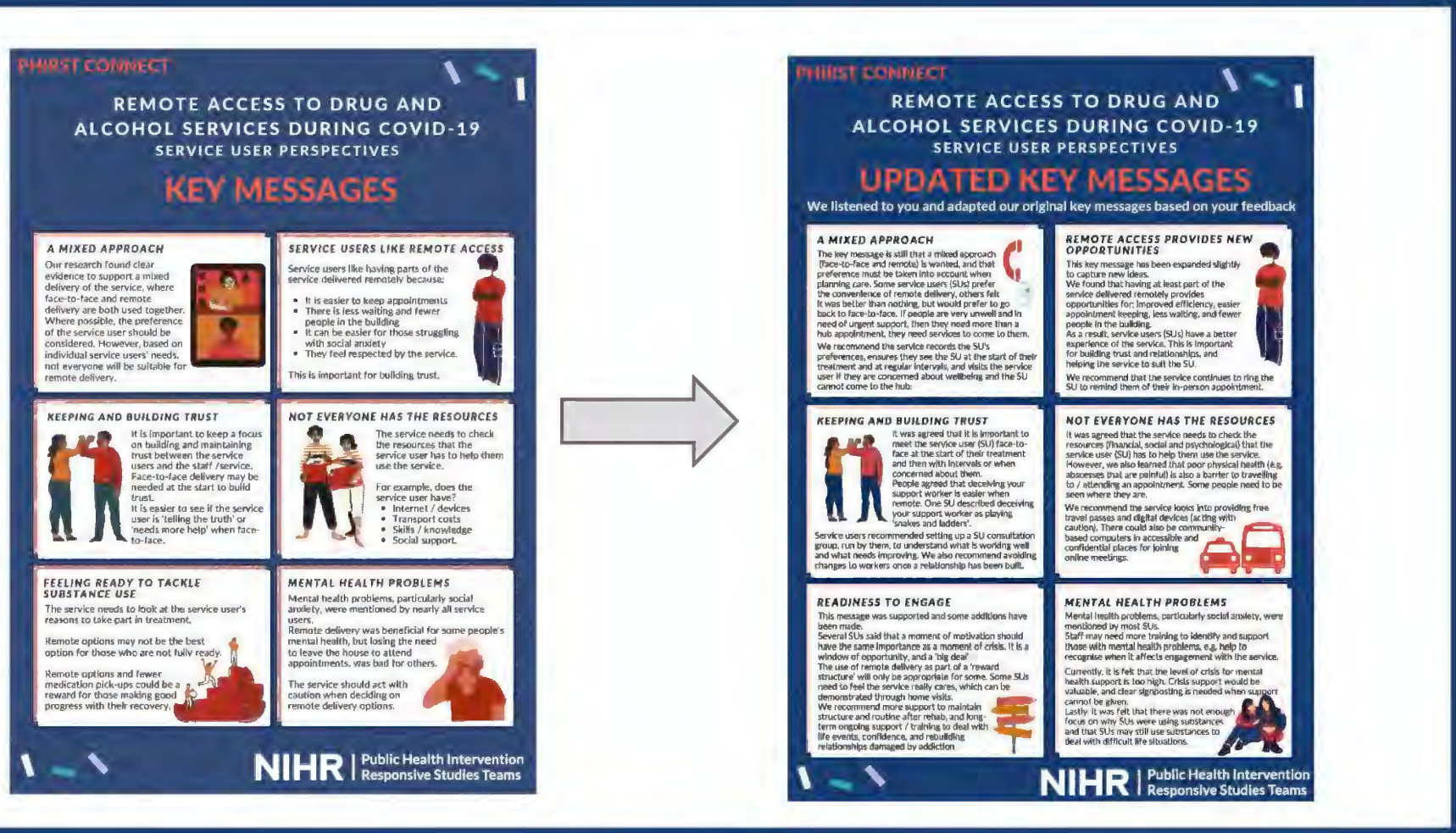
How to turn knowledge into impact?

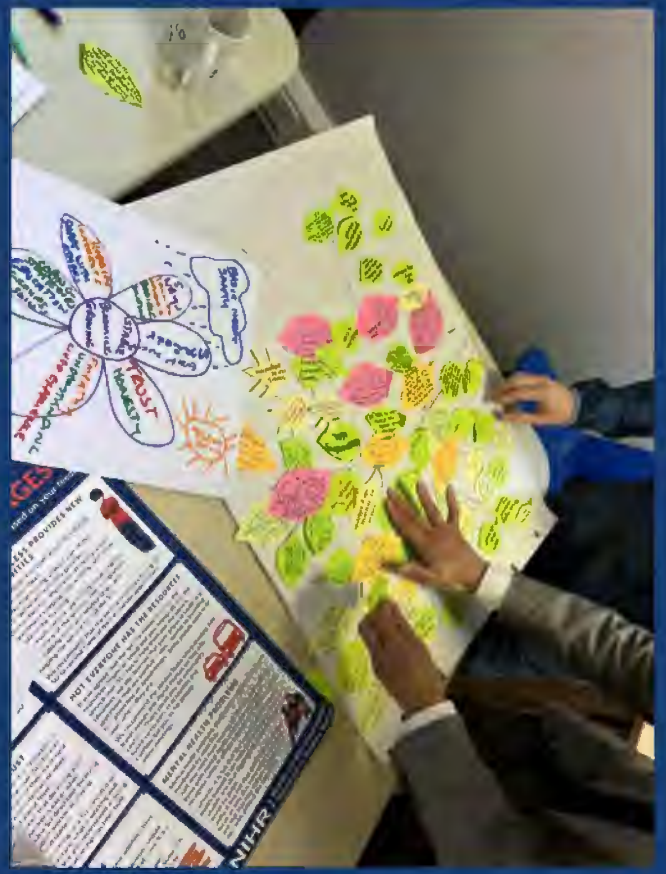
- **Examples of** co-produced activities/outputs:
- **Workshops** – co-production/participatory/dissemination
- **Publications** – research articles, newsletters, reports, briefing notes, blogs
- **Creative media** – podcasts, videos, illustrations, craft, dance, theatre
- **Policy toolkits** – checklists, frameworks, decision-making algorithms
- **Educational material** – teaching slides, curriculum/lecture/training content
- **Events** – conferences, meetings/networking events, national/international days … pub/stand up … public events…

Creative Approaches

Co-Produced Main messages grounded in findings



Example of an adapted message following service user input



- Main message relating to wanting to keep a mixed or hybrid service offer going forwards
- Our data showed that many service users liked remote services and they brought a number of benefits (e.g. less waiting, improved efficiency, greater anonymity, more convenient)
- Not right for everyone and some services can't be delivered remotely
- For the most vulnerable service users – outreach and seeing them where they are is needed – not about remote vs. in-person!

The 'Creativitree' using creative methods to help give everyone in the room a voice

Poetry – “Basis Leeding drug and alcohol support” by Amander Wellings

- “Ba SISters not just surviving living!
- Soldiers battling a war of misfortunes, Peace by mutual understanding.
- Rid war of Judgement and prejudices “The She was” culture trapped unable to move beyond the past.
- “You’re Pretty!”
- “Yes pretty annoying but free to be me here”
- Lionesses learn to take Pride…”

Image credit: Silent Addiction by Murphy (Five Ways recovery hub user, Leeds)

“Basis – Help meet basic needs, food, toiletries, clothes, companionship, activities.
“Anyone need deodorants shower gel shampoo, new underwear!”
Food donated to share knowing there are still people who care!
Free donated clothes rail browsed, “better than a catalogue this” Designer labels.
“Do you want this leopard skin print top Love a bit of Vera Duckworth me?”* …”

*Vera Duckworth – soap character known for a love of leopard print

“Basis helping create a positive outlook.
Some people are challenging to those trying to grow. “Wish you would get in your plant pot and grow the fuck up”.
Moving past previous mess ups,
Growing confidence skills and ability.
Creativity Activity needed – Growing plants, cooking on a budget.
Mindfulness colouring and crafts – calm a chaotic mind, problems drift,
“What no Pink!”
“Go where the happy people are”.
“I like the weirdos the alternative people” …”

“Basis saving lost souls
A shoulder to cry on and release some of the burdens.
Need Music Dance Sing Happy times – not just wallowing in other’s problems.
Companionship – wind to power my ship- noisy verbal hot air-balloon helping me to fly- find my natural safe highs.
Dozen years been Coming here from when it was an egg.
It’s all its cracked up to be, laughter having a joke”. ..”

Basis Yorkshire team with our researchers

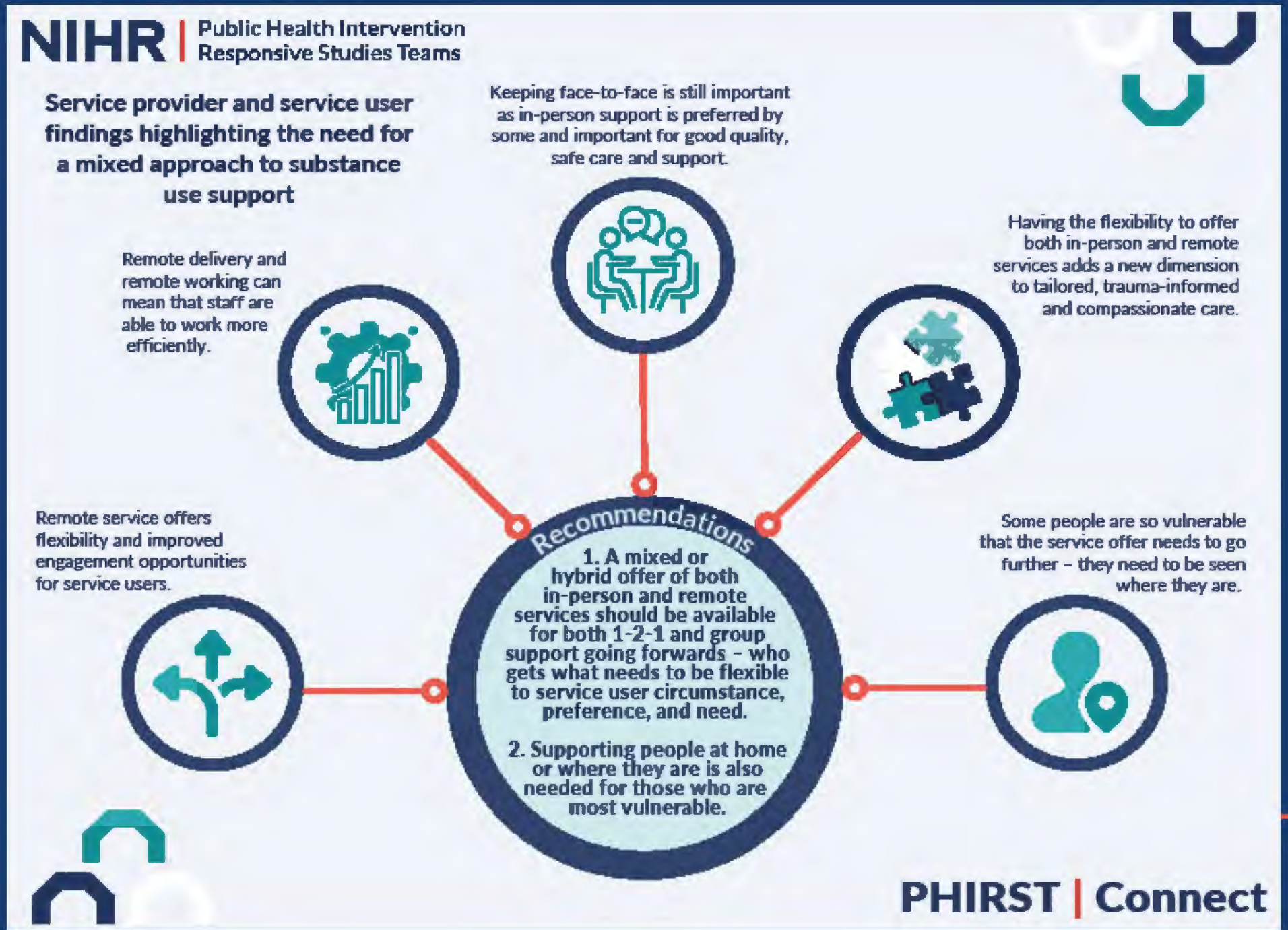
Reflections:

“Co-producing the creative outputs with the service users allowed me to see a side of them I wouldn’t have seen using traditional methods; we laughed and got to know each other. The outputs are a reflection of all the fascinating voices in the room.”

Charis Bontoft, Research Assistant, PHIRST CONNECT

"Working with the University of Hertfordshire in collaboration with services in Leeds, on this evaluation, has been a unique learning experience. The project is robustly and systematically unearthing the learning from the move to remote service delivery, in drug and alcohol service services in Leeds, in a very real world environment"

Dan Burn, Health Improvement Principal, Leeds City Council



Example of infographic briefing - *DRAFT*

Knowledge Mobilisation – Lessons Learned

A range of voices are important in shaping diverse project outputs

Conversations with diverse groups are needed to generate accessible outputs

Flexibility of the research team is important – activities and outputs tailored to both the audience and context

What level of risk is acceptable? Novel approaches can be tried, tested and adapted

Activities may not go to plan but are always a learning experience for those involved

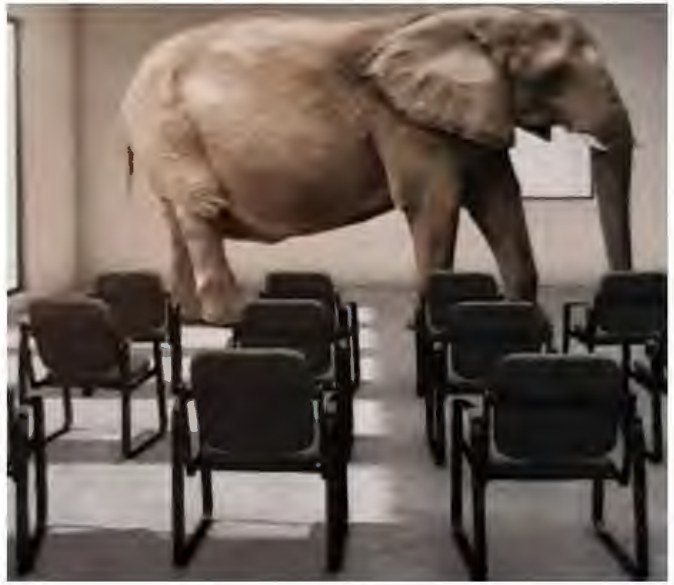
Measuring impact

- Short vs medium/long term impact
  - Change can take many years
    - What indicators do local residents think are important to measure?
  - ‘Softer’ impact is important too
    - Feedback to participants and service users
    - Building relationships with those we are researching with is crucial
    - Building relationships means it is easier to ‘follow the impact’

Importance of User Feedback (People's Video)

Resourcing co-production as part of an impact plan

- Should always be included!
- Requires:
  - Budget
  - Support
  - Processes
- Use NIHR Centre for Engagement and Dissemination ‘starting out guide’:
- Starting Out Guide - Why and how to get involved in research | NIHR



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Thank you!

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PHIRST website finally being launched 1st July 2022!
www.phirst.nihr.ac.uk