

Reaching new audiences

Tara Lamont
Deputy Director, NIHR Dissemination Centre
Exeter – 18 April 2018



What we do



We are putting good research evidence at the heart of health and social care decisions.



NIHR Signals

The latest important research,
summarised

read more



NIHR Highlights

Conditions, treatments and issues
explored using NIHR evidence

read more

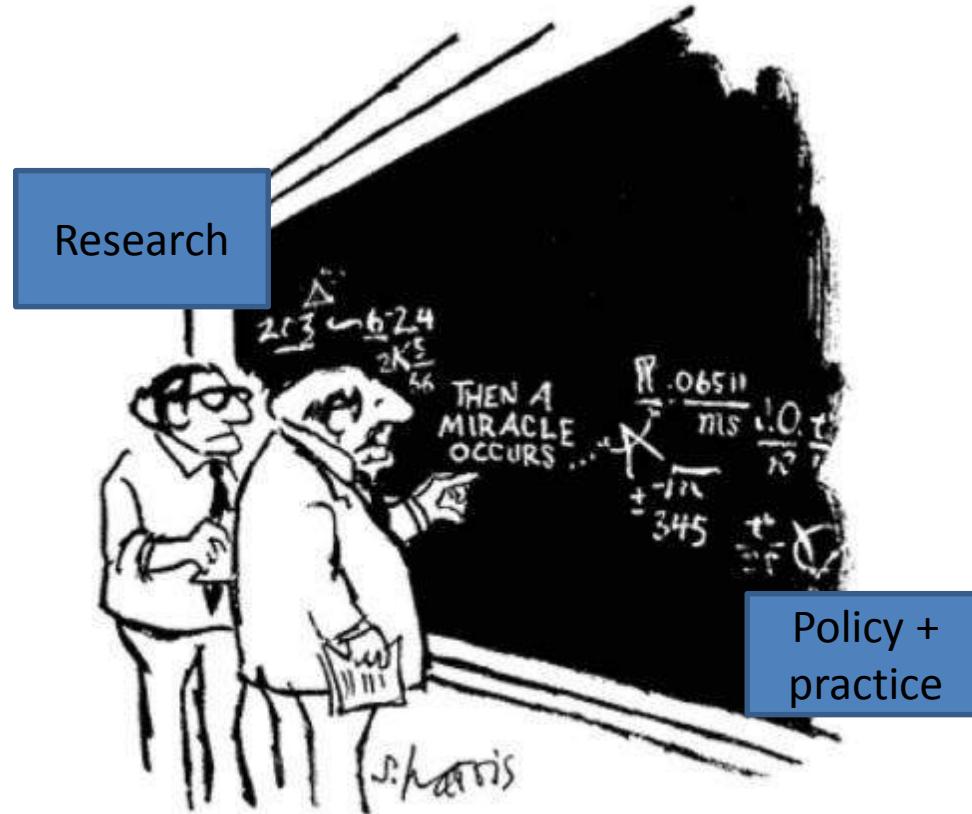


NIHR Themed Reviews

Bringing together NIHR research on a
particular theme

read more

- About dissemination, theory and practice
- Good dissemination:
 - WHO
 - WHAT
 - HOW
 - WHEN
- Useful resources and links



"I think you should be more explicit here in step two."



How commissioners use research evidence

NIHR evidence on how researchers can make their work more relevant to service leaders

Managers using evidence

- Managers find it hard to make sense of and apply evidence in their everyday work
- Studies show that managers tend to make less use of formal research. They value examples and experience of others, as well as local information and intelligence
- Evidence does not speak for itself. Having skilled individuals, like public health staff, on the spot to contextualise and interpret evidence helps managers use evidence when making decisions about systems and services

Knowledge to practice

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Different conceptual models:

- Instrumental
 - Enlightenment
- Carol Weiss (1979) and others

PLAYER

Health Committee

Monday 9 May 2016 Meeting started at 1.04pm, ended 3.52pm



14:56:00



quality



SHARE

DOWNLOAD

INFO

AUDIO ONLY

13:04:

13:04:

**Matt Sutton**

@MattXSutton

Following

Excellent 20 mins questions on #7daynhs from @dr_philiippaw at Health Select Committee today, starts at 14:55 parliamentlive.tv/Event/Index/84...

8:21 PM - 9 May 2016

GOOD DISSEMINATION - pointers



- WHO
- WHAT
- HOW
- WHEN

- 
- Identify primary audience
 - Know where they go for information and insight
 - Identify opinion leaders
 - Engage stakeholders early and often
 - Co-produce outputs which will have impact
 - message and context

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WHO

NHS

*National Institute for
Health Research*



WHO

HSJ

Why Getting it Right First Time is easier said than done

SEARCH TOPIC HSJ LOCAL CONTACT HSJ KNOWLEDGE HIRE JOBS HSJ SOLUTIONS DISCUSSION

8 min

How stroke services could benefit from evidence-based STPs

By [Tara Lamont](#) on [10 August 2015](#)



Service changes need to be informed by best evidence – and stroke care is a great place to start, says Tara Lamont with Dr Muhibur Chowdhury and Dr Stephen Webb

Service changes need to be informed by best evidence – and stroke care is a great place to start, says Tara Lamont with Dr Muhibur Chowdhury and Dr Stephen Webb

WHAT



- Simple, declarative titles
- Clear core findings – what did your study add?
- Language – active, simple, vivid*
- Arresting opening – story, quote, question
- Action-oriented messages – one page
- Policy briefs: Canadian HSRF 1-3-25
- Add context for primary audience

TOP TIP: READ OUT LOUD

* 'Sticky' messages = simple, unexpected, concrete, emotion
(Heath and Health 2008)

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National Institute for
Health Research



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Latest important health research summarised



NIHR Signal A school-based obesity prevention programme was ineffective

A school-based healthy lifestyle programme delivered to 6-7-year-old children and their parents made no difference to children's weight, diet or activity levels. Around 1 in 4 remained overweight or obese.

The NIHR-funded year-long programme was delivered in 54 primary schools in one region of England. Teachers were trained to provide an... [Read More](#)

10 April 2018 Signal

SEARCH PORTAL

Enter keywords or concepts...



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Nursing

Oral and dental health

Primary care

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Schools and colleges



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The road to academic success is paved with stylish academic writing



Treat academic writing not as a set of inviolable rules but as a series of stylistic choices, writes **Helen Sword**, who has found that a conversational yet authoritative tone coupled with attention-getting titles, compelling openings, anecdotes and illustrations is the key to accessible, interesting academic work.

Several years ago I sent out an email to colleagues in which I asked two questions: What is 'stylish academic writing', and who are the most stylish writers in your field? Within days, responses had pinged into my inbox from across the disciplines and around the globe. Stylish academic writers, my



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‘Academic linguistic disability’ – Peter Elbow 2013



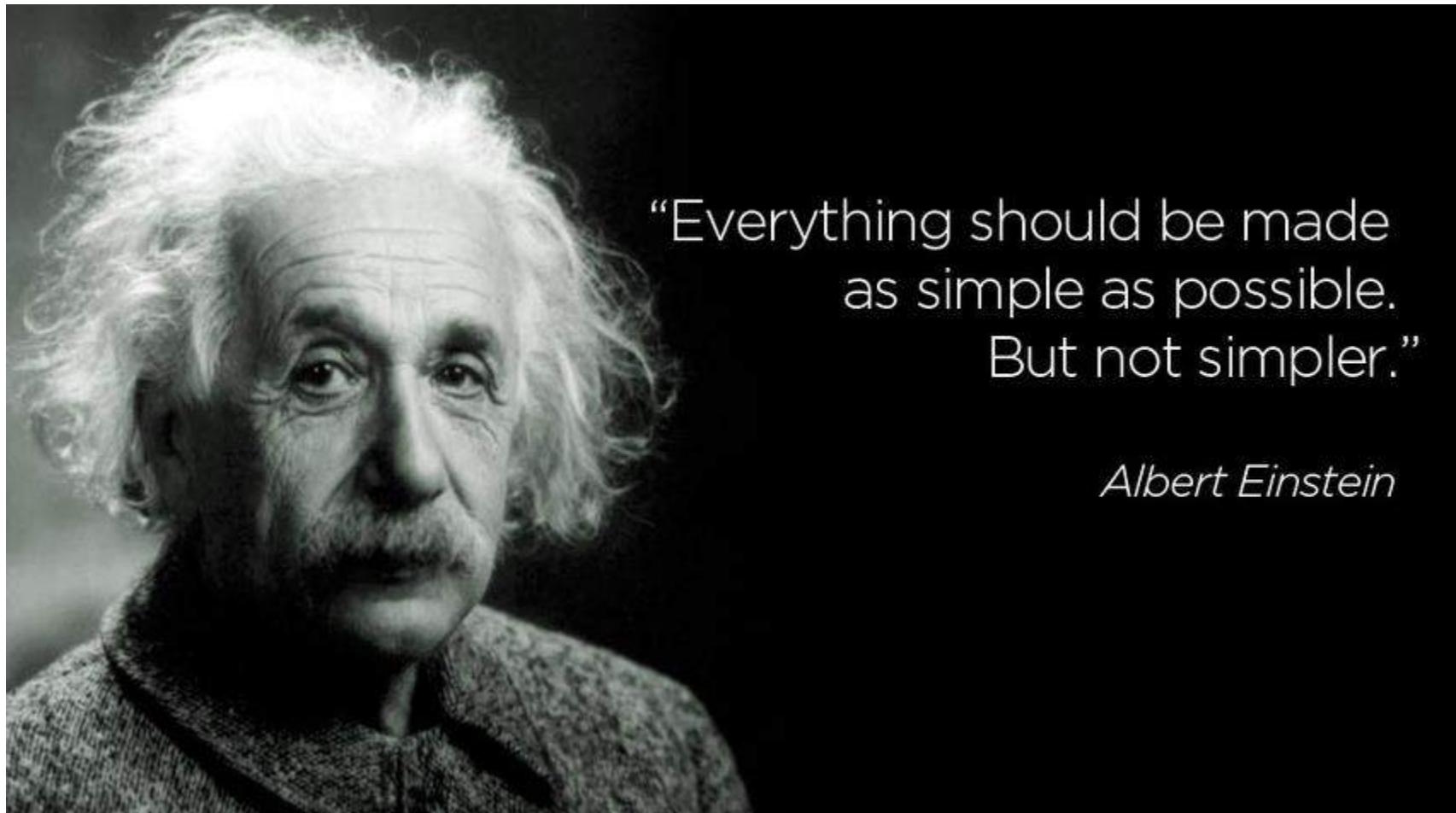
When we academics were in graduate school, we were trained to write badly (no one put it this way of course) because every time we wrote X, our teacher always commented, "But have you considered Y? Don't you see that Y completely contradicts what you write here." "Have you considered" is the favorite knee-jerk response of academics to any idea. As a result, we learn as students to clog up our writing with added clauses and phrases to keep them from being attacked. In a sense (a scary sense), our syntactic goal is create sentences that take a form something like this:

X, and yet on the other hand Y, yet nevertheless X in certain respects, while at the same time Y in other respects.

And we make the prose lumpier still by inserting references to all the published scholars — those who said X, those who argued for Y, those who said X is valid in this sense, those who said Y is valid in this other sense.

As a result of all this training we come to internalize these written voices so that they speak to us continually from inside our own heads. So even when we talk and start to say "X," we interrupt ourselves to say "Y," but then turn around and say "Nevertheless X in certain respects, yet nevertheless Y in other respects." We end up with our minds tied in knots.

<https://blog.oup.com/2013/02/academic-speech-patterns-linguistics/>



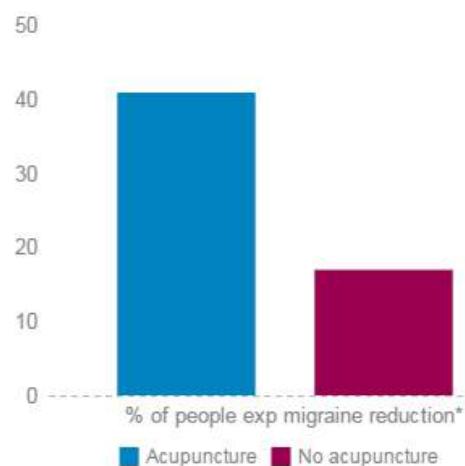
HOW

- 
- Multiple platforms
 - Face to face meetings and exchange
 - Seek expert input from communications colleagues
 - Target professional and trade publications
 - Infographics and visuals
 - Engage with twitter and social media
 - ...but simple often best

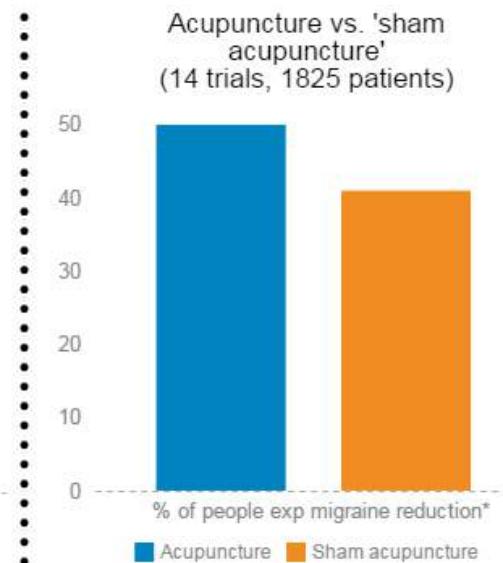


Acupuncture shows promise for preventing migraines

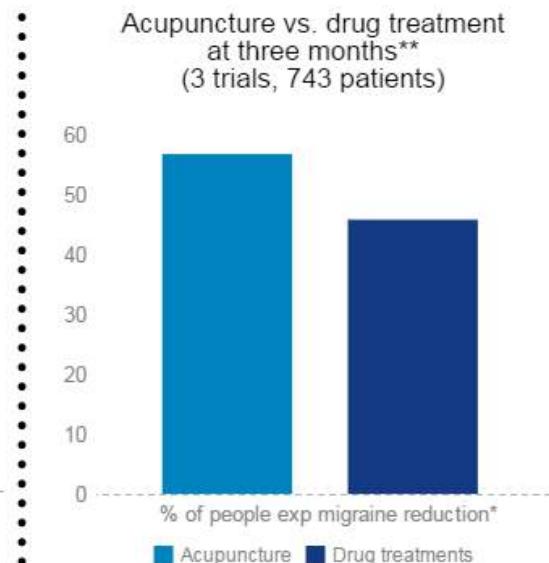
Acupuncture vs. doing nothing
(4 trials, 2519 patients)



Acupuncture vs. 'sham
acupuncture'
(14 trials, 1825 patients)



Acupuncture vs. drug treatment
at three months**
(3 trials, 743 patients)



**There was no difference between
acupuncture and drug treatments at six
months

For more information visit: discover.dc.nihr.ac.uk/portal/home



"When a well-designed, multi-centre study shows that even a single pre-operative education session leads to better outcomes if appropriately timed and organised, what are we waiting for to implement this recommendation in clinical practice?"

**Physiotherapy education before major abdominal surgery r...**

A physio session before abdominal surgery, explaining the importance of breathing exercises and sitting out of bed soon after halves risk of pneumonia.

discover.dc.nihr.ac.uk

2:05 am - 8 Apr 2018

31 Retweets 44 Likes



NIHR Dissemination @NIHR_DC · Mar 3
Study suggests early skin-to-skin contact should remain a priority for midwives following birth [buff.ly/2oDlu8Z](#) #breastfeeding



Skin-to-skin contact improves breastfeeding of he...
Early skin-to-skin contact improves breastfeeding of healthy full-term babies. Skin-to-skin contact is the direct contact between a naked baby and the mother's bare...
discover.dc.nihr.ac.uk

Rachael Corser RN @RachaelCorser · Mar 3
@KatieChilton3 @Melissaclaire92 a good research paper to discuss at next NMEC with @dmatpat

Melissa Davis @Melissaclaire92

Replying to @RachaelCorser @NIHR_DC and 2 others

I have shared it with our midwives ☀️

10:37 am - 6 Mar 2018

2 Likes



National Institute for
Health Research

Comprehensive care

Older people living with frailty in hospitals

www.dc.nihr.ac.uk

Steering our themed reviews

Our themed reviews are supported and validated by a range of **high-profile service leaders**, **commissioners**, **clinicians**, **researchers** and **patients**.



Comprehensive care

- Over 2,300 downloads to date



Comprehensive Care is available to download today! It brings together important NIHR research on caring for older people with frailty in hospital buff.ly/2iTX6jN #NIHRfrailty

An estimated 1.8million people over 60 live with frailty in England.

0:40 8,518 views

2:30 am - 5 Dec 2017

132 Retweets 86 Likes



martin rossor
@martinrossor

Following



Ageing & Dementia
@ageing_dementia

Follow

A great resource, bringing important things together to support practice research, older people, frailty, acute hospital care and caring



Paula Otter
@PaulaOtter1

Follow

This is excellent and needs to be read by all who work with frailty

Frailty event December 2017

RCN chief executive



Open space discussion



#NIHRfrailty: 377 tweets reaching 250,000 users

FOR HEALTHCARE LEADERS
HSJ

DAVE WEST
The Commissioner: ACO out, ICS in

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OLDER PEOPLE'S SERVICES

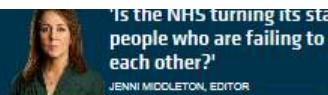
Frailty in hospitals, everybody's business



By Elaine Maxwell, Julienne Meyer | 8 January 2018



1 Comment

**Nursing
Times**

JENNI MIDDLETON, EDITOR

HOME NEWS EVENTS CLINICAL ARCHIVE LEARNING UNITS AND PORTFOLIO STUDENTS OPINION JOBS

EXPERT OPINION

Clearing up the confusion over 'frailty'

15 FEBRUARY, 2018



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PATIENT SAFETY

Lintern's Risk Register: Is your hospital doing all it can for elderly patients?

By Shaun Lintern | 13 December 2017

British Geriatrics Society
Improving healthcare for older people**BGSBlog**

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Posted on 15/1/2018 by BGS

← Previous Next →

Comprehensive Care – NIHR themed review of research into older people with frailty in hospitals**BGS**

Influencing the debate on frailty



NIHR Dissemination

@NIHR_DC

Following

Join @WeNurses tonight at 8pm for the #WeMDT tweetchat to share your thoughts and experiences of caring for older people living with #frailty in hospital.
buff.ly/2mLAOKi.

62 contributors
290 tweets

- Work with Wessex AHSN – Jan-June 2018
- Joining NHS Improvement collaborative led by Martin Vernon – May 2018
- Joint fringe event with Nursing Times at RCN Congress May 2018

WHEN

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- Timing is key - having good enough evidence at the right time trumps perfect research which arrives too late for decision-makers
- Interim findings
- Find 'hooks' and relate to topical debate

Analysis of HES/ONS data (2008-12) found...

→ Impact: mortality

- **London:** reduced significantly more than rest of England
 - 96 additional lives saved per year
- **Manchester:** also reduced, but in line with rest of England

→ Impact: length of hospital stay

- Reduced significantly more than rest of England in both areas:
- **London:** 1.4 days
- **Greater Manchester:** 2 days





HEALTH

Centralising stroke services 'is saving lives'

By Charlie Cooper
HEALTH REPORTER

Focusing NHS stroke services in fewer but more highly specialised hospitals has saved lives and above reductions in stroke mortality seen in the rest of the country.

While there were no extra lives saved in Manchester, researchers said that, in the two years after the reforms were brought in, the re-

NEWS 2-27 **VOICES** 12-16 **TV** 28-29 **IQ** 30-37 **BUSINESS** 38-43 **SPORT** 45-54 **i** 6 AD

Some 400,000 suffer strokes a year

HEALTH

By Charlie Cooper

Chris Smyth Health Correspondent

Almost a hundred lives a year have been saved by closing local stroke units in England, according to a study which has been welcomed by the Royal College of Medicine. The study found

the guardian

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Centralised stroke care saves more lives, says study

Radical reorganisation of stroke care in London compares favourably with compromise arrangement in Manchester

Sarah Boseley, health editor
The Guardian, Tuesday 5 August 2014 23.30 BST

& EMERGENCY

An ambulance outside a hospital. Photograph: Alamy

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Politics **Health policy**

More news

More on this story

Richard P Grant: How can closing stroke units improve survival rates?

6

News

Hundreds of lives a year could be saved by closure of local hospital stroke units

24/7 units saved lives and got patients out of hospital two days quicker. In Manchester, where similar changes were watered down to assuage local fears about hospital closures, no extra lives were saved. The study found

care in fields from heart disease to cancer. The argument for doing more complex care in big expert centres is widely accepted in theory but the NHS has struggled to put it into practice in the face of widespread local opposition

hospital's stroke unit is bad for them, going to a specialised centre further away actually increases their chance of surviving a stroke. In 2010, instead of sending stroke patients to 32 local hospitals the

Wednesday August 6 2014 | THE TIMES

- **June 2013:** GM plan to further centralise acute stroke services
- **But significant delays,** due to internal issues at local Trusts
- Our findings helped GM make the case for further change



And finally...

- Audience, audience, audience
- Spend time on the message – being true to the science, but audience in mind
- Develop a dissemination plan – who, what, how, when
- Read widely - work out whose style you like (Malcolm Gladwell, Atul Gawande) and why it works
- Try out a few blogs – conversational style
- Stay networked and keep talking!

Further information

NIHR DISSEMINATION CENTRE

- Follow us on Twitter [@NIHR_DC](https://twitter.com/NIHR_DC)
- Join our mailing list & receive regular Signals
<http://www.dc.nihr.ac.uk/email-sign-up>

NIHR GUIDANCE FOR APPLICANTS

- <https://www.nihr.ac.uk/funding-and-support/documents/funding-for-research-studies/manage-my-study/How-to-disseminate-your-research/dissemination-guidance.pdf>

Other useful resources

- Health Foundation communication toolkit for researchers –
<https://www.health.org.uk/collection/communications-health-research-toolkit>
- LSE Impact for social sciences blog and handbook –
<http://blogs.lse.ac.uk/impactofsocialsciences/>
- Blogs by academics for general readers – www.theconversation.com
- Some good overviews on knowledge translation –
 - Lavis JN et al (2003). How can research organizations more effectively transfer research knowledge to decision makers? *Milbank Q.* 2003 Jun; 81(2): 221–248
 - Dopson S and Fitzgerald L (eds) Knowledge to action? Evidence-based health care in context. Oxford: Oxford University Press. 2005
 - Nutley SM, Walter I, Davis HTO (2007). Using evidence: how research can inform public services. Bristol: The Policy Press