

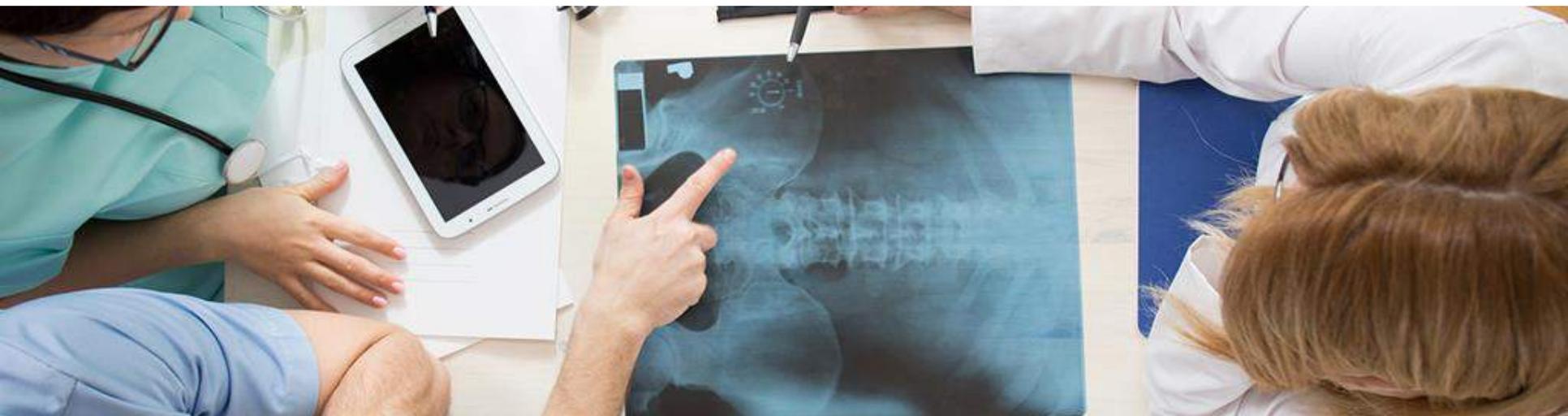
NIHR Dissemination Centre

Reaching new audiences

Tara Lamont

Deputy Director, NIHR Dissemination Centre

Exeter – 18 April 2018



What we do



Right evidence, better decisions

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](#)

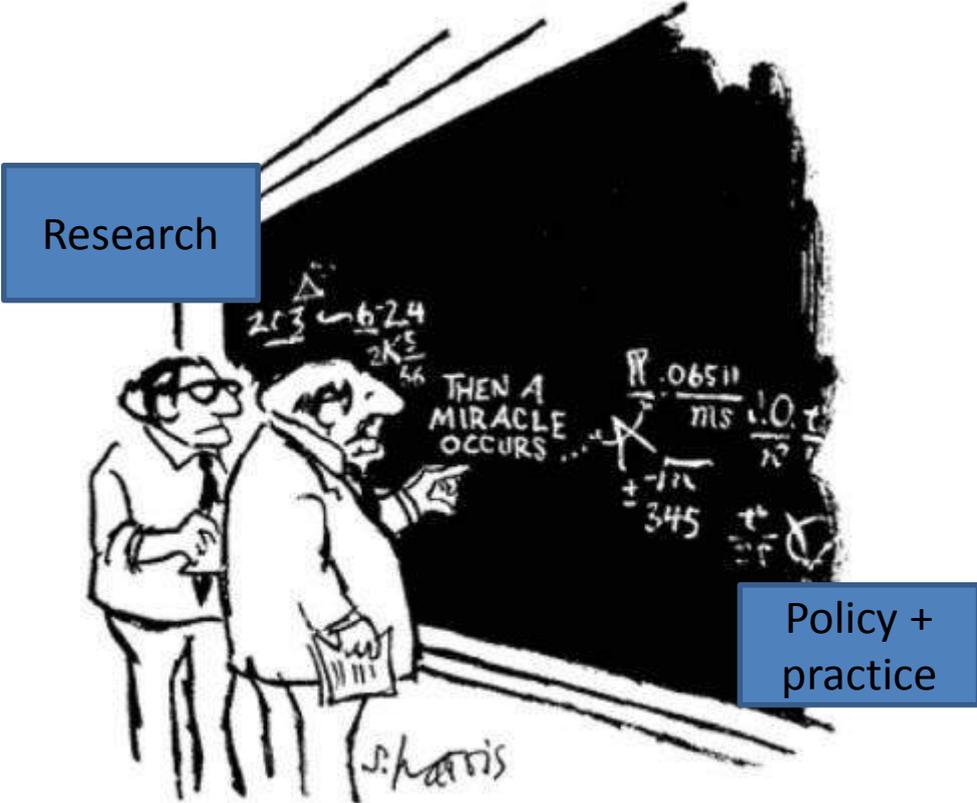


NIHR Themed Reviews

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



Research

Policy +
practice

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

A blurred background image showing a person's hand pointing at a chart on a laptop screen. The chart features various colored segments and lines. The overall scene is dimly lit with warm, bokeh-style light spots in the background.

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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*National Institute for
Health Research*

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 [30s] [1m] [10m] [▶] [↺] [↻] [↻] [🔊] 10 quality [📺] [📱]

SHARE [↗] DOWNLOAD [⬇] INFO [i] AUDIO ONLY [🔊]

13:04: [⏮] [⏪] [⏩] [⏭]



Matt Sutton
@MattXSutton

Following

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

8:21 PM - 9 May 2016

GOOD DISSEMINATION - pointers

A horizontal bar composed of six colored segments: green, dark green, orange, purple, red, and blue.

- WHO
- WHAT
- HOW
- WHEN

WHO



- 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

WHO



*National Institute for
Health Research*

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WHO

The screenshot shows the top of a webpage with the HSJ logo in red. A navigation bar contains links for 'HOME', 'TOPICS', 'HSJ LOCAL', 'COMMENT', 'HSJ KNOWLEDGE', 'NEWS', 'JOBS', 'HSJ SOLUTIONS', and 'ABOUT US'. Below the navigation bar, the article title 'How stroke services could benefit from evidence-based STPs' is displayed in large black text. To the right of the title is a portrait of a woman with glasses. Below the title, the authors are listed as 'Tara Lamont with Dr Muhibbur Chowdhury and Dr Stephen Webb'. The article text begins with 'Service changes need to be informed by best evidence – and stroke care is a great place to start, says Tara Lamont with Dr Muhibbur 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)

Dissemination Centre Discover Portal

Home Signals Highlights Themed Reviews Categories ~ Journals ~ Tools ~

Search

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...



✉ Send me new Signals

☰ I WORK IN...

- Commissioning
- Health management
- Midwives
- Nursing
- Oral and dental health
- Primary care
- Public Health
- 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

Email Address

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'Academic linguistic disability' – Peter Elbow 2013

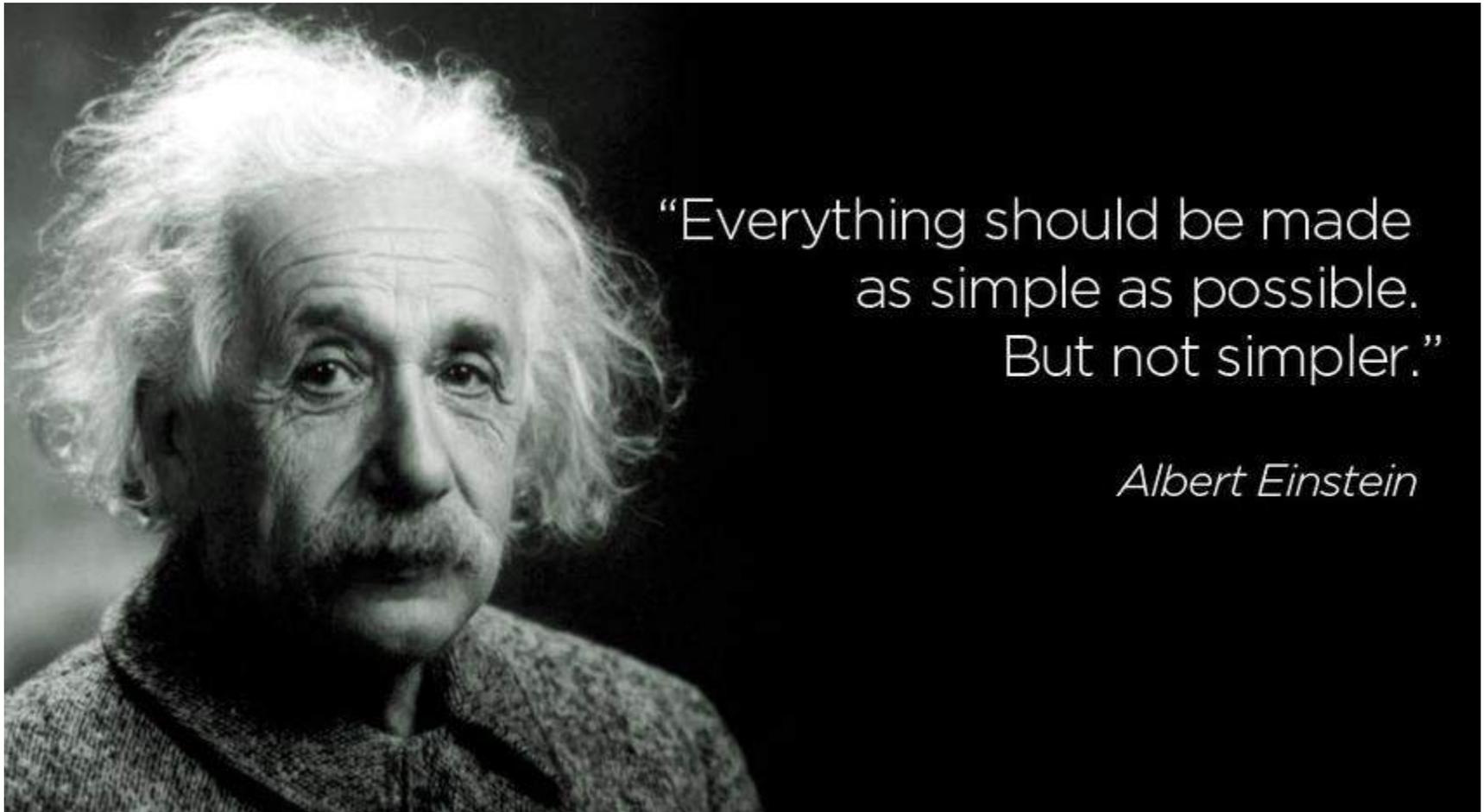
When we academics were in graduate school, we were trained to write badly (no one put it this way of course) because every time we wrote X, our teacher always commented, "But have you considered Y? Don't you see that Y completely contradicts what you write here." "Have you considered" is the favorite 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/>



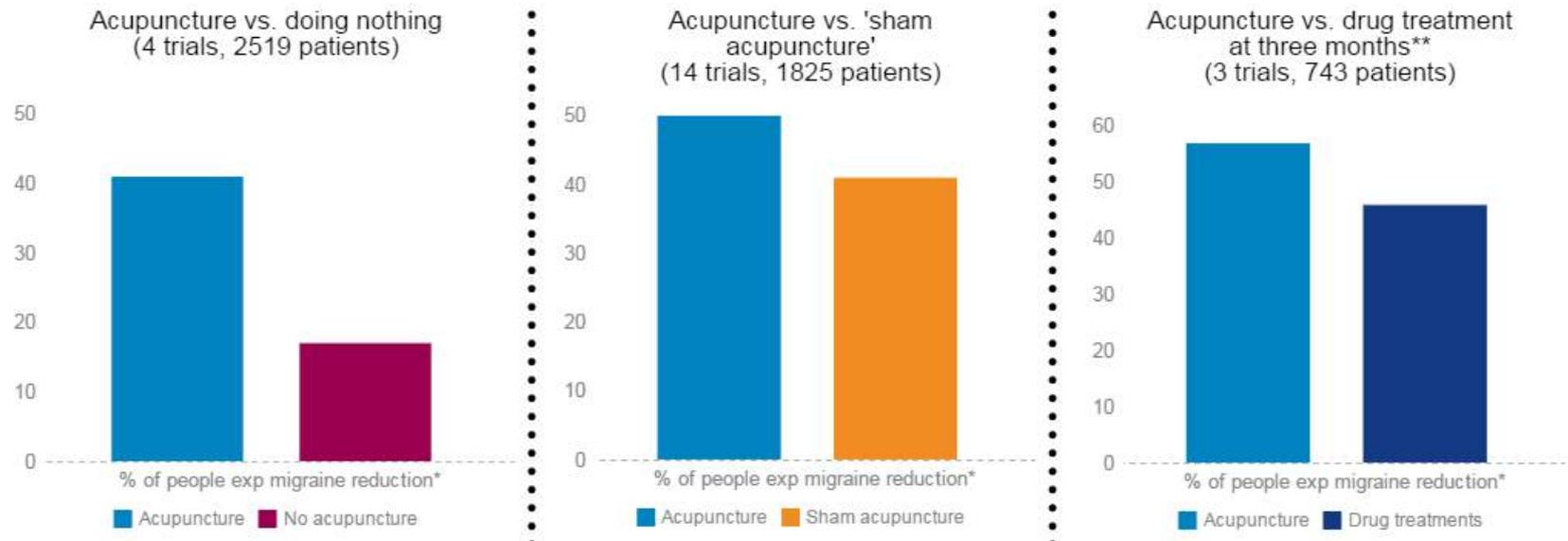
HOW



- 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



*at least 50% reduction in the number of migraine attacks a month

**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



Study suggests early skin-to-skin contact should remain a priority for midwives following birth buff/jy/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

3 replies 21 retweets 37 likes

Rachael Corser RN @RachaelCorser - Mar 3
 @KatieChilton3 @MelissaClaire92 a good research paper to discuss at next NMEC with @drmatpat

1 reply 1 like

Melissa Davis @MelissaClaire92

Follow

Replying to @RachaelCorser @NIHR_DC and 2 others

I have shared it with our midwives 🌟

10:37 am - 6 Mar 2018

2 Likes



NHS

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 range of **high-profile service leaders**, **commissioners**, **clinicians**, **researchers** and **patients**.



Comprehensive care

- Over 2,300 downloads to date

NIHR Dissemination
@NIHR_DC

🔊 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

1 132 86

martin rossor
@martinrossor Following

Great to see @NIHR_DC Themed Review on Comprehensive Care: Older People Living with Frailty in Hospitals now published: [dc.nihr.ac.uk/themed-reviews ...](https://dc.nihr.ac.uk/themed-reviews) #NIHRfrailty

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

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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
"Is the NHS turning its staff into people who are failing to care for each other?"
JENNI MIDDLETON, EDITOR

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

EXPERT OPINION

Clearing up the confusion over 'frailty'

19 FEBRUARY, 2018



COMMENT

MOST POPULAR MOST

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 health care for older people

BGS Blog

Home About the BGS About this blog Search

Posted on 16/01/2018 by BGS

Previous Next

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

Influencing the debate on frailty



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





the guardian

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News Society Hospitals

Centralised stroke care saves more lives, says study

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

Sarah Bosley, health editor
The Guardian, Tuesday 5 August 2014 23:30 BST

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& EMERGENCY
Emergency Ambulance

An ambulance outside a hospital. Photograph: Alamy

Article history

Society
Hospitals - Health - NHS
Politics
Health policy
More news

More on this story

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

NEWS 2-27 VOICES 12-16 TV 25-29 10 29-37 BUSINESS 38-43 SPORT 45-54

Centralising stroke services 'is saving lives'

HEALTH

Some 400,000 suffer strokes a year

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 number of deaths fell by 10%.

By Charlie Cooper
HEALTH REPORTER

Focusing NHS stroke services in fewer but more highly specialised hospitals has saved lives and

A stroke occurs when the blood supply to part of the brain is cut off which is caused by blood clots or internal bleeding.

6 News

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

Chris Smyth Health Correspondent

Almost a hundred lives a year have been saved by closing local stroke units according to a study which says that the number of deaths from stroke has fallen by 10% in the two years since the reforms were brought in.

247 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

2014 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