

Our Approach to Knowledge Mobilisation



Research is of no use unless it gets to the people who need to use it¹.



The Knowledge Mobilisation Support Unit

Within NIHR ARC East Midlands, we have a small, dedicated, specialist team supporting the translation and dissemination of research.

From 2023, what had been known as the **Implementation Hub**, will be known as the **Knowledge Mobilisation Support Unit (KMSU)**. This name change more appropriately reflects the activity carried out. It is also consistent with the approach taken by the NIHR, as well as the 'pathways to impact' narrative that will be familiar to academic researchers. ARC researchers will not notice any difference in the way the KMSU team works with them. The KMSU will continue to work collaboratively with ARC teams to **translate and move research evidence** from research to practice.

The guiding principles for our work are based on:



Utility: it should be useful and have a purpose.



Impact: it should make a tangible difference for the target audience(s).



Collegial and Collaborative: it should be created with research and stakeholder partners, working together to share expertise and to meet a common goal.

Our approach is inclusive and collaborative. It can be summed up as **Passionate People Included Everywhere** (thanks to Pauline Mountain from the ARC's PPIE group for this description).

Echoing our funder's approach, we believe that:

"effective dissemination is simply about getting the findings of your research to the people who can make use of them, to maximise the benefit of the research without delay"².

However, it's wrong to think this is a simple, quick or easy thing to do. It is a collective and collaborative effort. It requires a combination of different knowledges and allowing these to work together for a common goal. Making an impact through research – our desired goal - is a team effort. The NIHR ARC East Midlands approach to closing the gap between research and practice is summarised in our Knowledge Translation Strategy, which can be downloaded [here](#).

"We are all custodians of impact; we each have a piece of the puzzle. Impact is a brokered, negotiated and connective art, achieved by and for people in a myriad of ways. And it's a team game. We each have skills, perspectives, experiences, networks and ideas which can contribute to an impact cauldron of possibilities"³

Our approach

By addressing the guiding principles of utility, impact, collegiality and collaboration, the outputs from ARC EM's evidence-based research will be adapted for a non-academic audience, and shared with people and organisations in the East Midlands and beyond, thus closing the research to practice gap.

ARC EM does not implement. This is what organisations such as the [AHSN](#) do (they use the terms adoption and spread). Instead, working with study teams, the KMSU will get things ready for implementation and disseminate them to identified audiences. We call this **knowledge mobilisation in practice**.

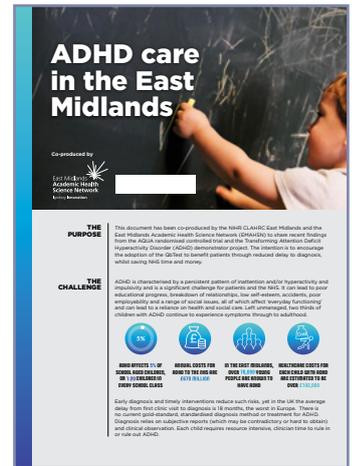
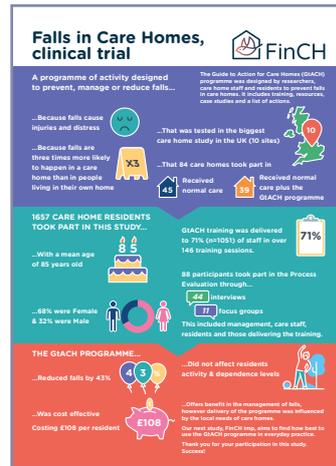
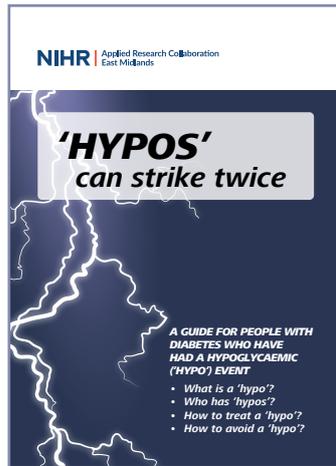
- The KMSU will work in **partnership** with ARC funded and adopted programmes to make research evidence **understandable, persuasive and actionable** for non-academic audiences.
- The KMSU will undertake activities, based on the principles of Implementation Science and Dissemination, to **translate** and **move** ARC produced / supported research evidence towards an **identified practice-based audience(s)**.
- Working collaboratively with ARC study teams, we will create **products** that can be shared with relevant audiences with the intention to create **impact**.

Our offer

The KMSU offer support for the following outputs. We are happy to discuss bespoke requests too.



All KMSU supported outputs are available, free of charge on the ARC East Midlands website. They can be found in our dedicated [“store page”](#) and where appropriate, our [YouTube channel](#).



Whilst there is no cost incurred from working with the KMSU, when we need to source professional design services, we do need to recover the costs we are charged. We can provide an estimate of costs as part of our discussion with research teams.

Requesting support from the KMSU

As part of the discussions we have with research teams, we will ask the following questions. It's always good therefore to build these into research plans from the start (as the ARC's Knowledge Translation Strategy suggests), and why we ask for Implementation and Communication plans to be created and kept up to date.

- **Who** is the audience (or audiences) for your research products?
- **What** is your product?
- **Why** should people use it?
- **What** will happen through use of your product?
- **How** should your product be shared with your audience?
- **When** is the best time for your product to be shared?
- **Where** is your product going to be used?
- What **advantage** does your product offer over what is already available?

If your research is funded by ARC East Midlands, or your work has been adopted by ARC East Midlands, and would like to request the support of the KMSU team in developing your research outputs into non-academic 'things', please get in touch.

Our support request form can be found on the ARC's website under 'About Us' and 'Knowledge Mobilisation Support Unit' page (link [here](#)). Once the form is received, a member of the KMSU team will reply to you within 5 working days. You can also get in touch with us at anytime by emailing: arc-implementation@nottingham.ac.uk



We are only a small team, and so sadly don't have the capacity to support everything we are asked. We will assess each support request we receive according to the following scoring criteria:

Is there a clear message (value proposition): i.e. if you use X then it will do Y for Z.		
Yes (5)	Somewhat (needs work) (3)	No (0)
Is there a clear product (output)?		
Yes (5)	Somewhat (needs work) (3)	No (0)
Is there a clear, identified audience?		
Yes (5)	Somewhat (needs work) (3)	No (0)
Does the study team have a confirmed delivery route to that audience (i.e. if email / twitter, they have addresses/ hash tags)?		
Yes (5)	Somewhat (needs work) (3)	No (0)
Is there a clear and measurable impact from doing this work?		
Yes (5)	Somewhat (needs work) (3)	No (0)
What is the value of this work to ARC EM?		
Yes (5)	Somewhat (needs work) (3)	No (0)
Is the work scalable? Can it be shared with the other ARC infrastructure, or is it of local relevance only?		
Wide / Generic (5)	Local (3)	Not scalable at all (0)
If required, does the study team have a budget for design work?		
Yes (5)	No (0)	
Is the work ready to go, or are there hold-ups (i.e. publication embargo) [no score - scheduling/ priority question only]		
Yes	No	
Are there any EDI issues to manage? (no score - filter for Centre for Ethnic Health Research support/feedback question only)		
Yes	No	

Each support request application will be scored, independently, by up to 4 members of the KMSU. These scores will then be discussed with the ARC's Assistant Director and the relevant Theme Lead to confirm the decision reached.

When working with our research teams, the following process is followed:



Additional resources

Our [KMSU webpages](#) provide a list of additional resources that we recommend in relation to planning implementation and dissemination activities.

1. <https://www.nihr.ac.uk/documents/how-to-disseminate-your-research/19951>
2. <https://www.nihr.ac.uk/documents/how-to-disseminate-your-research/19951>
3. <https://juliebayley.blog/2018/10/04/sausages-unicorns-and-strip-clubs-or-impact-the-challenge-of-connection>