



Knowledge to Action (K2A) Approach

Introduction

The K2A approach is part of one of the 'enabling workstreams' to support K&I transformation. It aims to bridge the gap between knowing and doing - between knowledge and intelligence and policy and practice - ensuring our data and evidence are effectively used to improve people's health. This approach is evidence-based and intended to underpin all our health intelligence products and support us in reaching the right audience at the right time, with the right messages and in the right format. The resources described below support the development of a knowledge to action plan and have been tested within PHE and amended according to feedback.

Although the main focus during development has been on the implementation stage of the Knowledge Cycle, this process can be valuable at any stage.

The resources

The resources consist of a series of key questions to focus discussions on the purpose of a project or product to inform the development of a knowledge to action plan. The questions are; 'Why?', 'What?', 'Who?', 'How?' and 'When?'.



To support this process, a suite of reference material, comprising evidence of best practice and information about other processes to avoid duplication (e.g. publications process), has also been developed. A checklist is also available to help you capture your answers to the questions and develop your knowledge to action plan.

Using these resources

This approach can usefully be applied to projects or programmes of any size as well as small, informal pieces of work; there is no specific threshold to trigger the use of these resources. There is no particular composition of the team who should be involved in this process; it will be up to the judgement of those involved in the project. However, it can be useful to have a number of different perspectives and ideally the process should not be undertaken by an individual in isolation.

There is no prescribed method for addressing the key questions, again, this will depend on the nature of the project and those involved. The approach can be used in a number of forums and environments, including workshops, project meetings or small groups as necessary.

Once it has been agreed who should be involved and the forum to be used, the intention is that the questions ('Why?', 'What?', 'Who?' and 'How?') are used to prompt a discussion to identify key audience(s) and how best to reach them with the message, knowledge or evidence to influence actions. The outcome of this discussion can be captured to form the basis of the knowledge to action plan. The questions do not need to be addressed in a specific order and, indeed, may be considered more than once during the discussion. Different projects will need different levels of detail in the discussions and the resulting knowledge to action plan, as appropriate.

It is important to consider timescales throughout this process, not only in terms of the knowledge mobilisation plan itself but also to be aware of other activities taking place that might influence the uptake of this knowledge. Hence, the question 'When?' should be considered alongside each of the other questions.

Further information

For further information about the resources or to provide feedback, contact your Local Knowledge and Intelligence Service.