

K2A Essentials Checklist



Protecting and improving the nation's health

The purpose of this self-assessment checklist is to support you to:

- reach the **right** audience
- at the **right** time
- in the **right** format
- with the **right** messages

The checklist has been developed from the Knowledge Cycle and focuses on the 'implementation' part of the cycle.

Use the checklist for each distinct audience you identify and then collate your findings to help you develop your knowledge to action plan. Ideally, this plan will be developed at the beginning of projects, because the questions around who to reach with our products, why we want to reach them, and how to reach them should be a consideration throughout the cycle.

Ideally the checklist should not be completed by an individual, but rather a project team.

Please refer to the K2A essentials pages on confluence for further resources.

For further help or guidance please contact your Local Knowledge and Intelligence Service.

PROJECT TITLE:

PUBLIC HEALTH ISSUE

What is the public health issue you want to address?

TIMESCALES:

When do you intend to implement this plan? Ensure that your timelines make sense for both the target audience as well as PHE. Are there other things going on at that time that will have an impact on your plan?



This section should be completed for each separate audience, and then your audiences prioritised.

Who is your target audience?

What organisation is your audience from?

Public Health England		Local Authority	
Department of Health		CCG	
Other Government		Hospital providers	
NHS England		Community providers	
STPs/ ICS		Academic sector	
Combined Authorities		Voluntary sector	
Media		Public	
Other			

Who in that organisation?

Public health specialists/ practitioners	
Public health analysts	
Commissioners	
Clinicians	
Senior execs/ managers	
Politicians	
Researchers	
media	
Public – all	
Public – targeted	
Other	

What is the role you wish them to take?

Champion	
Partner	
User	
Collaborator	

Notes



This section should be completed for each separate audience, and then your audiences prioritised.

It is important to have a clear vision of the **main message** you want to communicate and the lessons you want to share.

Main message/ messages (prioritised)

1.

2.

3.

4.

5.

What level of detail/ type of knowledge does your audience need?

General content	
Functionality	
Methods used/ caveats	
How to interpret	
Other	

Notes



This section should be completed for each separate audience, and then your audiences prioritised.

Why are you undertaking this work?

Why is it important to this audience?

Why should they see or use this product? What knowledge do you wish to mobilise?

Why is it meaningful to this audience?

What do you want to achieve with these messages for this audience?

Change attitudes		Influence policy	
Change behaviour		Influence action	
Change practice		Share knowledge	
Engage stakeholders		Share experience	
Generate interest		Share tools	
Generate awareness		Validate, legitimise or defend a position	
Other			

Notes



This section should be completed for each separate audience, and then your audiences prioritised.

How will you get your message across to this audience?

What strategies do you think will help you to reach your intended knowledge users?

PRODUCTS		EVENTS	
Weekly DPH mailing		Annual meeting	
Monthly Information Update		Award ceremony	
www.gov.uk/		Debate	
Khub		Training workshop	
SlideShare		Lunch and learn	
Public health matters blog		Media event	
Letter to DsPH		Presentation	
Letter to Chief exec		Symposium	
PowerPoint presentation		Network meeting	
Fact sheet		Social media	
FAQ		Discussion boards	
User guide / handbook		Other	
Webinar			
Supplementary data / material			
Press release			
Promotional material			
Case study			
Research article			
Podcast			
e-learning			
Social Media			
Intranet			
email			
Other			

Why are you choosing these strategies? Why are they best for you or your audience? Consider what resources you have available, how complex the information is that you are trying to mobilise and how connected your target audience is to this information.

Notes



This section should be completed for each separate audience, and then your audiences prioritised.

Take a quick look back at why you are doing this. Do you feel that you have the time and resources that you will need to achieve your intended impact?

Have you identified measurable goals to help you understand the impact of this project? Please specify them below

Reach	downloads, requests, distributed, media exposure	
Usefulness	satisfied with, usefulness of, gained knowledge, changed views	
Use	intend to use, adapting the information, using to inform policy / advocacy / enhance programme, training, education or research, using to improve practice or performance	
Partnership / collaboration	products/services developed or disseminated with partners, type of capacity building efforts, social network growth,	
Program or service	outcome data, documentation, feedback, process measures)	
Policy	documentation, feedback, process measures	
Knowledge change	quantitative & qualitative measures	
Attitude change	quantitative & qualitative measures	
Systems change	quantitative & qualitative measures	

Take a moment to reflect on these guiding questions for evaluation.

- Who will be most affected by the evaluation of this product/initiative? What kind of information do they need?
- How can you make your evaluation information most valuable and useful?
- Which evaluation questions are critical to produce useful and meaningful findings?
- What internal/external factors do you need to consider in evaluating your KTA efforts?
- How have similar products/initiatives been evaluated in the past?
- Will you focus on process or outcome information?
- Will you use quantitative measures, qualitative measures, or a mix of both?
- Do evaluation tools exist already or do you need to create your own?



PRIORITISE YOUR AUDIENCE

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Notes

Additional resources

<https://digitaltools.phe.org.uk/confluence/display/KMEW/K2A+%28Knowledge+to+Action%29+Essentials>

Using evidence: what works, Breckon and Dodson

<http://www.alliance4usefulevidence.org/assets/Alliance-Policy-Using-evidence-v4.pdf>

The Science of Using Science: Researching the Use of Research Evidence in Decision-Making

<https://eppi.ioe.ac.uk/cms/Portals/0/PDF%20reviews%20and%20summaries/Science%202016%20Langer%20report.pdf?ver=2016-04-18-142701-867>

7 graphic principles of public health infographic design:

https://improvementacademy.org/documents/Projects/air_quality/The%207%20Graphic%20Principals%20of%20Public%20Health%20Infographic%20Design.pdf

Storytelling with data: Cole NussbaumerKaflic <https://www.youtube.com/watch?v=8EMW7io4rSI>

PHE standards for statistical charts and tables

<http://phenet.phe.gov.uk/searchcenter/Pages/results.aspx?k=PHE%20standards%20for%20statistical%20charts%20and%20tables>

Making data mean more through storytelling, Ben Wellington

<https://www.youtube.com/watch?v=6xsvGYlxJok>

Communicating your research – a toolkit

<https://www.health.org.uk/publications/communicating-your-research-a-toolkit>

Telling the stories with your data; making the most of graphics and visualisation by Duncan Clark, CEO, Kiln (PHE Conference 2019)

https://cdn.eventsforce.net/files/ef-7277yma56ty4/website/829/duncan_clark_slides.pdf

Early Intervention Foundation – What works to get evidence used

<https://www.eif.org.uk/blog/what-works-in-getting-evidence-used>

5 simple techniques for powerful data storytelling

<https://medium.com/@databrit/5-simple-techniques-for-powerful-data-storytelling-f70d52bcccaf>

The best stats you've ever seen, Hans Rosling <https://www.youtube.com/watch?v=hVimVzgtD6w>

ONS personas

<https://style.ons.gov.uk/category/writing-for-the-web/personas/>

Publication processes

<https://digitaltools.phe.org.uk/confluence/display/KMEW/Publishing+processes>