

# K2A Essentials

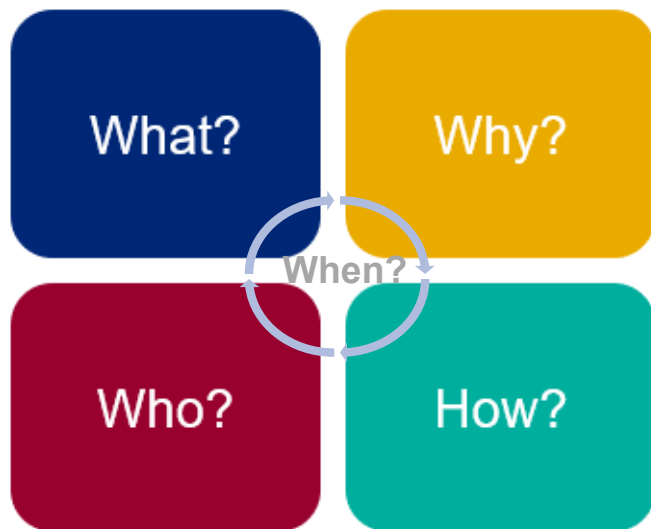
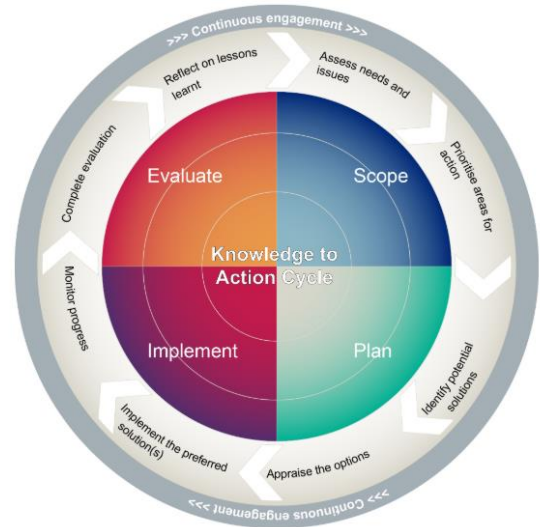
## Conversation prompts



These conversation prompts have been developed as part of a K2A workstream and the Knowledge to Action Cycle, which should underpin all our health intelligence products.

The purpose of the prompts in this self-assessment resource is to support you to:

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



Use these prompts to discuss the approach for each distinct audience that you identify and then collate your findings to develop your knowledge to action plan. The questions do not need to be addressed in a specific order and may be visited more than once during the discussion. However, you may find it most useful to start with 'Who?' to identify your audience(s).

It is important to consider timescales throughout this process, in terms of the knowledge mobilisation plan itself, but also the timing of other activities that might influence the uptake of this knowledge. The question 'When?' should be considered alongside the other questions.

The message/knowledge referred to may relate to information, intelligence or insight, depending on the nature of the work that is being considered.

To ensure that efforts are not duplicated, we have provided links to existing publication standards and processes.

There is a document that explains when and how these prompts can be used: 'K2A Approach Companion Document'.



## Who?

### Who is the audience?

Consider the role they bring:

- Champions
- Partners
- Users (general, technical)

- What organisations are they from?
- What 'day job' do they have?
- Who would it be helpful to collaborate with? Consider:
  - What they bring to the table
  - How they can assist in planning, doing, evaluating



- *What is your timescale for these activities?*
- *Are there any other activities taking place that might influence the uptake of this knowledge?*

See resources link

Capture your discussions in this text box



## What?

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

What do they need to know about – what **level of detail/type of knowledge**?

- General content
- Functionality
- Methods/caveats
- Interpretation



- *What is your timescale for these activities?*
- *Are there any other activities taking place that might influence the uptake of this knowledge?*

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## Why?

### Why have you undertaken this work?

Why is it important?

Why should they see or use this product?

Consider:

- What public health issue(s) does this product address?
- What knowledge do you want to mobilise?
- What are the main messages and why are they meaningful to this audience?
- What do you want to achieve with these messages for this audience (change attitudes, change behaviour/practice, raise awareness, share knowledge of tools)?

## When?

- *What is your timescale for these activities?*
- *Are there any other activities taking place that might influence the uptake of this knowledge?*

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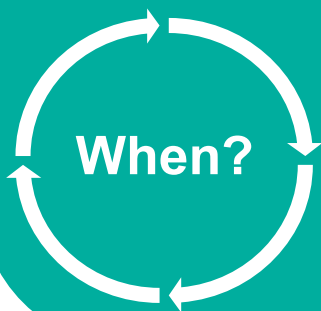


## How?

How will you get your message(s) across to this audience?

Consider:

- Methods available
- Forums
- Evidence of effectiveness



- *What is your timescale for these activities?*
- *Are there any other activities taking place that might influence the uptake of this knowledge?*

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