Knowledge into Action.  
More Action needed.

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Where this fits in...

• Public Health Information Network for Scotland (PHINS)
  • Trying to more than just the annual PHINS seminar
  • How can we better support each another to do our jobs?

• Public Health Intelligence Events
  • Builds on previous work to better integrate intelligence work across Scotland and to rationalise children’s surveys

• Shared Services Review – Public Health Intelligence
  • Is there a better way that NHS public health intelligence staff could work in the future?
  • Big part of this is how we actually get the data we produce used

• Profiles Collaboration Group
  • Meets to discuss how the producers of profiles and related products can work better together

• Public health reform – commission on data and intelligence
  • Mostly about ‘Public Health Scotland’ – i.e. ISD/HPS/HS
From:

“...if only we had more data, more local, more frequently, we could fix this”
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“...if only we had more data, more local, more frequently, we could fix this”

To:

“...how can we help you use the data you already have more effectively to inform decisions?”
One version of the Knowledge into Action (KiA) cycle
Interpreted data and briefings

Data and profiling

What is the scale & distribution of the problem?

Interpretation:
What do the data mean?
What causes the problem?

-> Change in policy or practice?
What do you need to do? What is the appropriate method?

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Methodological support
Interpreted data and briefings

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Evidence and health economics briefings

Effectiveness evidence:
What is the appropriate policy/practice response?
What works, for whom, in what context, cost-effectively and affordably?

How certain are we about the policy/practice? Is experimentation or evaluation needed?

What do you need to do? What is the appropriate method?

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Methodological support
Interpreted data and briefings

Interpretation:
What do the data mean?
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Evidence and health economics briefings

Effectiveness evidence:
What is the appropriate policy/practice response?
What works, for whom, in what context, cost-effectively and affordably?

How certain are we about the policy/practice? Is experimentation or evaluation needed?

Plan evaluation or research study

Evaluation support

How can this be best implemented?

Implementation support

Data and profiling

What is the scale & distribution of the problem?

What do you need to do? What is the appropriate method?

Methodological support
What do we already know about what works in KiA?

• **Evidence search and synthesis** – combining evidence from research with evidence from practice and practitioner experience

• **Actionable knowledge** – well-defined, specific interventions which package knowledge for embedding in practice e.g. care pathways, guidelines

• **Social knowledge** – facilitating people networks to share and disseminate knowledge e.g. practitioner networks, communities of practice

• **Building organisational capacity and culture** – strategic leadership; identifying key processes, systems, workforce roles, skills and capabilities

• **A national knowledge broker network** – support the coordination and integration of KIA
What we want from today in a nutshell

• To build enthusiasm for going beyond ‘more data, more local, more frequent please’
• To understand better how we can all support each another to put knowledge into action
• To identify areas where we could pilot that support and all contribute
• To learn from what has gone well, and less well, in trying to do this before