

Activity 4.2 Dissemination and Impact

Duration: 30 - 40 minutes

Aims:

- To explore the possibilities for working with communities on disseminating findings across academic, industry, and public-facing contexts
- To understand how to work with a Theory of Change
- To explore approaches to project impact

Requirements:

Markers and post-it notes, tables and chairs, computer and screen

Activities:

1. Introduce the content of the session (slides 1 to 3)
2. The first activity is a group discussion on dissemination. Slide 4 provides 3 questions for this discussion. Encourage small group discussions and use post its to record individual answers within the group. The questions are:
 - Why might we disseminate community engaged research?
 - Who might we seek to communicate with?
 - What forms of dissemination might we use?Slides 5 to 13 provide some examples of dissemination activities to illustrate the scope. These are designed to be examples only.
3. The second activity is a group discussion on Impact (slide 14). Discussing the following 3 questions helps to explore understanding of different types of impact.
 - What is impact?
 - What is the non-academic impact? Can you think of examples?
 - How do you build and capture impact in your research?
4. Slides 15 – 18 provide some initial slides outlining the Theory of Change and impact planning.
5. Slide 19 provides an optional home task for participants to think about impact planning within their own research.

Activities 2 and 4 can include small group and/or larger group discussion, depending on time and group preferences.

Resources:

- PEAs in Pods Training - Activity 4.2 - Resource - Dissemination and Impact.pdf

Additional resources:

Research Excellence Toolkit (2018) Available: <https://media.odi.org/documents/12319.pdf>

Facilitation notes

Slides 20 to 26 were used in the PEAs in PODs training session to initially explore with PEAs impact and theory of change