

## Dissemination, outputs and anticipated impact

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Use the following as a reminder of things to consider:

- What is impact?**

*For the NIHR "Impact is about making a meaningful difference to people's lives, through research" THINK BENEFIT*

- Identify who is most likely to be interested in your research and talk to them at an early stage?**

*Talk to those who may be interested in your research and can enable you to achieve impact, and those who may block you. So, talk to patient groups. Also, to gatekeepers who may have huge influence, but low interest, who can ultimately open doors for you e.g. to hard to reach individuals.*

- Identify who is most likely to benefit from your research and talk to them at an early stage?**

*Could be those above, or harder to reach individuals / groups who don't have much influence but may benefit+ from your research.*

- What is knowledge mobilisation?**

*The process that gets you to impact. It is made up of processes and activities like engagement, dissemination and commercialisation.*

- Outputs from your research?**

*The term "outputs" refers to any tangible product of the research  
So, what do you intend to produce from your research?*

- How will your outputs be used?**

*Notes:*

- Any possible barriers to uptake?**

*Notes:*

- What are likely to be your short, medium and long-term impacts?**

*Notes:*

- Who is your likely audience when disseminating your outputs?**

*Notes:*

- When are you going to disseminate – timing?**

*Notes:*

- What resources will you need to be able to disseminate and likely costs?**

*Notes:*

- How will you involve PPI in your dissemination?**

*Notes:*

- Are there likely to be any potential risks and sensitivities to the main message of your dissemination?**

*Notes:*

- What channels of communication will you consider?**

*Notes:*