

## Knowledge mobilisation, communications & PPI compared

	Knowledge mobilisation (KM)	Communications	Patient & public involvement (PPI)
<b>Key concept</b>	<b>Transformation</b>	<b>Transmission</b>	<b>Involvement</b>
<b>Definition</b>	To bring different communities together to share knowledge to catalyse change	To get key messages to mass audiences across cultures using a variety of channels and media.	An active partnership between the public and researchers in the research process, rather than using people as research 'participants'
<b>Overall purpose</b>	To generate impact through research-informed decision-making. Without KM there is limited impact.	To ensure target audiences know about research in a way that is meaningful for them and aligns with the goals of the research. Without comms there is limited awareness/reach.	To ensure research addresses the issues and concerns of patients and public
<b>Primary medium</b>	Conversations	Written, visual and audio materials	Written and verbal communication
<b>Emphasis</b>	Interactions. Localised. Relationship-building. Incremental. Targeting specific 'right people' to build network/ team to make changes happen.	Mediated. Tailored. Targeted (at specific 'right people'). Timely. Shared.	Improving research relevance to patients & public, accountability, discovering unknown unknowns, validity, reflective practice, reciprocal relationships, co-design, lay & experiential knowledge, 'Nothing about us without us'
<b>Participants</b>	Researchers and anyone who can make the change happen – practitioners, policymakers, service users, parliamentarians, charities, managers etc	Researchers and anyone who can help get the message out e.g. comms & press officers, partner organisations in research, media (print, broadcast, online), web team, designers, social media experts, multimedia content creators, PPI	Patients and the public, service users, researchers
<b>Activities</b>	Networking, meetings, workshops, training, service changes, embedding new procedures, creative arts e.g. theatre, developing apps, system dynamics simulations	Press releases, social media (e.g. Twitter), websites, newsletters, blogs, feature articles, podcasts, broadcasts (radio and TV), infographics, videos, posters, online events	Workshops, meetings, training, embedding new procedures, creative arts, culture change and leadership, strategic decision making.
<b>When start</b>	Setting the research topic and research questions	When funding announced but can start sooner	Setting the research topic and research questions
<b>Duration of effort</b>	On-going. Can last years.	Lifetime of a project, usually towards the end.	On-going. Can last years.
<b>Resources</b>	Needs time and money allocated for researchers, targeted participants and knowledge mobilisers to work together for months if not years.	Flexible - there are paid for and free options for reaching target audiences. Time-intensive at specific points. Include researcher time plus comms officer/press officer	Time and money allocated to PPI leads, members of the public and researchers, usually over years.

NB KM, PPI and comms work well together. For example, people from different communities can come together to share knowledge about a particular topic (KM/PPI) to develop a video (PPI/comms). A Twitter campaign spreading research-informed messages (comms) can attract the attention of key influential individuals with whom researchers can build relationships to bring about changes (KM).