

# Knowledge into Action: “Research uptake” within STRIVE

What, who and why?

How?

Knowledge into Action and you



# The evolution of Research Uptake

## Research Dissemination

- \* Distribute information -> academic + other audiences
- \* Usually one-way

## Research Communication

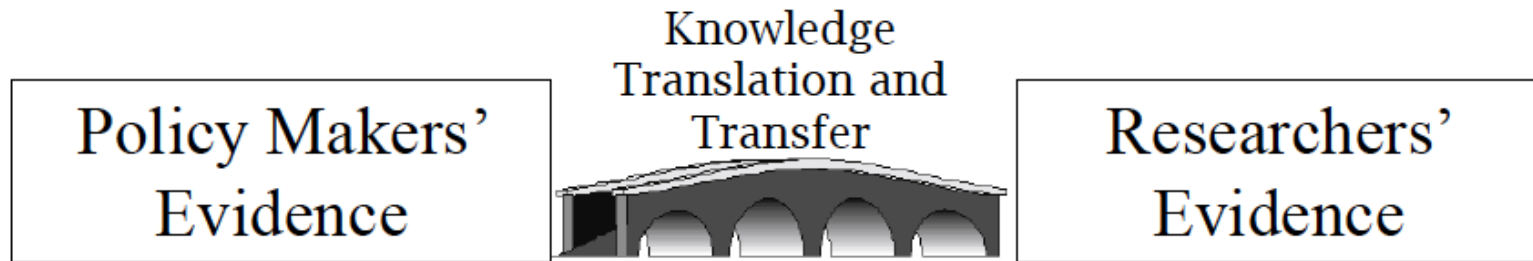
- \* Share research outputs
- \* Involve stakeholders from planning to implementation to M+E

## Research Uptake

- \* Engage with change agents from outset
- \* Stimulate access + application of research
- \* Synthesise evidence to provide balance

# Balance: accuracy + accessibility

## Different Notions of Evidence



- Colloquial (Narrative)
  - Anything that seems reasonable
  - Policy relevant
  - Timely
  - Clear Message
- 'Scientific' (Generalisable)
  - Proven empirically
  - Theoretically driven
  - As long as it takes
  - Caveats and qualifications

Source: J. Lomas et al, 2005

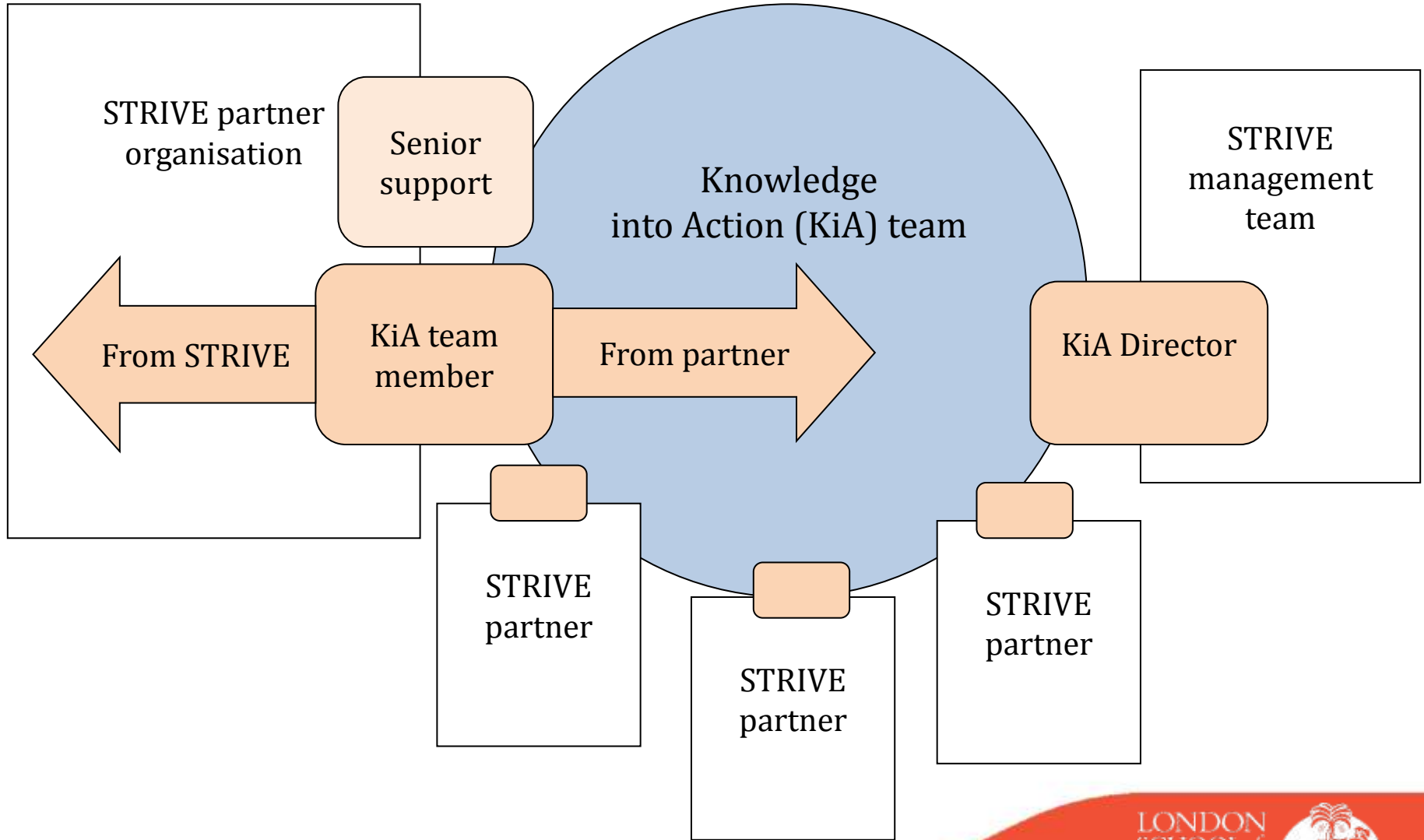
Philip Davies

[www.3ieimpact.org](http://www.3ieimpact.org)

Presented London, 2013

<http://tinyurl.com/bwdxpxu>

# Knowledge into Action team



# Knowledge into Action team



Mumbai, April 2013

# Why KiA?

Deontology

Rights

Consequentialism (ethical egoism)

We have to



**We care**

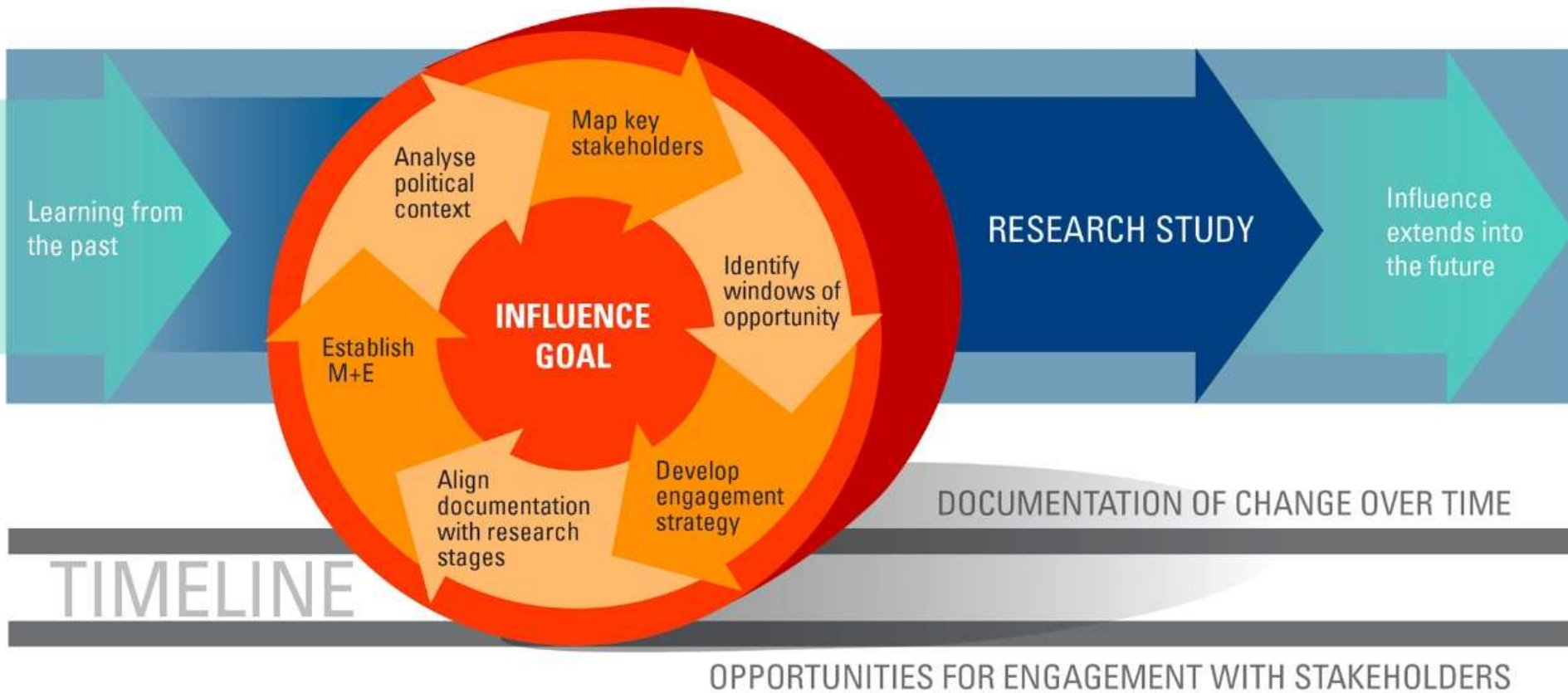




**We benefit**



# How do we do this in STRIVE?



# From Delivery to Dialogue

Lawrence Mashimbye

News | Health

## Mother's vow to 'save one more teen'

12 APR 2013 00:00 - AMY GREEN

 Recommend 29

 Tweet 20



Suicides among teenagers are on the rise, but parents can be taught to spot the warning signs.

<http://mg.co.za/article/2013-04-12-00-mothers-vow-to-save-one-more-teen>





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bing 15° [Facebook icon] anene booyesen rape and trial

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# news24

Breaking News. First

LAST UPDATED: 2013-04-15, 11:28

**VIDEO: Maduro wins Venezuelan elections**

Ruling party candidate Nicolas Maduro has narrowly won Venezuela's presidential election with 50.8 percent of votes. Watch.

News Opinion Business Sport Technology Lifestyle Multimedia Focus

Multimedia > Timelines > Anene Booyesen rape and trial

<http://www.news24.com/Multimedia/Timelines/Anene-Booyesen-20130227>



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WORLD NEWS MANDELA INVESTIGATIONS SAY NO TO RAPE

Long haul.  
Full stretch.  
Deep sleep.

The new  
Business Class  
with Full-Flat  
Beds

> More info



Available: Delhi - Frankfurt, Mumbai - Munich starting 03 Sept 2012,  
Bengaluru - Frankfurt starting 14 Sep 2012.

luft

## Boy takes mom's gun to school

21 NOV 2012 | SAPA | 114 COMMENTS

### Kills 'class bully'

An East Rand Grade 11 pupil was arrested on Tuesday for shooting dead a fellow pupil he accused of bullying him, police said.

 Tweet 12  Share 1  
 Recommend 34  +1 0

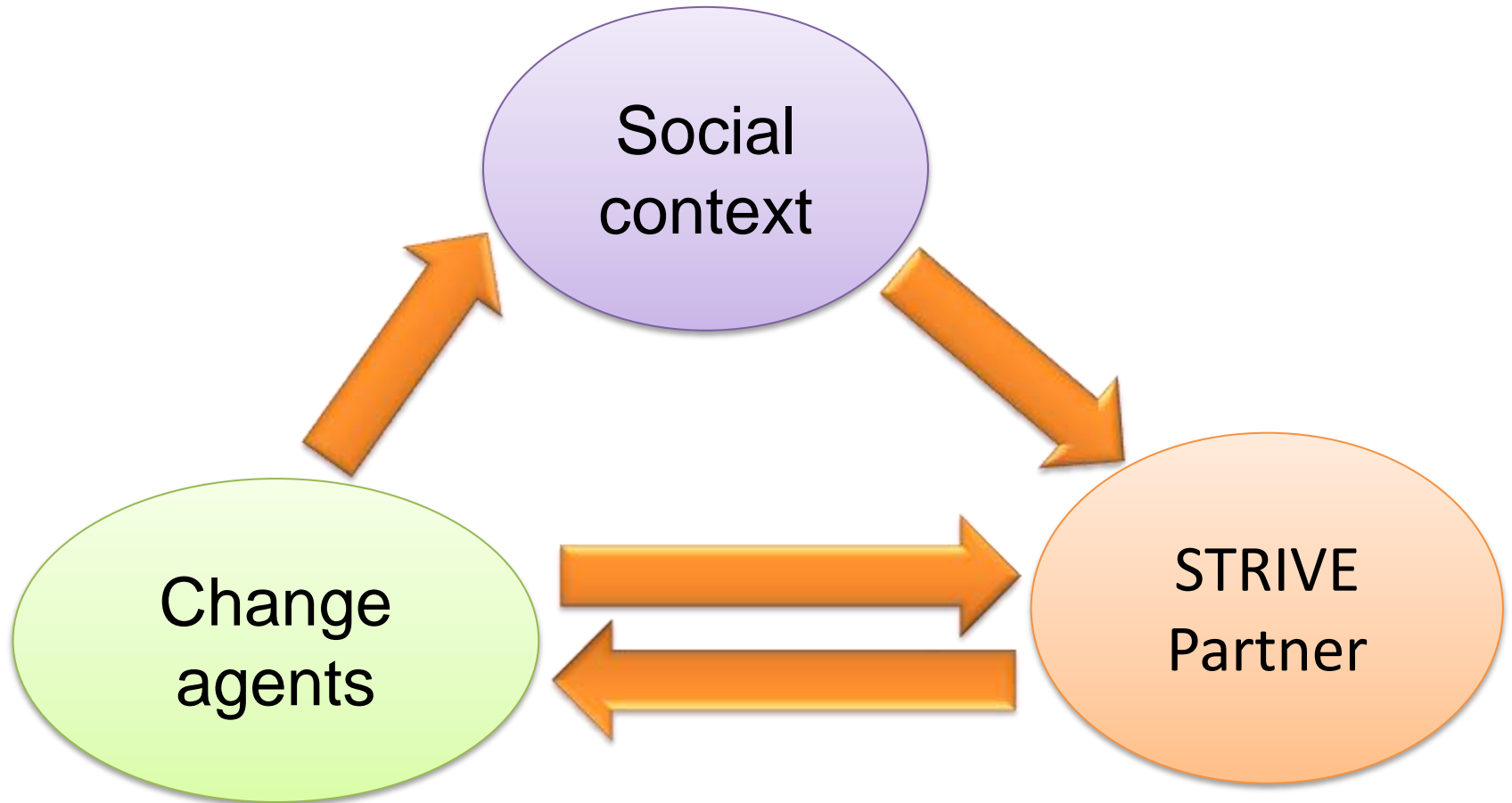
<http://www.sowetanlive.co.za/news/2012/11/21/boy-takes-mom-s-gun-to-school>



# RESEARCH DISSEMINATION



# KNOWLEDGE INTO ACTION



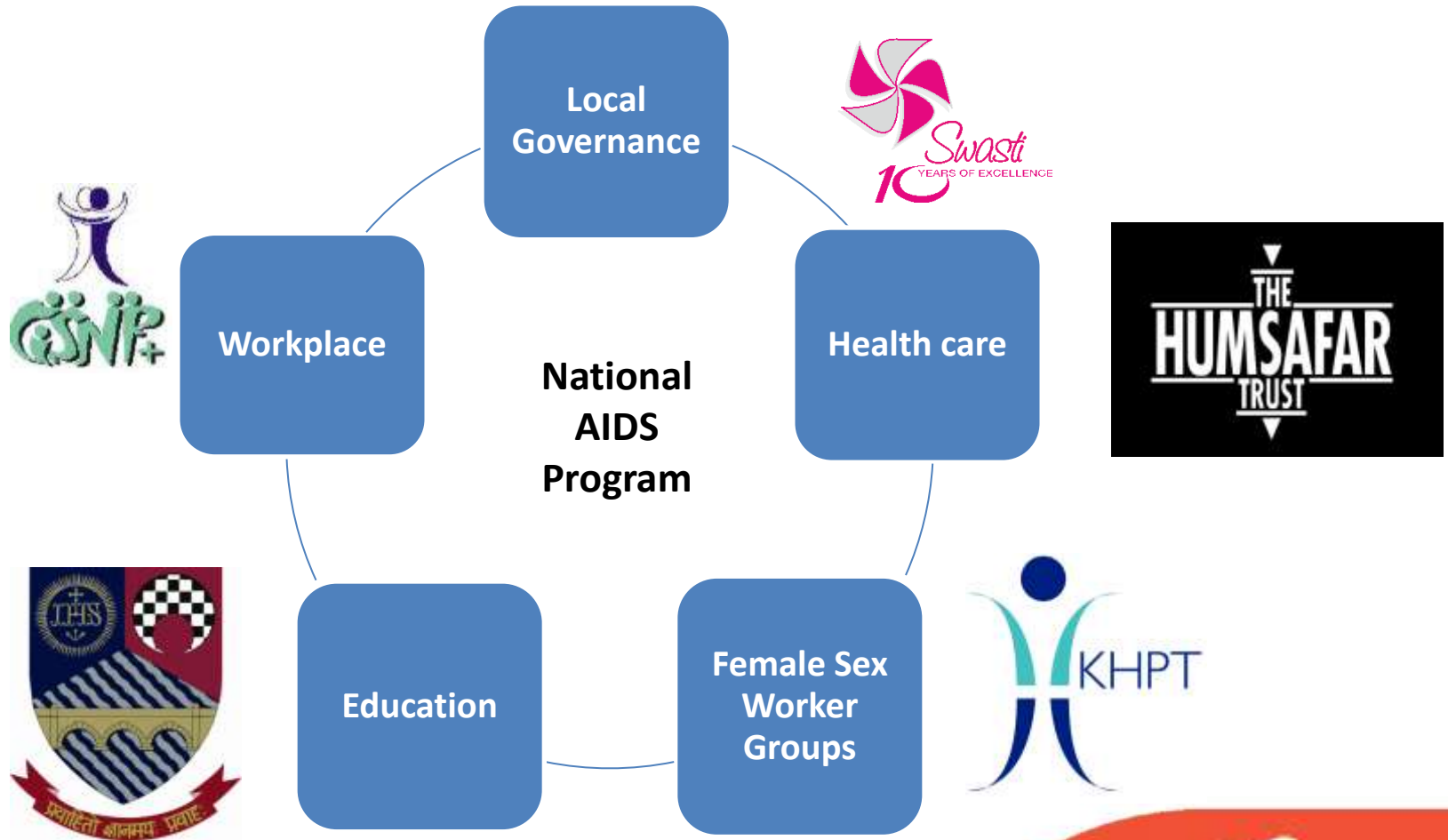


# ICRW's Stakeholder Engagement in Stigma Study

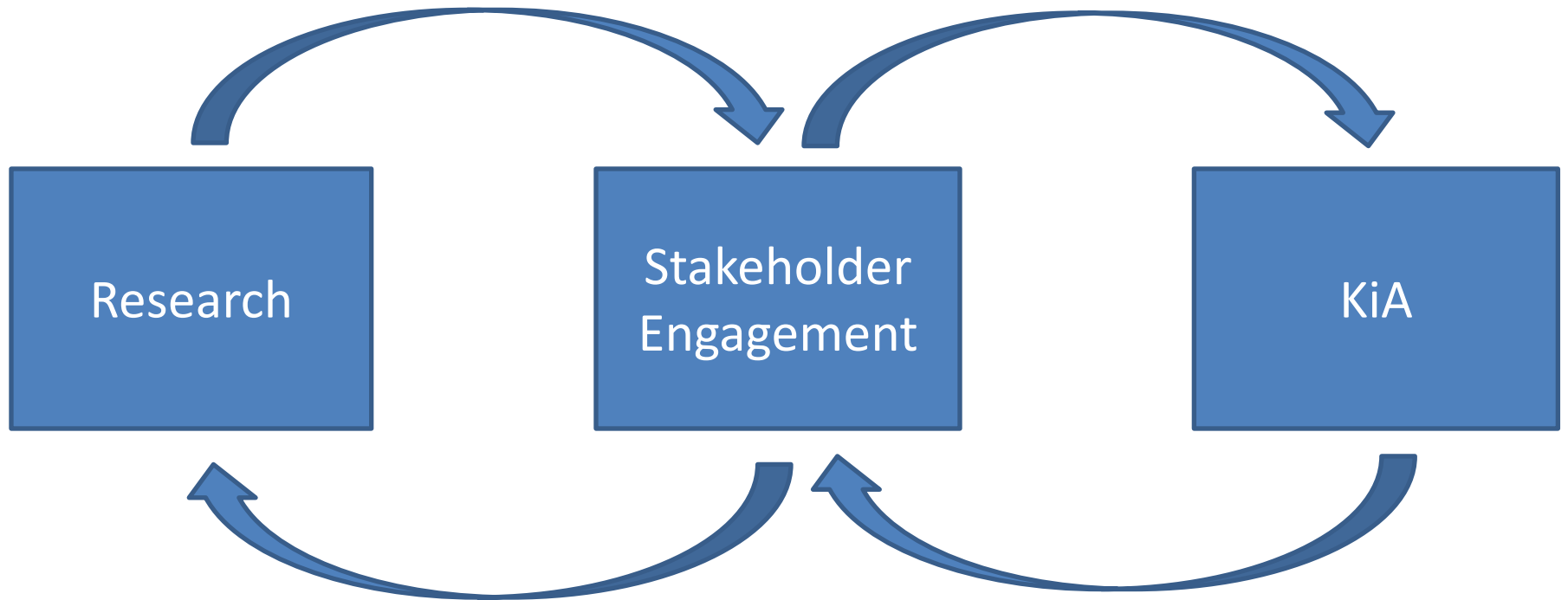
Learning from Adapting and Testing a Global HIV Stigma Reduction Framework in India

ICRW, India

# Adapting and Testing a Global HIV Stigma Reduction Framework in 5 settings in India



# Benefits of Stakeholder Engagement



# SWASTI: working with local governments

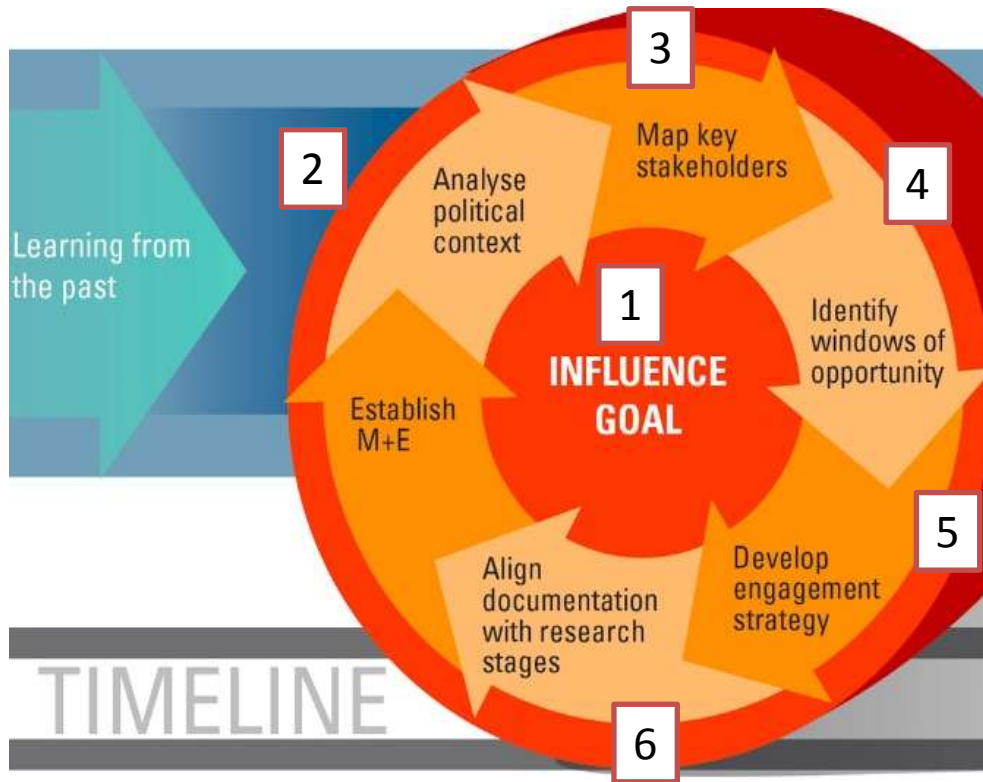


# HUMSAFAR TRUST: healthcare for MSM



# KHPT: Designing a KiA strategy

# Overview



Doing not much that is new but understanding and doing it differently

# 1 Influence agenda

## Goal or vision:

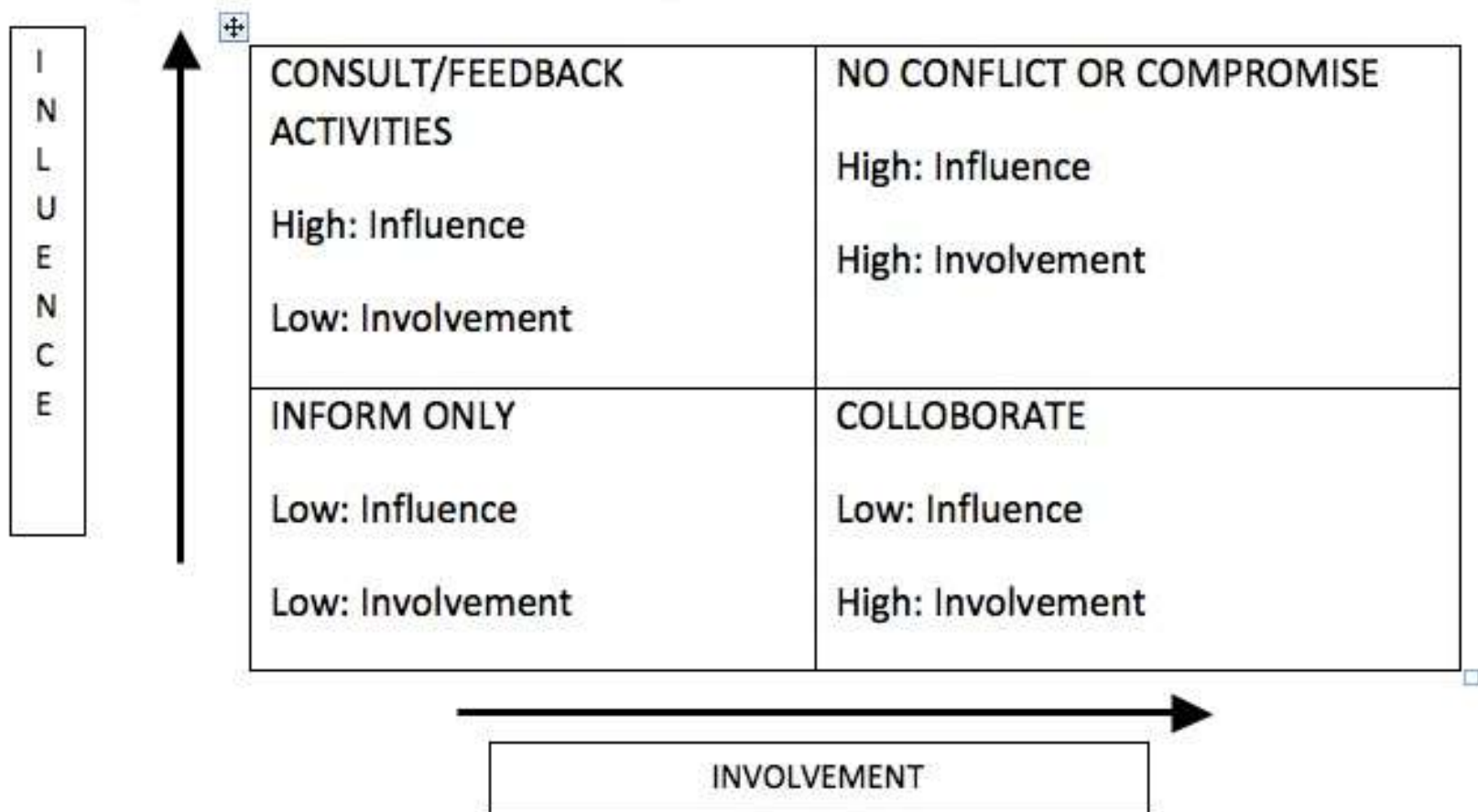
Government adopts and scales up the intervention

## Expected outcomes:

- 🧩 Government
  - appreciates and supports
  - develops policies and guidelines







# 3. Mapping Stakeholders

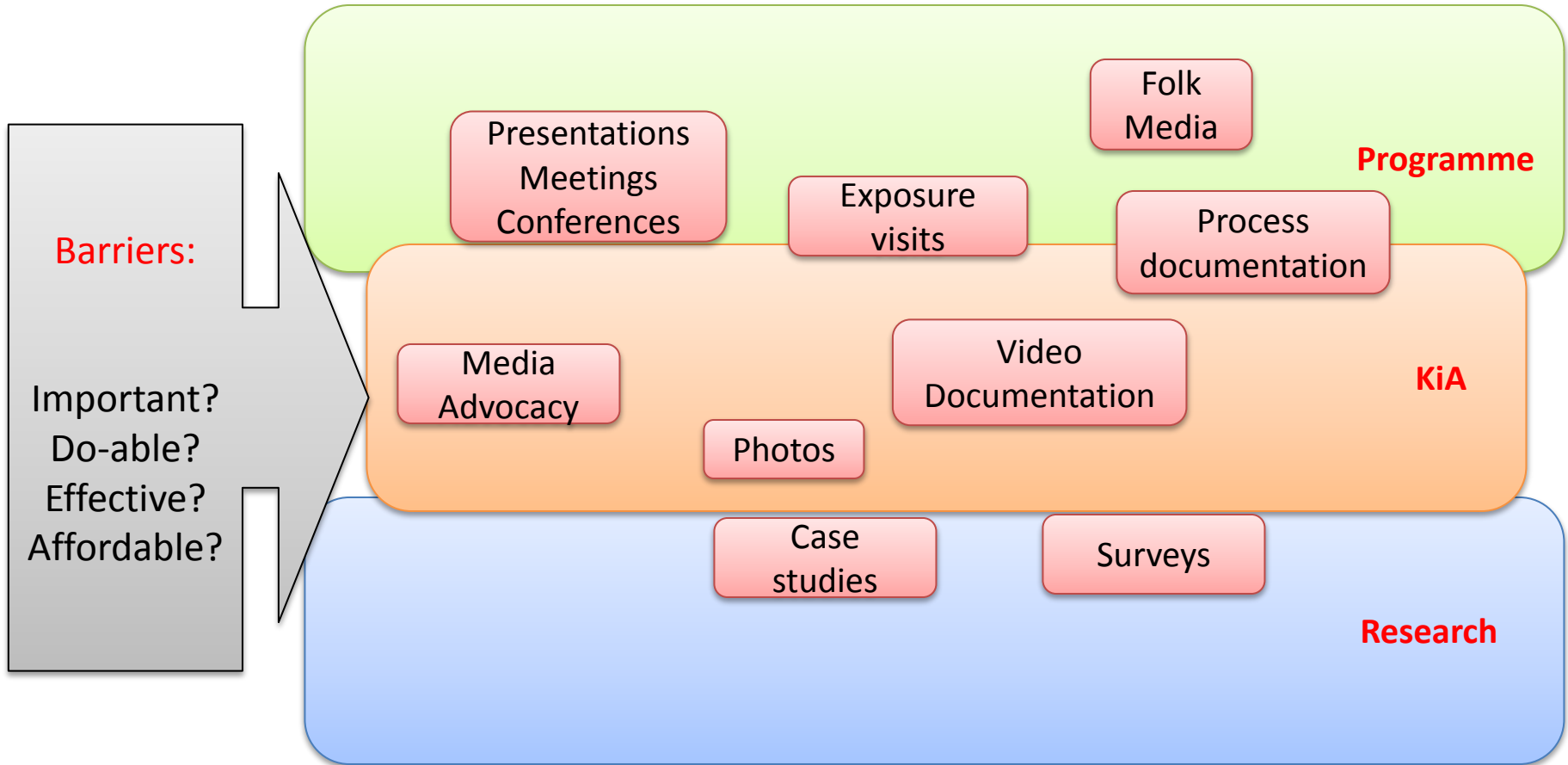
Stake Holders/Institutions	Influence		Involvement		<u>Engagment</u>
	High	Low	High	Low	
<u>Chaitanya &amp; Jagruthi Mahila Sangha</u> – Sex worker Collectives	✓		✓		<b>NO CONFLICT OR COMPROMISE</b> These stake holders will be actively involved and need to be fully informed at all time. Any conflict with them must be avoided or a compromise negotiated.
SDMC – School Development Management Committee/s	✓		✓		
<u>Dept of SC/ST/Social Welfare</u>	✓			✓	<b>CONSULT/FEEDBACK</b> These stakeholders need to be consulted for suggestions and feedback and given updates.
<u>Dept of Women and child welfare</u>	✓			✓	
<u>Dept of Public Education</u>	✓			✓	
Office of the District Commissioner	✓			✓	
Teachers		✓	✓		<b>COLLOBORATE</b> These stake holders need to be actively involved as key collaborators in the program.
Adolescent girls and their families		✓	✓		
<u>Gram Panchayaths</u>		✓	✓		
<u>Bharath Gyan Vigyan Samste</u>		✓		✓	<b>INFORM ONLY</b> These stakeholders need not be actively involved in the program/organization.
<u>Mahila Samakhya</u>		✓		✓	
Other local NGOs working with women and children		✓		✓	
Karnataka State Aids Prevention Society		✓		✓	

## 4. Windows of opportunity

- Being government founded
- Gap between policy and implementation
- Alliance building with NGOs/CBOs
- Funds for gender/mainstreaming gender
- Attending regular meetings
- Media

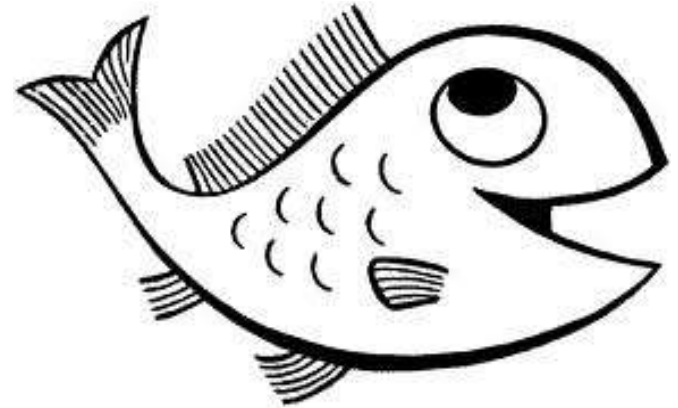


# 5. Align documentation & research



## 6. Strategic documentation

- Stories from beneficiaries
- Relationship dynamics
- Visual narratives
- Documenting activities
- Supporting photos for documents
- Digital archiving

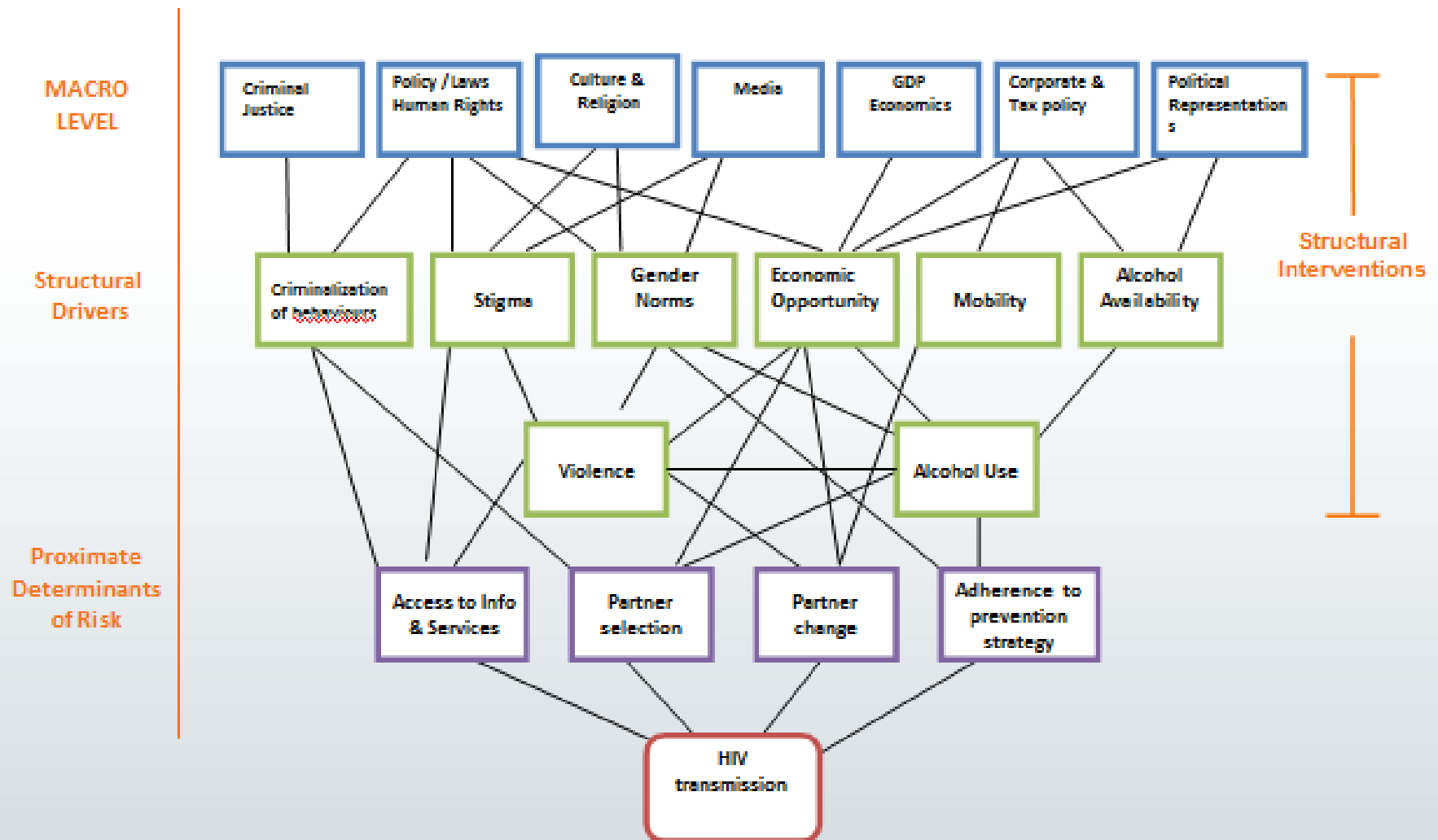


Making sure no fish get away!

# Using New Media

Anne Stangl

# Explaining Structural Drivers can be challenging...



Tackling the Structural Drivers of HIV 

can promote the exchange of sex for money or goods.



The diagram illustrates a process flow. On the left, a red heart icon is enclosed in a white circle. A red arrow points from this circle to a central black play button icon, also enclosed in a white circle. A second red arrow points from the play button icon to a stack of green money bills, enclosed in a white circle on the right. This visualizes the concept of sex being exchanged for money or goods.



# New media is a useful tool

- ❏ Infographics:
  - graphic visual representation of [information](#), [data](#) or [knowledge](#)
  - present complex information quickly and clearly
- ❏ Disseminated widely via twitter, facebook, etc.
- ❏ Create a buzz
- ❏ Media attention if go ‘viral’
- ❏ Shared widely thru (networks of networks)

# Make our research accessible

- It's simple and approachable
  - Visualize one girl and show how social forces influence her risk of HIV infection
- But conveys key information
- True to the integrity of the research



73,700

YOUNG PEOPLE ARE  
LIVING WITH HIV.

APRIL 10<sup>TH</sup> IS  
YOUTH AIDS DAY  
[YOUTH AIDS DAY.ORG](http://YOUTH AIDS DAY.ORG)



6  
Most Have Faced Sexual Violence At Some Point — 60% Within The Last Six Months; 51% Men Say They Have Done It  
**95% women feel unsafe outdoors**

**Women Say Sexuality & Awareness Matter**  
The survey also asked women to rate their confidence in their own ability to handle sexual violence. The results showed that 60% of women felt confident in their own ability to handle sexual violence, while 39% felt less confident. The survey also asked women to rate their confidence in their own ability to handle sexual violence. The results showed that 60% of women felt confident in their own ability to handle sexual violence, while 39% felt less confident.

**51% men** say they've committed sexual violence  
The survey also asked men if they had ever committed sexual violence. The results showed that 51% of men had committed sexual violence at some point in their lives. The survey also asked men if they had ever committed sexual violence. The results showed that 51% of men had committed sexual violence at some point in their lives.



**Even colony roads unsafe**  
The survey also asked women to rate their confidence in their own ability to handle sexual violence. The results showed that 60% of women felt confident in their own ability to handle sexual violence, while 39% felt less confident. The survey also asked women to rate their confidence in their own ability to handle sexual violence. The results showed that 60% of women felt confident in their own ability to handle sexual violence, while 39% felt less confident.

**5% women** go to public spaces in pairs or with a friend  
The survey also asked women if they had ever gone to public spaces in pairs or with a friend. The results showed that 5% of women had gone to public spaces in pairs or with a friend at some point in their lives. The survey also asked women if they had ever gone to public spaces in pairs or with a friend. The results showed that 5% of women had gone to public spaces in pairs or with a friend at some point in their lives.

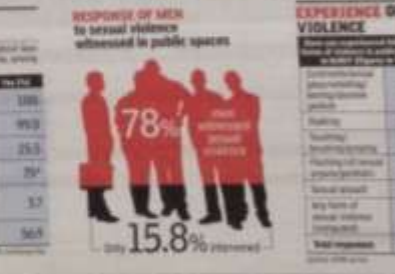


**56% men** avoid taking up jobs that require them to be out at night  
The survey also asked men if they had ever avoided taking up jobs that required them to be out at night. The results showed that 56% of men had avoided taking up jobs that required them to be out at night at some point in their lives. The survey also asked men if they had ever avoided taking up jobs that required them to be out at night. The results showed that 56% of men had avoided taking up jobs that required them to be out at night at some point in their lives.



**WOMEN'S AWARENESS OF LAWS AND POLICIES**

Statement	% of women
Knows the definition of sexual violence	100%
Knows the definition of sexual harassment	99%
Knows the definition of sexual abuse	95%
Knows the definition of sexual exploitation	95%
Knows the definition of sexual violence	95%
Knows the definition of sexual harassment	95%
Knows the definition of sexual abuse	95%
Knows the definition of sexual exploitation	95%
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Knows the definition of sexual harassment	95%
Knows the definition of sexual abuse	95%
Knows the definition of sexual exploitation	95%



**EXPERIENCE OF VIOLENCE**

Statement	% of women
Experienced sexual violence	60%
Experienced sexual harassment	57%
Experienced sexual abuse	57%
Experienced sexual exploitation	57%
Experienced sexual violence	57%
Experienced sexual harassment	57%
Experienced sexual abuse	57%
Experienced sexual exploitation	57%
Experienced sexual violence	57%
Experienced sexual harassment	57%
Experienced sexual abuse	57%
Experienced sexual exploitation	57%

**Men fighting for the old order, need a new world view**

A common trend among men is to fight for the old order. They are fighting for the old order, which is based on the idea of a patriarchal society. They are fighting for the old order, which is based on the idea of a patriarchal society. They are fighting for the old order, which is based on the idea of a patriarchal society.

**PERPETRATION OF VIOLENCE**

Statement	% of men
Perpetrated sexual violence	51%
Perpetrated sexual harassment	51%
Perpetrated sexual abuse	51%
Perpetrated sexual exploitation	51%
Perpetrated sexual violence	51%
Perpetrated sexual harassment	51%
Perpetrated sexual abuse	51%
Perpetrated sexual exploitation	51%
Perpetrated sexual violence	51%
Perpetrated sexual harassment	51%
Perpetrated sexual abuse	51%
Perpetrated sexual exploitation	51%

**REACTION ON WITNESSING SEXUAL VIOLENCE**

Statement	% of women
Witnessed sexual violence	65.2%
Witnessed sexual harassment	20.6%
Witnessed sexual abuse	10.5%
Witnessed sexual exploitation	3.7%
Witnessed sexual violence	65.2%
Witnessed sexual harassment	20.6%
Witnessed sexual abuse	10.5%
Witnessed sexual exploitation	3.7%
Witnessed sexual violence	65.2%
Witnessed sexual harassment	20.6%
Witnessed sexual abuse	10.5%
Witnessed sexual exploitation	3.7%

**PEOPLE TALK**

**60** That's the way it is. There is no point complaining about the police. It's a matter of when you get it, it's a matter of when you get it. It's a matter of when you get it, it's a matter of when you get it. It's a matter of when you get it, it's a matter of when you get it.

**60** People don't complain because they're getting harassed in the public spaces. It's a matter of when you get it, it's a matter of when you get it. It's a matter of when you get it, it's a matter of when you get it. It's a matter of when you get it, it's a matter of when you get it.

**60** The problem for the safety of women is not just that even if people reported the crime, it wouldn't make much of a difference. That's why people don't bother to report. They're afraid of getting harassed. They're afraid of getting harassed. They're afraid of getting harassed.

**60** Nobody is concerned about the safety of women. It's a matter of when you get it, it's a matter of when you get it. It's a matter of when you get it, it's a matter of when you get it. It's a matter of when you get it, it's a matter of when you get it.

**60** Women especially are scared to get harassed because of the police. They fear they'll have to keep talking to the police. They fear they'll have to keep talking to the police. They fear they'll have to keep talking to the police.

# How to develop infographics?

- ☞ Communication teams
- ☞ STRIVE partners
- ☞ Interns
- ☞ Young people – LOL 😊
- ☞ Crowd sourcing

# STRIVE/ICRW Crowd Sourcing Competition

**GOOD Maker is a tool to help you make good things happen.**

GOOD Maker gives individuals and organizations the ability to tap into the public's creativity and energy to address an issue that's important to them.



1

It simply starts with a challenge

Organizations create challenges for the community, asking for whatever is needed to drive meaningful impact.



2

Anyone can submit their ideas

The community submits ideas, plans, and designs to meet a given challenge.



3

Then it is up to the community to vote

The community then votes on the idea they believe meets the challenge best.



4

Challenge creators reward the best idea

The winner is provided an award to activate their idea into real-world impact.

# In Summary

- Our topic is challenging
- New media tools can help
- They are feasible

# Web Analytics

Liz Christian



 Website

 Twitter

 Youtube

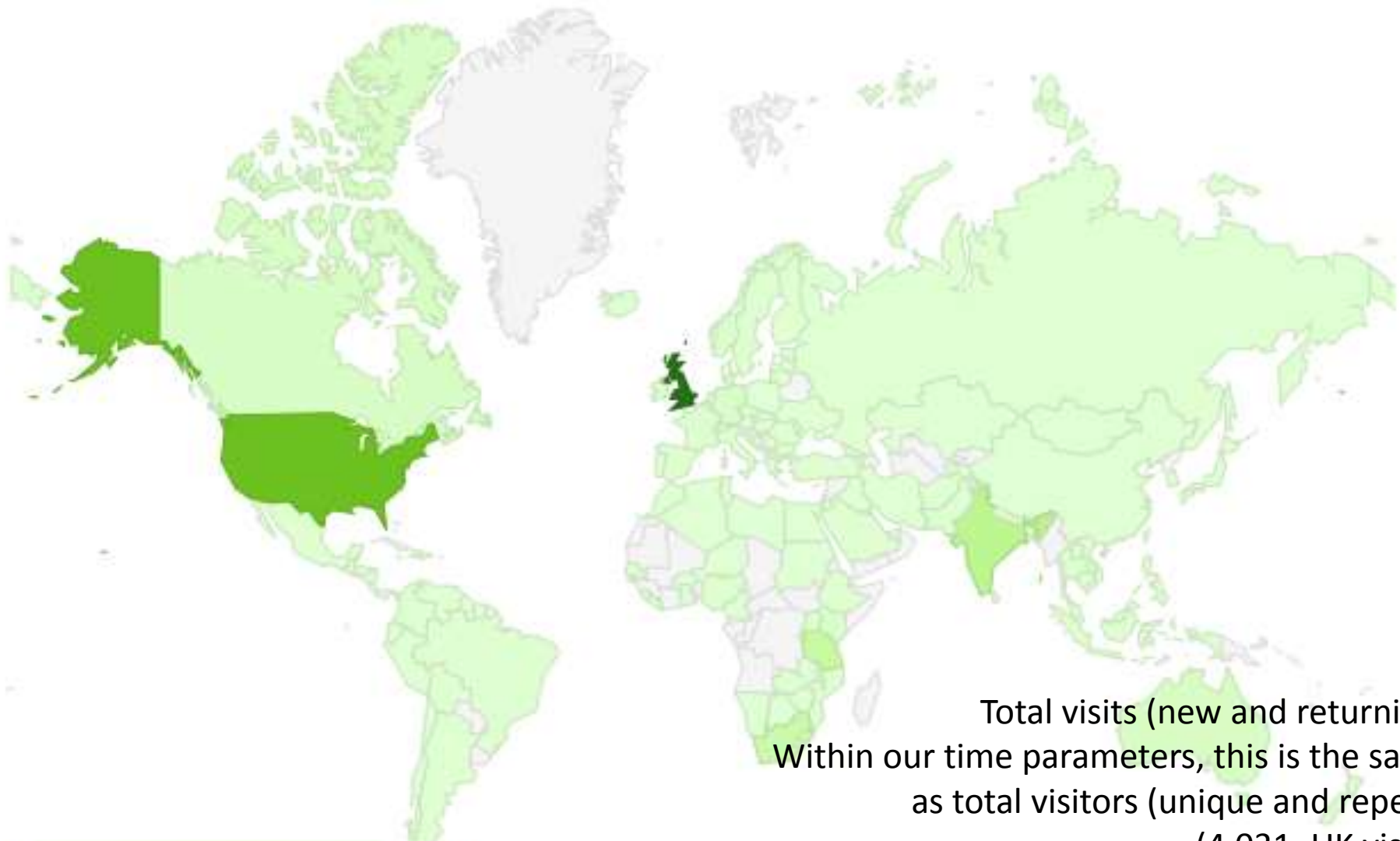


 Build stakeholder relationships

 Build brand

 Build diverse community

# Digital Reach



Total visits (new and returning)  
Within our time parameters, this is the same  
as total visitors (unique and repeat)  
(4,031=UK visits)

# Digital Reach

Total



228 followers






1,875 views

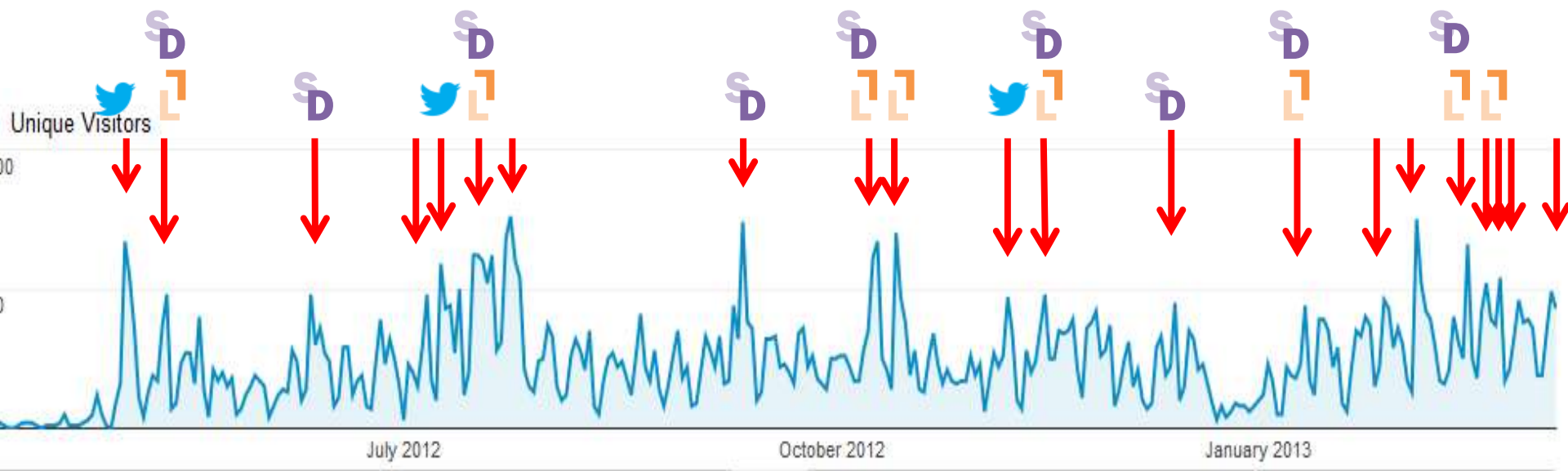


 = 1,000 visitors

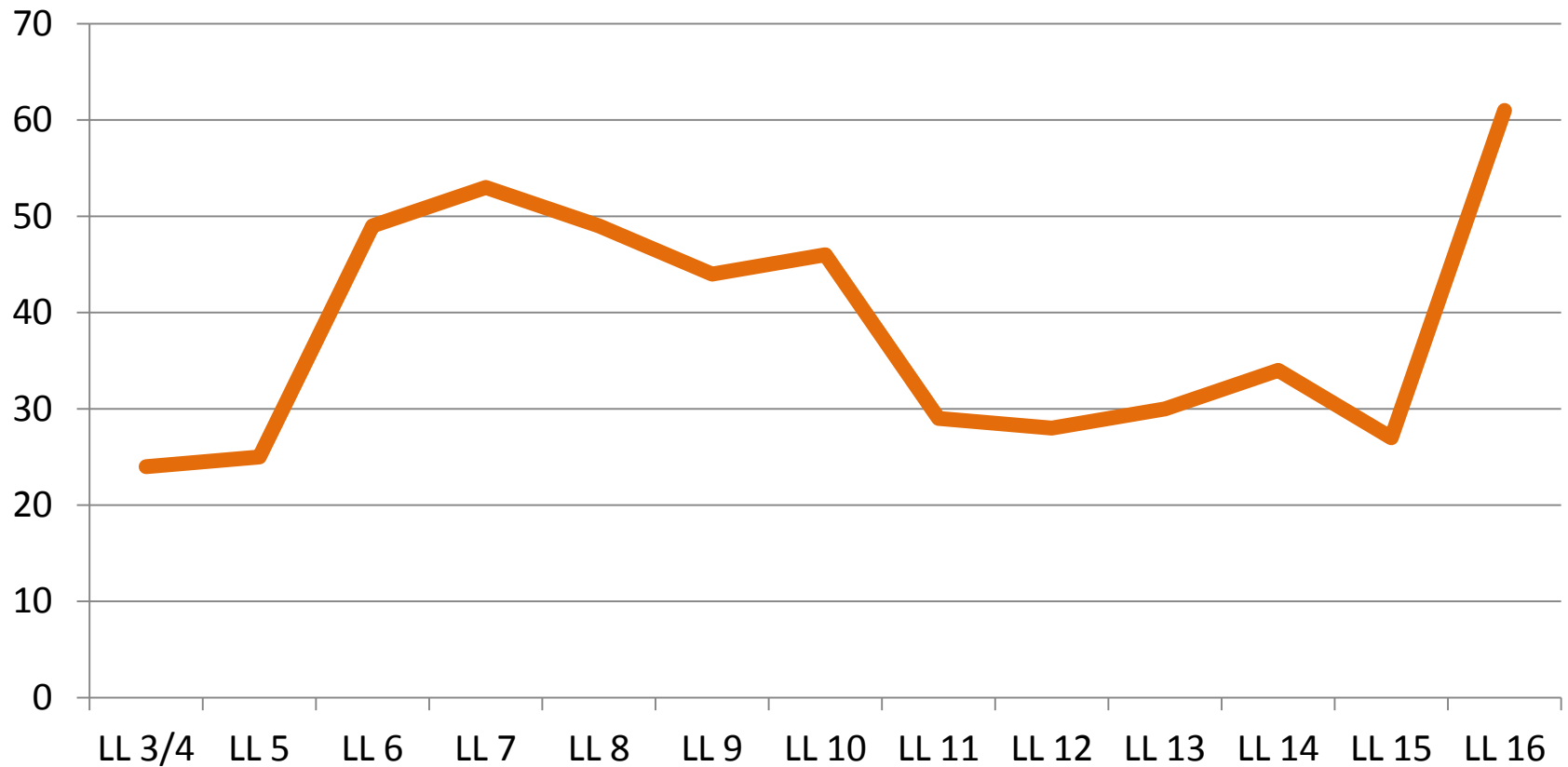


# Digital Reach

-  Learning Labs or LL emails
-  STRIVE Digest campaigns
-  Twitter event – (26 % of referrals)



## Learning Lab Participants (no.)



Learning Lab Sessions

# Thank you

