

# Knowledge Management for Data Use and Decision Making in International Public Health

Presented at:

HIPNet

7 June 2011



*This report was made possible by support from the Bill & Melinda Gates Foundation under terms of the MLE Project for the Urban Reproductive Health Initiative. The MLE Project is implemented by the Carolina Population Center at the University of North Carolina at Chapel Hill, in partnership with African Population and Health Research Center and the International Center for Research on Women. The authors' views expressed in this publication do not necessarily reflect the views of the donor, the Bill & Melinda Gates Foundation.*



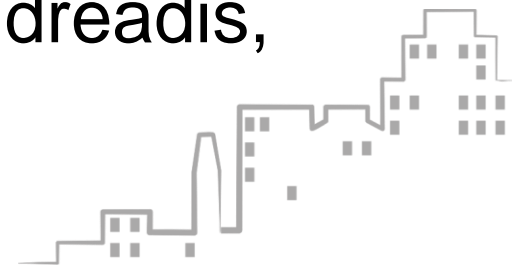
# Purpose of Paper

- To explore knowledge management as a discipline in public health,
- To learn how knowledge activities are conducted, and
- To present platforms for knowledge sharing, promoting data use and skill building.



# What is Knowledge Management (KM)?

- Different fields and organizations within the same field, such as international public health research, use different terms to refer to KM and KM activities.
- KM is an approach that ***supports identifying, capturing, sharing, applying and creating knowledge***, as well as ***making knowledge accessible and usable*** for the intended target audience (Liebowitz, Schieber & Andreadis, 2010).



# HOW PEOPLE LEARN FROM & SHARE KNOWLEDGE



# Ecological Learning

Information acquisition and skill building are influenced by, and influence, factors at the individual, interpersonal, community, organizational and policy levels.

Learning can be enhanced through mutually reinforcing messages at different levels (e.g., individual, community or organizational).



# Networks and Relationships

A number of theories suggest learning takes place in the context of social relationships—between the expert and learner, and between learners.

This suggests that communication platforms that leverage existing networks are likely to be most effective.



# Observer to Participant

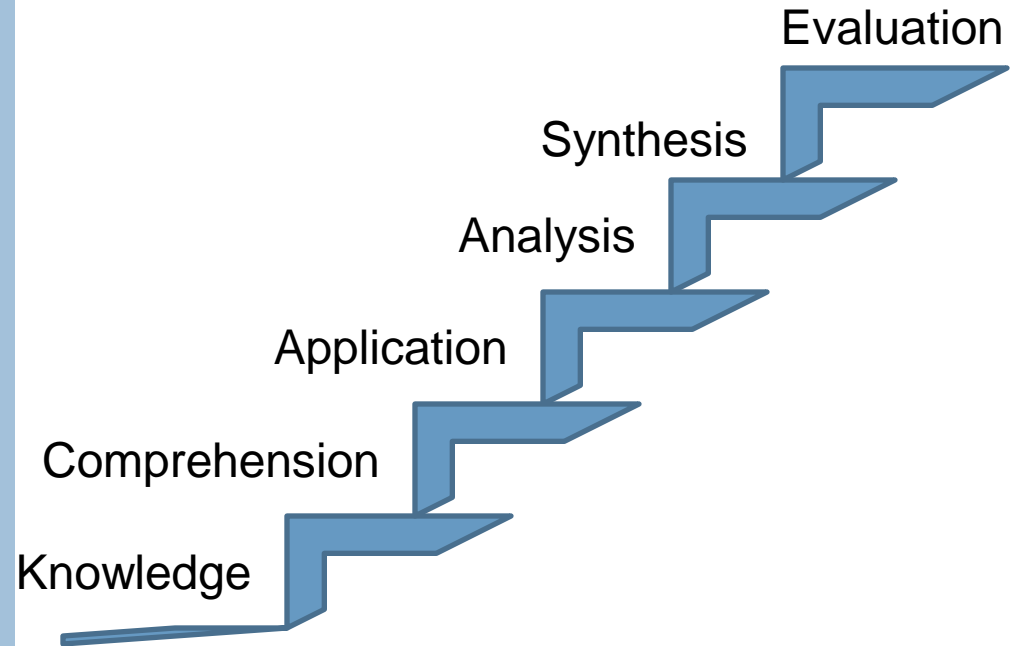
Learning takes place in the movement from observer to participant.

Communication tools and platforms that support KM can provide many opportunities for peripheral and active participation.



# Translating Research Findings into Action

Within the cognitive domain, there are six consecutive steps in learning—knowledge, comprehension, application, analysis, synthesis and evaluation. The learner must pass through each one to get to the next step.



# AUDIENCES



# Policy Makers

- Policy makers need evidence

*Having access to the best available evidence allows policy-makers to craft policy that is transparent, efficient, equitable and effective and can attract durable public support.*

Database example: [Health-Evidence](#)



Dashboard example: [My Public Health](#)



# Researchers

- Share and check research methodologies and replicate findings

*Researchers are not only sources of new knowledge, but also important recipients of research findings.*

Examples: Academic conferences, peer-review journals, book and seminars



# Program Managers

- Program managers benefit from access to research findings

*61% of program managers need more information on evidence-based practices (K4Health, 2009)*

Web-based tool Example: Macro International's [Statcompiler](#)



# PLATFORMS THAT SUPPORT KNOWLEDGE MANAGEMENT



# In Print

- Policy briefs
- Fact sheets
- Journal articles

Example of an open access journal:  
Guttmacher Institute's  
[International Perspectives of Sexual  
and Reproductive Health](#)





# Blogs

- Provide readers with insights into an individual's or organization's position on specific topics of interest

Example: [Malaria Free Future](#)

The screenshot shows a blog post from the 'Malaria Free Future' website. The post is dated July 25, 2011, and is written by Emmanuel Flagbey, Country Director of Ghana Voices for a Malaria-free Future. The article reports on the Ghana National Unity Games 2011, where sportsmen and women were honored as malaria ambassadors. A central image shows a group of athletes holding a 'Certificate of Mentorship' and a 'WINNING TEAM' banner. The article also includes a call to action: 'ACT NOW' with a link to 'Sign up for Malaria-free Future' and a note that 'Only 42% of you have Malaria'.

Navigation links at the top include: Home, About Bill Brieger, Ghana Advocacy, Jhpiego, Links & Resources, MIM 5th Pan-African Conference, VOICES for a Malaria-Free Future.

Search bar: Search [input field]

Pages: About Bill Brieger, Ghana Advocacy, Jhpiego, Links & Resources, MIM 5th Pan-African Conference, VOICES for a Malaria-Free Future.

Sign Up: Sign up for daily or weekly articles from Bill highlighting the most noteworthy developments in newspapers and scientific journals. Click here to register.

Categories: Advocacy (58), Agriculture (11), Animals (1), Announcement (1), Asia (1), Burden (9).

# Interpersonal Communication Methods

- Presentation and lectures
- Podcasts
- Video Conferencing and webinars

Example: PRB's first annual "[Malthus](#)" is a live lecture with a question and answer session that is available via webcast and downloadable PDF of presentation.



# Interpersonal Communication Methods, Cont'd

- Online discussion forums
- Listservs
- Communities of Practice
- Recruiting champions

Example: Routine Health Information Network (RHINO) activities include

a [listserv](#), [online forums](#), as well as face-to-face meetings.



# The Classroom

- Formal degree programs
- Training workshops
- Distance and online learning
- Mobile technology assisted learning (mLearning)

Example: USAID's [Global Health eLearning \(GHeL\) Center](#)



# CONCLUSION



# In Summary

- KM strategies can bridge the gap between knowledge and practice.
- KM strategies must meet the needs of a particular audience.
- KM works best when designed around a common purpose.
- It is important to use complementary KM and communication platforms to exchange information and reinforce messages



**[www.urbanreproductivehealth.org](http://www.urbanreproductivehealth.org)**

You can find the complete paper at:  
[www.urbanreproductivehealth.org](http://www.urbanreproductivehealth.org)

Publications > [“Knowledge Management for Data Use and Decision Making in International Public Health”](#)

