



Game Instructions

Today, with your team, you will create a plan to build the impact of your research. You can choose to name your research project or programme if you'd like.

1. Choose Your Components:

- You have a menu of components (cards with prices) to select from, each designed to help generate impact.
- As a team, decide on the most effective components for your impact plan.
- Highlight your reasoning for each choice and keep track of your total budget.
- Budget: You have £30,000 to spend.
- A bonus card is available if you'd like to add an extra element.

2. Build Your Plan:

- Once you're happy with your choices, stick the selected components onto your plan.

3. Appoint a Spokesperson:

- Select someone to present your plan to the group.
- They should explain why your team chose these components.

4. Consider Your Audience:

- Think about who your research is aimed at.
- Decide which communication channels would be most effective for reaching them.

5. Time Limit:

- You have 15 minutes to complete this task.

Happy building! Let the facilitator know if you have any questions.

Reflection

Write something you may have not considered adding to your impact plan.

How did you prioritise the limited resources in your budget?

How did you find balancing diverse viewpoints and budget constraints to create a cohesive project plan?



Knowledge Mobilisation Game Plan

Bonus Card



Community Liaison Officer



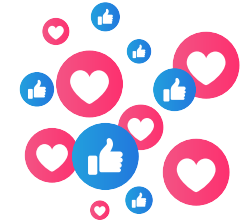
£25,000

Website Development



£15,000

Social Media Campaign



£10,000

Focus Groups with Local Residents



£8,000

Printed Educational Materials



£5,000

Mobile Health Unit for Outreach



£25,000

Public Adviser Training Programme



£15,000



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Youth Forum Engagement



£10,000

Community Workshop Series



£8,000

Translation Services for Multi-Language Communities



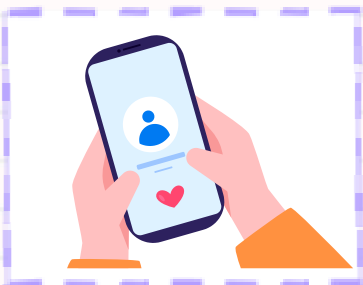
£6,000

Local Health Data Analysis



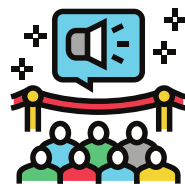
£15,000

Interactive App



£20,000

Health Fair or Public Event



£13,000

Health Promotion Leaflet



£3,000

Partnership with Local Charities



£7,000



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Transport Services for Hard-to-Reach Communities



£8,000

Community Artwork and Murals



£4,000

Evaluation and Impact Assessment -



£15,000

Policy Advocacy Training



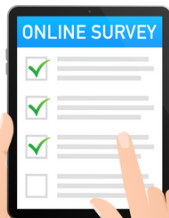
£8,000

Public Consultation Sessions



£6,000

Online Survey Development and Distribution



£3,000

Research Assistant



£18,000

Data Visualisation Tools for Public Use



£7,000



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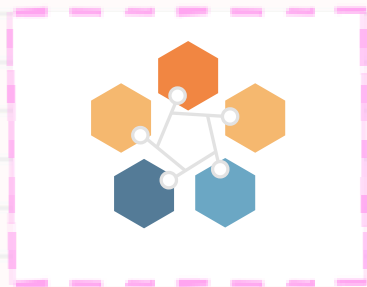
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Grand Rounds



FREE

Accessible Infographics



£4,000

Research Briefs



£15,000

Blogs



FREE

News Articles



£6,000

Online Game



£6,000

Annual impact report



£1,000

Knowledge exchange network



FREE



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Media Outreach



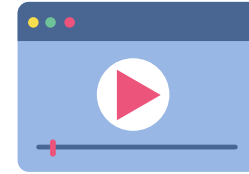
FREE

Radio Advert



£4,000

Video Summaries



£2,000

Podcasts



£2,000

Monthly Newsletter



£500 per year

Coffee with Stakeholder



£5.60

Publishing an open access journal



£4,320

Presentation at Academic event



£7,000



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