



# Centre Connect Special Edition 2023

## What's happening?

In this special edition of Centre Connect we are preparing for the Centre's Annual Meeting next week.

The meeting takes place w/c 24th July at the University of York and is split across various projects. The first two days relate to NIHR DiaDeM and IMPACT South Asia Group, and UKRI/NIHR IMPASS and UKRI TB Multimorbidity programmes, with the remaining three days focused on the NIHR Centre for IMPACT.

- TIIDE Dissemination Event - 24 & 25 July - Read the [Agenda](#).
- Centre for Impact Annual Meeting - 26, 27 & 28 July - Read the [Agenda](#).

From 17 - 21 July, the Centre is also hosting our **CADA Implementation Science Summer School** in York. The Summer School has been funded by the NIHR Global Health Research Cohort Academic Development Award (GHR CADA). Read the [Agenda](#).



*Day 1: CADA Implementation Science Summer School - Prof Kamran Siddiqi presenting to virtual and in-person attendees.*

The Summer School, TIIDE Dissemination Event and Annual Meeting are great opportunities to share news and outputs from the Centre and our fantastic community more widely. We aim to do this using the Centre's social media platforms and website during the events.

But we'd like your help. Read more to find out what you can do to help raise the profile of the Centre and its associated Research Programmes during the next 10 days and beyond.

## Socials

### 1. Twitter

We encourage everyone who is active on Twitter to help us create a Twitterstorm about the Annual Meeting by sharing your thoughts tweeting, retweeting and using our hashtags. Visual & video content is great (*two graphics you can share as tweets are attached to this email*).

#hashtags - Please use these #hashtags when you tweet about the Annual Meeting

- **#TIIDE23** - for the first two days TIIDE Dissemination Event
- **#C4IANNUAL**- this is a hashtag specific to anything about the annual meeting
- **#Centre4IMPACT** - this is a general # we use for centre activities
- **#C4ITraining** - A new hashtag to use whenever you are engaging in training activities with the Centre please use in some of the excellent training sessions that are planned throughout the Annual Meeting

Suggested tweets in advance of the meeting:

Virtual attendees:

- ❖ I'm looking forward to joining the **#Centre4IMPACT** annual meeting virtually from **[add place]**.  
**#C4IAnnual @IMPACT\_NIHR @NIHRglobal**  
➤ **[attach a picture of your virtual set-up or a local picture]**

In-person attendees:

- ❖ I'm looking forward to meeting research colleagues in York at the **#Centre4IMPACT** annual meeting. **#C4IAnnual @IMPACT\_NIHR @NIHRglobal**  
➤ **[attach a picture of yourself in York or on route]**

*Please feel free to personalise your tweets and include information about what aspect of the meeting programme you are most looking forward to. If you are attending the TIIDE Dissemination Event or both please adjust the tweet as appropriate.*

Retweets

We will be tweeting about the event from the Centre's main twitter accounts please retweet, or try a **Quote Tweet** telling us what you think about the tweet.

Suggested accounts to follow

@zfrmrza - Former State Minister of Health of Pakistan, Former Director Health System, World Health Organization. Presenting at the Annual Meeting.

@NiftyFoxCreativ - Complexity to clarity | We help academics & public sector tell their stories visually so audiences listen. The team is coming to support our July meeting.

@Mental\_Elf - Follow The Mental Elf to keep up-to-date with the latest reliable #MentalHealth research. The Mental Elf is helping to promote the outputs of the Annual Meeting and is running a blog writing workshop as part of the Implementation Science Summer School that is happening next week.

## 2. Instagram

We will be launching a Centre for IMPACT Instagram account during the Annual Meeting. Follow us [@impact\\_nihr](#)

## 3. YouTube - [youtube.com/@Centre4IMPACT](https://youtube.com/@Centre4IMPACT)

Watch our content and promote. Please use the YouTube comments feature to share your thoughts.

Ahead of the Centre Annual Meeting we have launched the first of our **Impact Case Study videos** - designed by the KEDI team to support learning for centre colleagues about how to achieve lasting impact from your health research. The first case study video features Professor Helen Elsey talking about the TB and Tobacco Project. The TB and Tobacco project involved members of provincial and federal government as researchers within the team and the research was embedded within national TB programmes.

- [Watch the video](#)
- Find out more about the [TB and Tobacco Project](#)

## Upskill

Recommended sessions for supporting research dissemination & knowledge exchange

Storytelling for research impact training & impactful infographics

Don't miss the sessions on Thursday 27th and Friday 28th July where Laura Evans-Hill, Director of [Nifty Fox Creative](#), will be teaching us how to communicate our research effectively using visual storytelling - so the right people, hear the right story at the right time.

How to create a policy brief training

Laura will also be delivering an important session on Friday with Dr Zafar Mirza teaching us about how to communicate effectively with policy makers in policy briefs.






## Latest Publications

Recent publications from Centre colleagues:

- [Read](#) Aatik Arsh's recently accepted paper on ***Barriers & facilitators to physical activity in people with depression and type 2 diabetes mellitus in Pakistan: A qualitative study to explore perspectives of patient participants, carers and healthcare staff***
- [Read](#) Karen Coales' recent paper on ***Perspectives of health workers engaging in task shifting to deliver health care in low-and-middle-income countries: a qualitative evidence synthesis***


Have we missed your output? Please share any outputs by 25th July for the July Centre Connect digest by speaking to a KEDI team member OR completing the Centre's dissemination [form](#) OR by emailing Jenny Westad.

**Dissemination Event  
York, July 2023**








**TIIDE**


**TB MULTIMORBIDITY  
IMPACT, IMPASS  
AND DIADEM**



Medical Research Council



National Institute for Health and Care Research




THE AGA KHAN UNIVERSITY



**CENTRE  
FOR IMPACT**

**Annual meeting  
York, July 2023**











