

## Red Cross Project : Exploring the role of first aid education in supporting people attending A&E

KM Team Members involved:	<b>Primary: Helen Baxter (Researcher in Residence) &amp; Nadya Anscombe (Communications Officer)</b>
Aim:	To work with the Red Cross to develop a first aid intervention to help reduce unnecessary hospital admissions via A+E.
Collaborators:	University of West of England (UWE), University of Bristol (UoB) and Bristol Clinical Commissioning Group (CCG), Red Cross, Bristol Health Partners ITHAcA and CIPIC Health Integration Teams (HIT)
Local lead organisation:	University of the West of England (Julie Mytton)
Funding:	£59,913 British Red Cross

### What happened?

The Red Cross had previously been identified as a key player in urgent care with whom the CCG wanted more engagement. The researcher in residence (HB) and the CCG had had multiple conversations via email and within CCG committee meetings about ways to foster this collaboration.

A formal collaboration began when an email was sent around School of Social & Community Medicine (SSCM) informing researchers of a Red Cross call for research tenders. A research team formed at UoB and HB suggested convening a small group of academics, commissioners and other stakeholders.

The morning after this meeting HB met with a key executive manager in the lift at CCG headquarters by chance. The executive manager agreed to sit on steering group with other lead clinicians. Other stakeholders were approached and a project team developed.

A project proposal was submitted for a collaborative research led project (across the two universities and HITs) with clinician and commissioner advice and support. The bid was successful and funding was secured. To celebrate this success, the communications officer (NA) drafted and sent out a press release.

The main impact of this collaboration was a funded partnership project with involvement of multiple organisations, including the voluntary sector.

What helped?	What didn't help?
Prior interest and network development	Nothing in particular
Opportunity and chance – the 'magic lift'	
Researcher in residence linking and networking, knowledge and skills	

Researcher in residence's prior reputation, networks and embeddedness in CCG & ITHAcA HIT	
Established networks across the CIPIC and ITHAcA HITs enabled the bidding team to come together quickly this was particularly important as there was such a short period (2 weeks) between tender and submission	
British Red Cross tender	
Willingness of all parties to engage and share knowledge and skills	

Note: this case study demonstrates KM team success in initiating, co-designing and securing funding for collaborative projects, an important element in KM. The project is underway and it is not yet possible to evaluate whether it has any impact on practice.

### What can we learn from this?

- **Relational activities** can have **tangible outcomes**.
- KM team members are **ideally placed** to link disparate parties around common interests and goals. When researchers in residence are **embedded in commissioning premises**, they can **network and develop relationships** and projects within the commissioners' own environment.
- **Serendipity** is important! An opportunistic meeting assisted in moving the project forward, which would not have happened if the researcher in residence was not embedded within the commissioning organisation.