

THE PREVENTION
COLLABORATIVE

KNOWLEDGE MANAGEMENT STRATEGY

September 2019



1.0 Vision and Objectives

The mission of the Prevention Collaborative is to strengthen the ability of key actors to deliver cutting edge violence prevention programming informed by research-based evidence, practice-based learning and feminist principles.¹ We do this through four key strategies: Knowledge, Accompaniment, Community and Advocacy (see figure 1 below).

One of our core objectives is to ensure that existing research and practice-based knowledge on the causes of violence and how best to prevent it is understood and applied to improve the effectiveness of programmes to prevent violence against women and their children (VAW/C). The Collaborative is therefore committed to identify and synthesize diverse forms of knowledge and evidence and make it accessible and usable for various actors in the violence prevention community.

Figure 1: The Prevention Collaborative's Strategy



¹ These principles include: (i) recognition of patriarchal power and structures as the root cause of violence against women; (ii) a commitment to an intersectional understanding of violence; and (iii) accountability to women and women's organisations.

We have defined the following key outcome for our programme of work on knowledge management from June 2018 – June 2021: **“The prevention community has access to a user-friendly knowledge platform that provides curated evidence, practice-based and learning resources to practitioners and programme managers”**. Our key objectives are below:

KEY OBJECTIVES

- To curate and develop a selection of high quality, accessible evidence and ‘practice-based’ resources to support practitioners and programme managers to design and implement effective violence prevention programmes.
- To curate and produce training and learning resources to support the capacity strengthening of Learning Partners, Mentors, and the wider violence prevention field.
- To package resources for different audiences and launch and disseminate them via different social media channels (e.g. Facebook, Twitter, Whatsapp) and our partners and allies.
- To elevate practitioner and activist voices and experiences and diverse forms of knowledge – especially from the Global South - that can help to understand and improve violence prevention initiatives.
- To facilitate a dialogue in the prevention field on Practice-Based Knowledge, why it is important, how it can be captured, synthesised and applied to improve prevention programming.

2.0 What do we mean by ‘Knowledge’?

The Prevention Collaborative believes that ‘knowledge’ includes a variety of forms of information—numerical, narrative, experiential, audio and visual—that can support understanding of the causes, consequences, dynamics, and experiences of VAW/C, as well as the action necessary to address and prevent this violence.

Our view of knowledge is shaped by our feminist values and our recognition that all knowledge is ‘positioned’, that knowledge production is a political process which shapes our understanding of reality and is, in turn, shaped by it, and that there are many, diverse ways of knowing and learning.

We believe that a relevant, useful and inclusive body of knowledge is drawn from both evaluation research and evidence and *practice-based* learning and meets the following criteria:

- It comprises a diversity of voices and perspectives, and is generated by a range of actors including practitioners *and* researchers, as well as survivors, community members and activists;
- It acknowledges how the knowledge is ‘situated’—including the position of the author and the specific historical socio-cultural and geographical context to which it refers;
- It intentionally seeks to diversify of the types, topics and producers of knowledge with to help redress historical imbalances where knowledge has largely been collected and analysed by researchers from the Global North operating within Western scientific paradigms;
- The different types of knowledge are defined and there are clear criteria for judging the strengths, limitations, quality, relevance and applicability of each form of knowledge;
- It recognises that people and organisations learn in different ways, and therefore seeks to gather and communicate knowledge and learning in ways that are accessible to different audiences, in particular those whose lives the knowledge is intended to be about or to benefit.

3.0 Who are our key partners and audiences?

The Prevention Collaborative aims to work with and serve two primary groups of actors in the VAW/C prevention fields. Both of these groups are key partners and audiences for our knowledge work:

- **Programme implementers / Practitioners:** This group comprises the practitioners from women's rights organisations (WROs), Civil Society Organisations (CSOs) and international non-government organisations (INGOs) who are implementing prevention programmes in the Global South. We seek to ensure this group has access to key evidence and practice resources in accessible, digestible formats that they can apply to improve prevention programming. At the same time, this group of practitioners are a key source of practice-based knowledge and data about what works, how and why and good practices in terms of programme implementation and challenges. We will work with these practitioners to capture, share and elevate their experiences of prevention programming.
- **Programme Managers and Funders:** This group comprises the key intermediary actors who fund and manage prevention programmes – including INGOs, donors and UN agencies. This group is influential in terms of which prevention research and programmes get funded and overall decision-making on programmes. We wish to work with this group to influence the kinds of research, programming and evidence they value; to help ensure the evidence generated through their funding is shared with practitioners and applied in practice; and to encourage them to value and support the collection, synthesis and application of diverse forms of knowledge, including Practice-Based Knowledge.

4.0 Our Knowledge Platform and Website

The Prevention Collaborative website (www.prevention-collaborative.org) was launched at the end of 2018. It is organised into the following core sections:

- **Knowledge:** Our searchable resource database of 200+ curated knowledge resources. Updated monthly with new resources both written by the Collaborative and sourced from external partners.
- **Accompaniment:** An overview of the objectives and functioning of the Collaborative's Accompaniment programme including information on Learning Partnerships, Prevention Mentors, funding arrangements and how to apply.
- **Community:** Access to webinars, news/events and blogs.
- **Advocacy:** A summary of the Collaborative's advocacy objectives and core advocacy messages.
- **Viewpoint:** Direct access to opinion pieces / blogs written by Collaborative members and writers.
- **Get Involved:** Details on how different individuals and organisation can get involved with the Collaborative as partners, writers, mentors, members etc.
- **About:** Background information about the history, vision, values and governance of the Collaborative, its staff and members.

The **knowledge platform** (www.prevention-collaborative.org/knowledge-platform/) contains a database of selected high-quality resources under the key channels of evidence, practice and community:

- **Evidence:** A repository of accessible research summaries, evidence synthesis papers, key journal articles and briefs on research, but designed for practitioners
- **Practice:** A repository of briefs, stories, intervention designs, curricula and tools drawn to support practitioners in programme design, implementation and evaluation.
- **Community:** Opinion pieces / blogs, webinars and news/events produced by the Collaborative staff, members and partners.

Evidence Resources	Practice Resources	Community resources
Evidence Syntheses Study Summaries Journal Articles Working papers / reports Research Basics	Practice Briefs Prevention Stories Prevention Basics Programme Summaries Curricula Tools and Guidance Multimedia (e.g. Explainer Videos)	Viewpoint Webinars News/events

Our Knowledge team is responsible for sourcing, commissioning or producing high-quality, up-to-date resources for the Knowledge Platform. The aim is not to be exhaustive, but to feature a limited number of accessible, relevant and high quality resources for practitioners, programme managers and funders. The criteria we use to select resources varies slightly between resource types but includes the following:

Criteria - All resources

- Is the resource accessible for practitioners and activists (e.g. length, structure, language, visuals)?
- Is the resource up-to-date /at the cutting edge/ innovative in terms of this topic / field?
- Are the key findings / lessons / conclusions clear and justifiable by the content included?
- Are the scope and/or limitations of the resource and its content clear?

Criteria - Evidence resources

- Are the methodologies used to collect and analyse the data clear and appropriate?
- Are the conclusions justified by the data and analysis presented?
- Are the implications of the findings for policy / practice/ research spelled out?

Knowledge Platform users can browse resources by: “latest resources,” “Prevention Collaborative resources” and “popular resources” (in terms of user views) and can search by a number of parameters:

- Focus (e.g. intervention, research, costing)
- Topic (e.g. social norms, substance abuse)
- Region (e.g. Southern Africa, Middle East)
- Type of violence (e.g. Intimate Partner Violence, Non-partner sexual violence)
- Population (e.g. children/adolescents, VAWG survivors, men and boys)

The knowledge platform has a summary page for each resource giving the user a quick overview of the resource and then allowing the user to download, share and comment on each resource.

In September 2019, we launched a new knowledge platform interface and new portal pages on the knowledge platform to support people who may be looking for information on key topics (Topic Guides) or programme examples (Programme Examples). Early in 2020, we intend to develop the “community” section into a more interactive space for practitioners, mentors and Learning Partners.

The website has been programmed to be optimised for key search engines and we will soon link to and from our Facebook and Twitter feeds in order to drive users to the site and engage them. We have set up Google Analytics and will soon be analysing reports of usage and user journeys and using this to update the site.

5.0 Prevention Collaborative Knowledge Resources

In addition to sourcing external content, the Prevention Collaborative authors its own briefs and resources on VAW/C to add diversity and value to those available externally and with a specific focus on making evidence accessible to practitioners and to curating a suite of practice-based resources to support programme design, implementation and evaluation. These include:

- **Evidence Synthesis:** 8-12 page accessible synthesis of quantitative and qualitative evidence on a topic.
- **Study Summaries:** 2-4 page summary of single study (quantitative, qualitative and mixed methods).
- **Practice Briefs:** 6-8 page brief aiming to synthesise and communicate practice-based learning.
- **Intervention Summaries:** Curated repository of summaries of key intervention /programmes.
- **Prevention Basics:** 2-4 page briefs to introduce newcomers to key concepts, models and approaches in the prevention field.
- **Research Basics:** 2-4 page briefs to support non-researchers in the field to understand how to understand and apply research findings.
- **Prevention Stories:** 2-page journalistic articles based on a key practitioner insight or experience in the field, which connects to the Collaborative's objectives, practice and advocacy agenda.
- **Opinion / blogs:** 600-800 word opinion pieces in the form of a blog on a variety of topics and issues related to the Collaborative's objectives, practice and advocacy.

These resources are authored by knowledge associates and a diversity of writers who have specific expertise and experience in different areas. In some cases, we interview practitioners and activists to provide input for a brief or a story; we also support new authors, activists and practitioners to write about their work. In all cases the resources go through a quality assurance process.

6.0 Our Knowledge Uptake Strategy

Our work on Knowledge Uptake (KU) aims to ensure that **research and practice based knowledge on the causes and prevention of Violence against Women and their Children (VAW/C) reaches key actors in formats that they can easily access and apply to their practice.**

Specifically, we seek to:

- Amplify a diversity of voices and perspectives among those working to prevent VAW/C;
- Identify and prioritise different audience groups working on the prevention of VAW/C;
- Disseminate a range of resources sharing evidence and learning from both research and practice on VAW/C;
- Promote opportunities to engage in dialogue, learning and exchange with different audiences and key actors.

Approaches

1. Identify and differentiate our key audiences

The Collaborative produces resources to engage and influence a range of actors working to prevent VAW/C. We have identified two key audiences - programme implementers / practitioners and programme managers and funders. We engage with these groups on an ongoing basis to seek to understand their knowledge needs, methods of consumption, platforms through which they access information and their modes of sharing.

2. Tailor the resource we curate and develop to audience behaviour

We aim to create a suite of resources to reach and engage these different groups. For each resource, we clarify the audience and determine which content formats will best communicate the main messages e.g. briefs, stories, infographics, videos.

3. Clustering of resources

We have clustered resources under the categories of Evidence, Practice, Viewpoint and Community to bring structure to the growing knowledge platform and help users find resources as per their interest. We have also created portal pages such as topic guides and programme examples to help guide users to what they are looking for. Each resource on our Knowledge Platform has been categorised according to type of violence, topic, region, population, focus and type of resource. Clear signposts not only help users navigate the platform but also tell them what is available on any page or what knowledge or insight they might find from a resource.

4. Visual communication design

The products and the web knowledge platform uses simple designs with engaging visuals and clear text to strive to help users find the right information and return to the platform. We engage a team of designers from the Global South and North and have a branding guide to support them in their work.

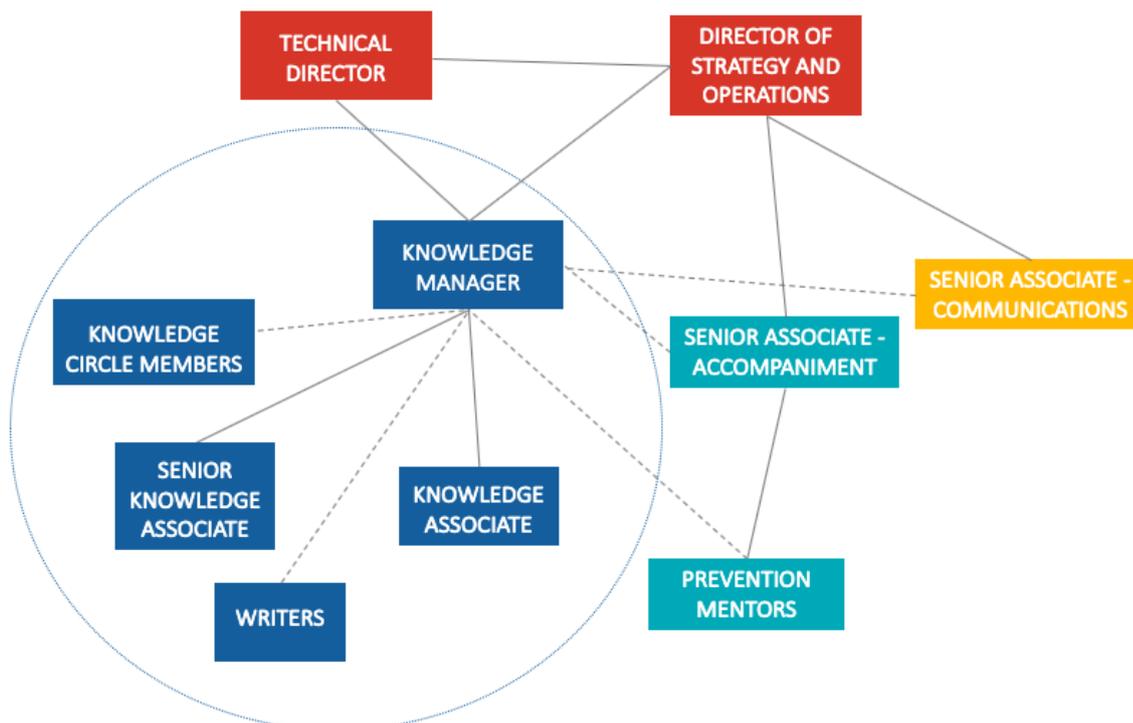
5. Multiplatform content distribution

To deliver the right content to the right audience wherever they are located, we are using a range of platforms including our website, email, print and social media (facebook, twitter, youtube, Whatsapp). We will monitor the analytics and continue to invite audience feedback to ensure different groups are able to access the information they need in accessible and engaging formats.

7.0 Our Knowledge Team

The Prevention Collaborative has established a Knowledge Management team to identify, develop and curate high quality, diverse research and practice-based resources to be shared via the Knowledge Platform and other channels such as social media. The team comprises the following key roles (see diagram below):

Knowledge Team (in dark blue)



- **A Knowledge Manager:** Leader of the knowledge management team with overall responsibility for achievement of the knowledge objectives.
- **Senior Knowledge Associate – Knowledge uptake and community building**
- **Knowledge Associate**
- **Knowledge Circle:** This is a wider circle of 3-6 Collaborative members drawn from our wider pool of Stewardship Committee members, Prevention Mentors and friends. It meets every two months to discuss the knowledge team's progress in implementing this strategy, give strategic advice and feedback. In addition, its members are involved in reviewing and contributing to particular products.
- **Writers:** Subject area specialists, practitioners and activists contracted to write knowledge products for the Collaborative on the basis of key terms of reference (e.g. evidence synthesis, prevention stories, study summaries, practice briefs, blogs).