

How can we use and share what we learn?



This question is important because...

Given that there is a large number of people who could benefit from becoming more active, it makes sense for organisations working in this field to ensure that their projects are as effective as possible. If you share what you learn more widely, you can help others avoid having to reinvent the wheel. Using and sharing learning can help make scarce resources stretch further. It could help others improve their practice and inform future policy. Being able to demonstrate the quality of your service, your efficiency and the difference you make can help you attract more funding.



Key messages

- ✓ Keep using your learning to help you become as efficient as possible without affecting the quality of your service.
- ✓ Use feedback from current participants to encourage more people to join your sessions. It can also help you explain why other organisations should refer people to your service.
- ✓ Share your learning with everyone involved. For example: volunteers, referrers, participants, staff, funders, your wider organisation, partner organisations etc.
- ✓ Also share what you've learned more broadly, for example with: your Health and Social Care Partnership, national organisations working with your target participants, local and national networks, the media, your local Community Planning Partnership, Sporta etc.
- ✓ Use a variety of methods to disseminate what you've found out. For example: celebration events, learning seminars, your website, reports to your board and funders, your annual review, case studies, social media etc.