

Hitting high: advocating the power of knowledge to the core of the organisation.

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History itself tells us that the use of biomedical information is core to medical education, training, research and development. Over recent years, we as health care librarians have made it our business to advocate that same importance of information in supporting clinical decision making. Never has the importance of information in supporting clinical care been as well recognised as it is today. Words frequently spoken by Sir Muir Gray, the Chief Knowledge Officer of the NHS are “Knowledge is the enemy of disease, the application of what we know will have a bigger impact than any drug or technology likely to be introduced in the next decade”.

Like other health care librarians, we at the University of Sheffield, have worked with clinicians from Sheffield Teaching Hospitals NHS Foundation Trust (STHFT) on an individual and group basis to help them to understand, locate and use the information that is available to them. This approach has produced excellent feedback yet only offers a trickle effect in such a large NHS organisation.

We have begun to understand that advocating the power of information, a core component of knowledge, and working towards embedding the importance of that knowledge into the core of patient care might produce a favourable result. We have begun our campaign to ensure that the leaders within STHFT understand this too, to see that they realise that their workforce may be information rich and knowledge poor and that we can help them to foster clinicians who are wise, knowledgeable and informed. In this presentation we hope to share some of the key messages we use to promote this message and offer feedback on the response we have received.