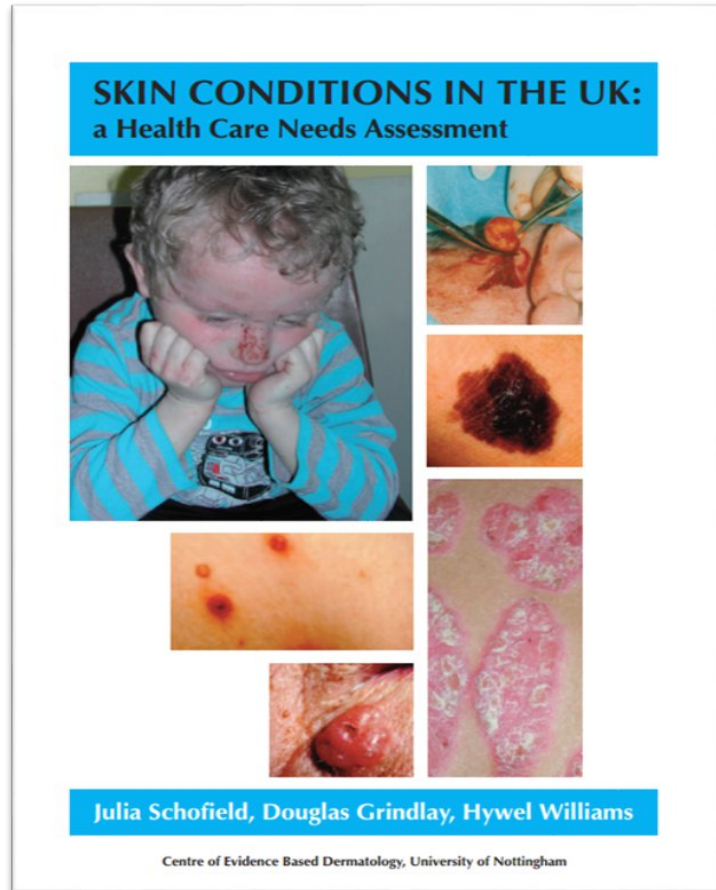


# Knowledge mobilisation to modify mindlines and improve childhood eczema care

# Evidence based practice and knowledge mobilisation



Sharing *knowledge* across *communities* to *catalyse change*

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# SECI Spiral and mindlines

Explicit knowledge to tacit knowledge

*tacit knowledge to explicit knowledge*

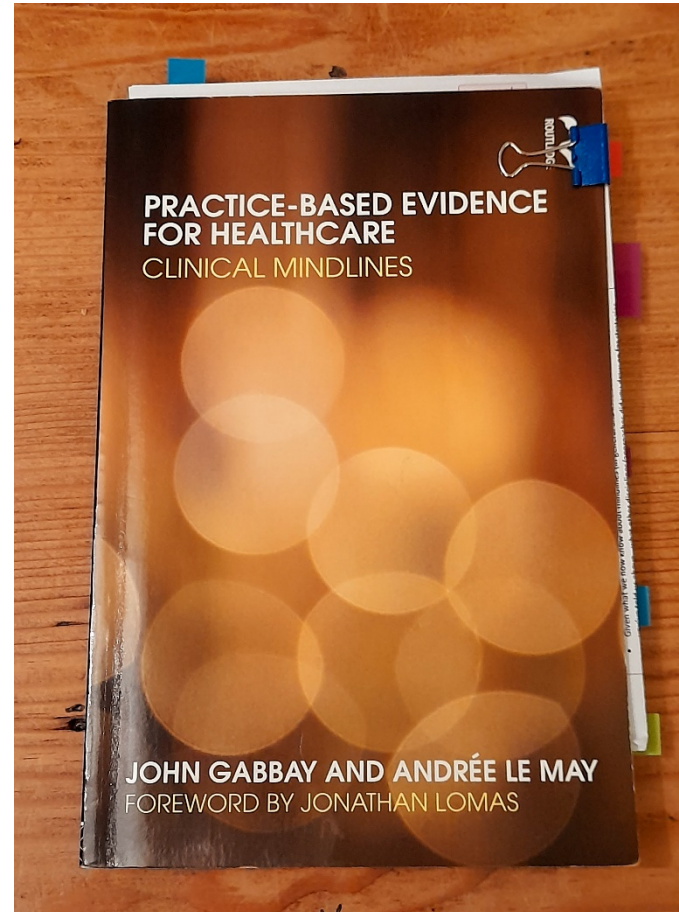
Socialisation

Externalisation



Internalisation

Combination



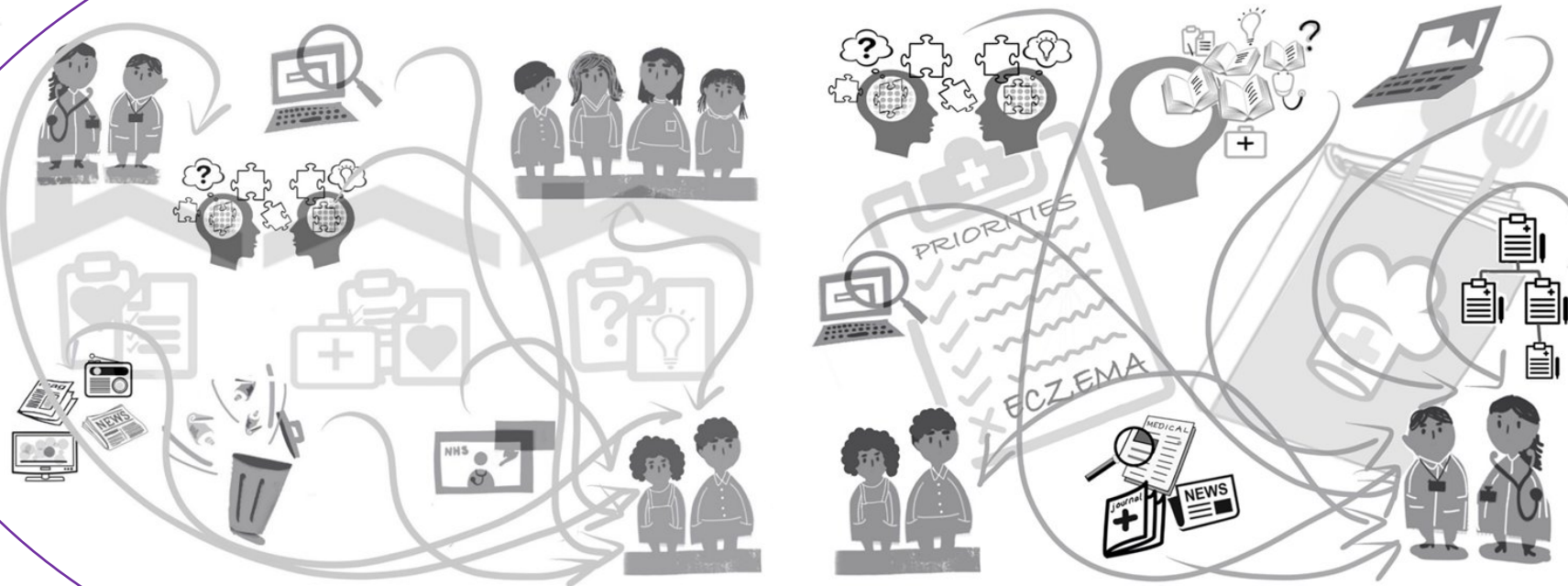
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# Lay and practitioner eczema mindlines: development and confirmation



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# Five key messages



- Eczema is more than just dry skin
- Eczema doesn't just go away
- Moisturisers are for everyday
- Steroid creams can be okay
- You know your child's eczema best

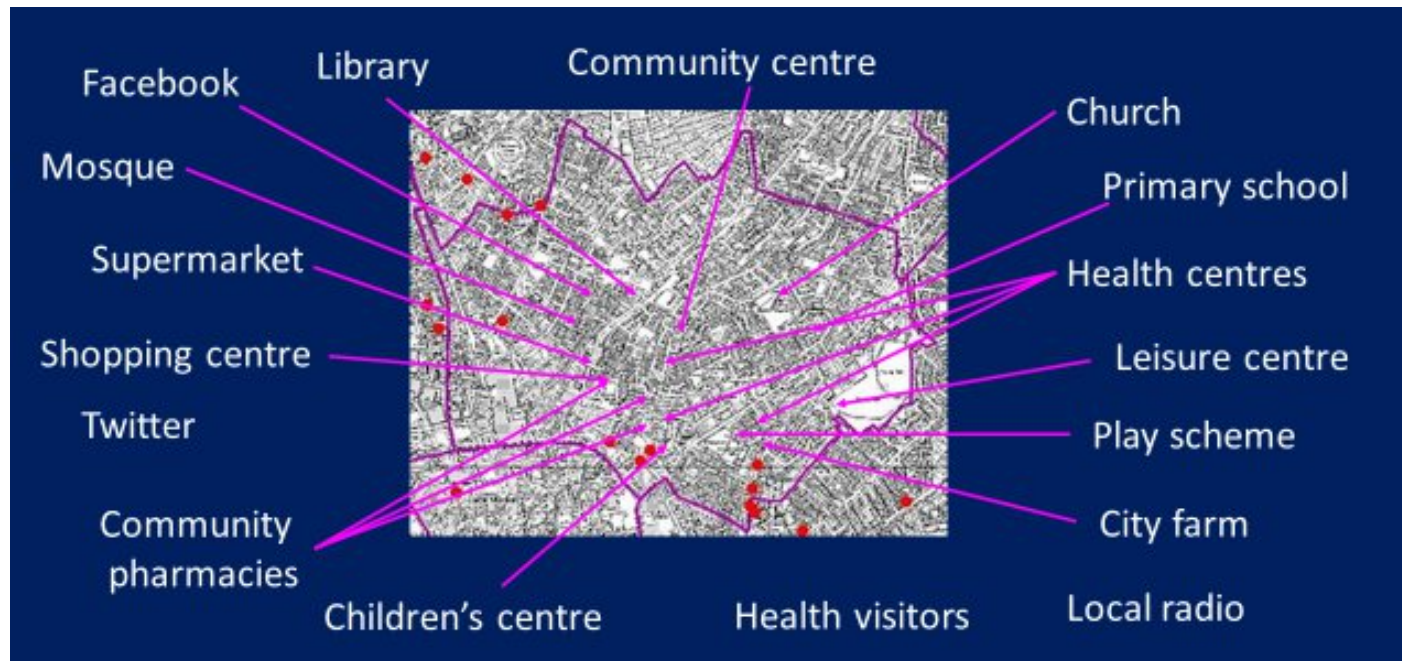
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# Knowledge mobilisation: 'Ba', ripple effect and social marketing



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# Acknowledgements

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1. Eczema is more than just dry skin
2. Eczema does not just go away
3. Moisturisers are for every day
4. Steroid creams are okay when you need them
5. You know your child's eczema best.

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Thank you!

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