



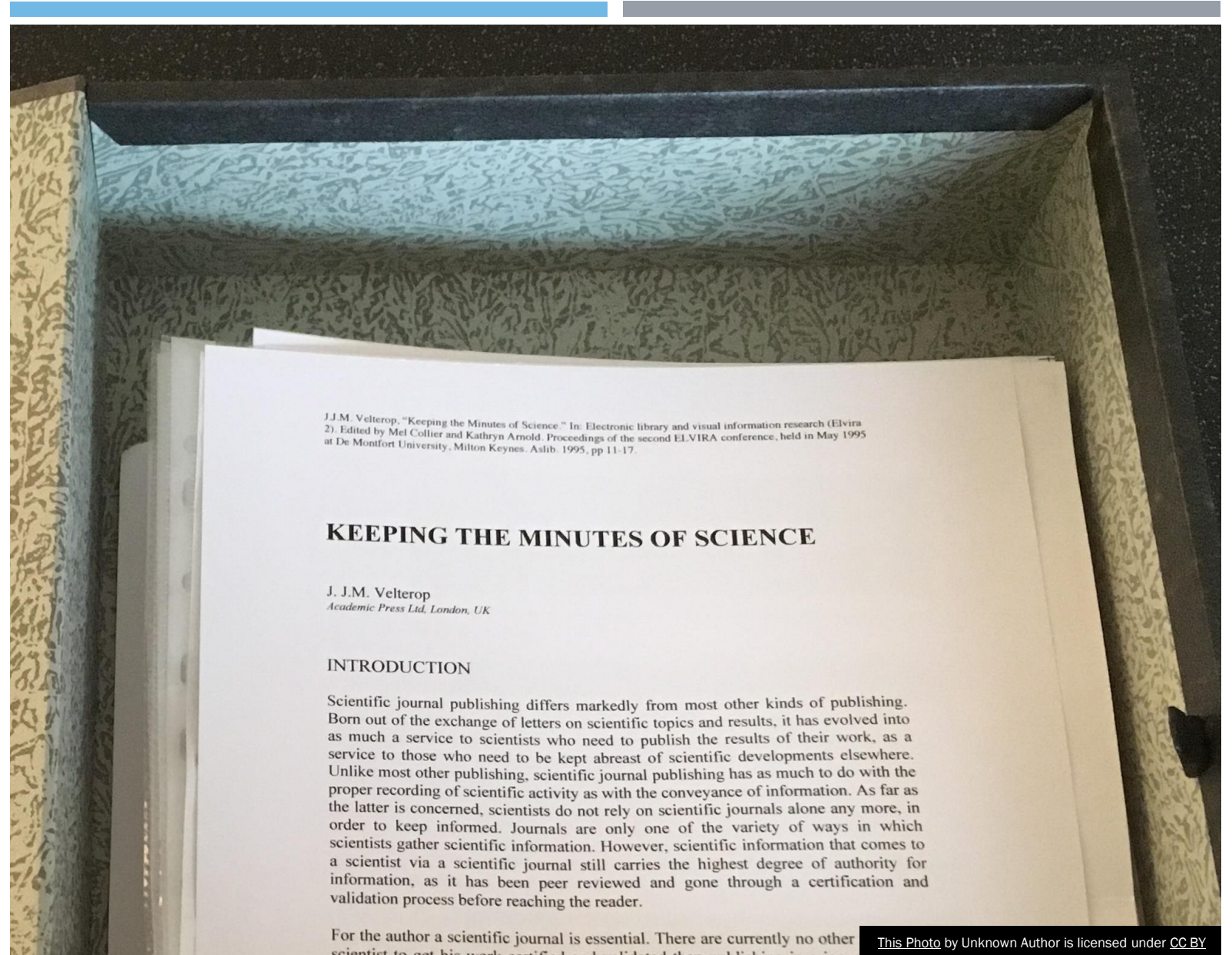
PLANNING PATHWAYS TO IMPACT FOR RESEARCHERS

ROWENA MERRITT, UNIVERSITY OF KENT

MOVING BEYOND ACADEMIC OUTPUTS

The current situation

- Journal articles
- Conference presentations and posters





Today's Session Objectives

Discuss ways to move beyond academic outputs to gain impact from your research and explore what is feasible and most effective.

Write in the chat - where are you calling from today?





Definition

01

Getting started

02

Outputs, outcomes, impact

03

Other considerations

04

Q&A

05

DEFINITION



A VERY BROAD DEFINITION....

DEFINITION

THE CONTRIBUTION
THAT RESEARCH
MAKES TO SOCIETY
AND THE ECONOMY

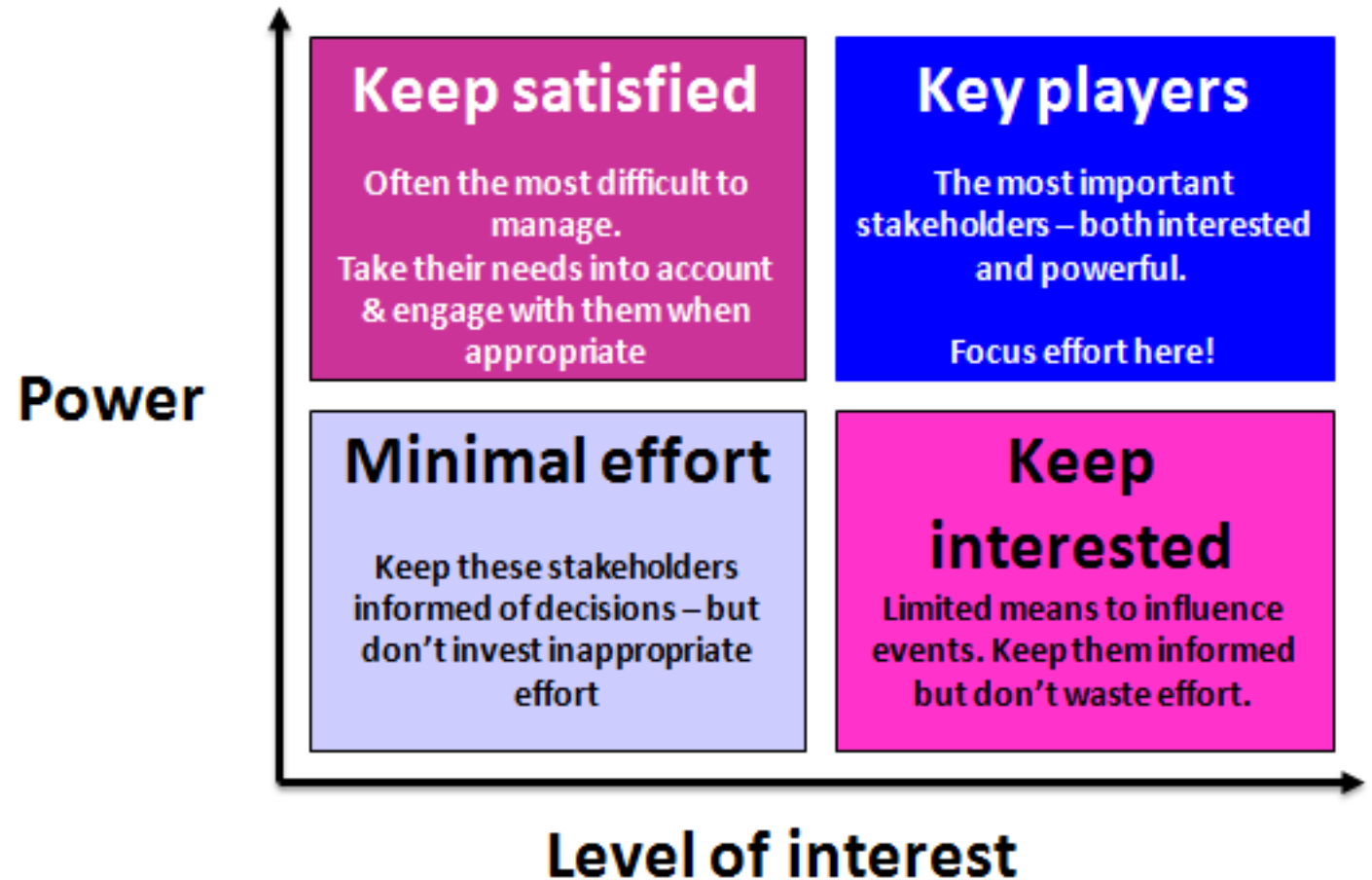


GETTING STARTED



FIND YOUR PASSION

STAKEHOLDER MAPPING



STAKEHOLDER WORKSHOP

DISCUSSION QUESTIONS

01

WHAT SOCIAL / HEALTH
IMPACTS COULD ARISE
FROM YOUR
FINDINGS?

02

WHAT GROUPS,
ORGANISATIONS OR
INDIVIDUALS MAY BE
ABLE TO APPLY YOUR
RESEARCH IN
PRACTICE?

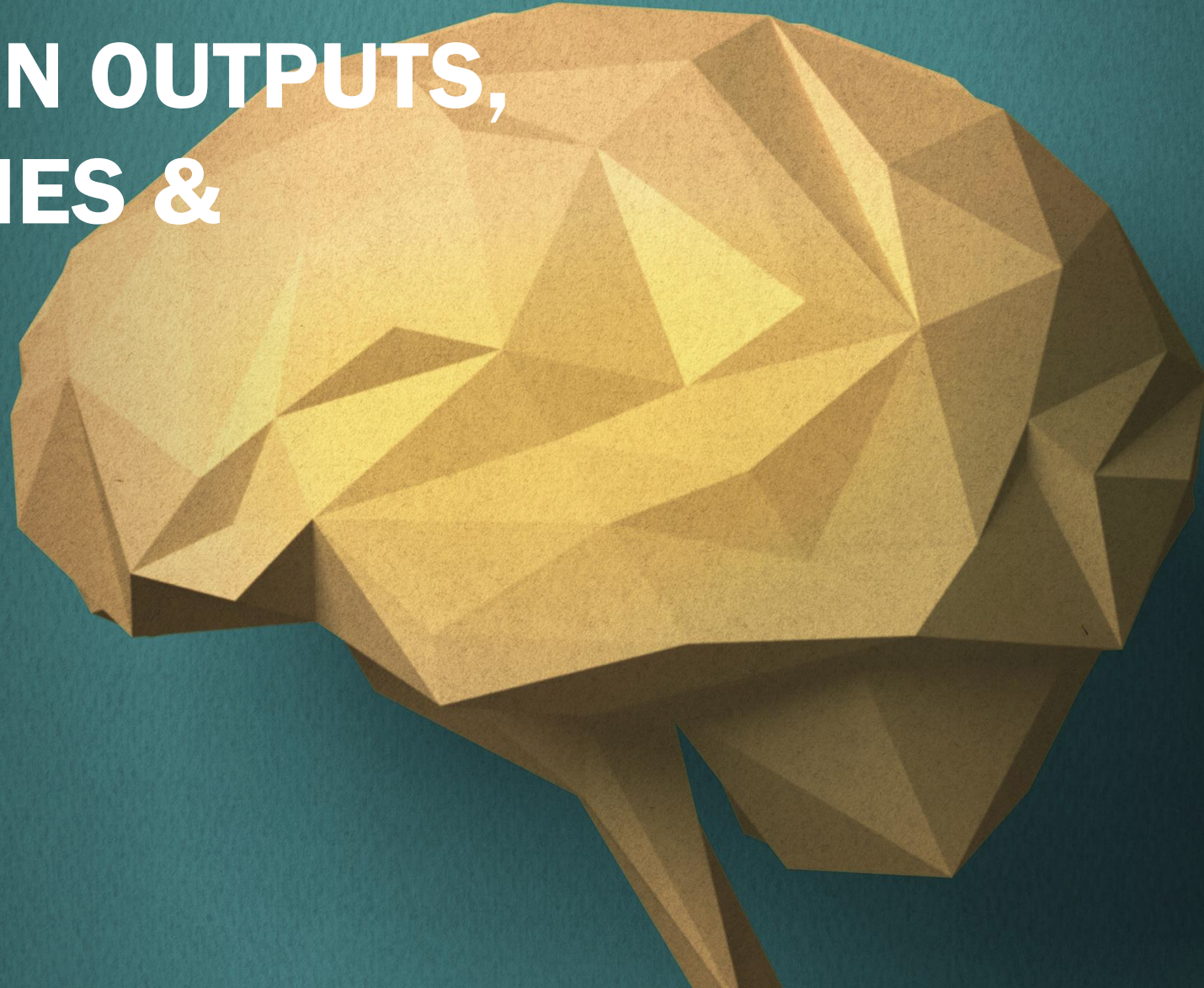
03

WHAT WOULD
SUCCESS LOOK LIKE?

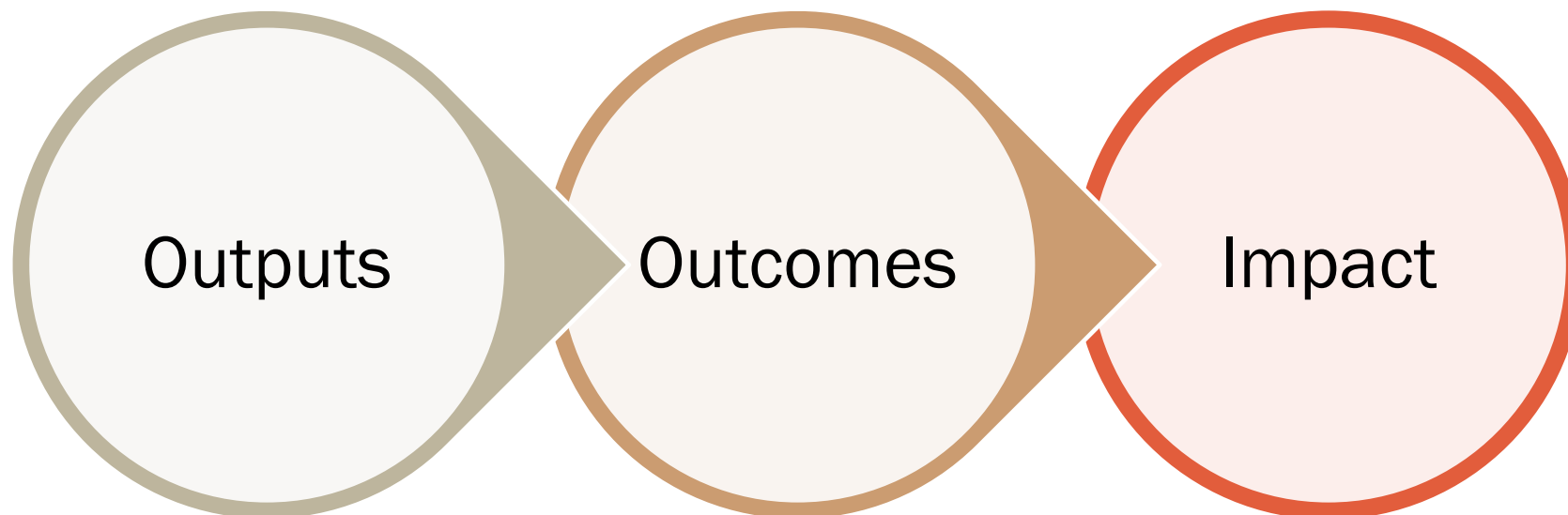
POSSIBLE IMPACT AREAS

- Impact on quality and safety of local health and social care services
- Engagement with and influence on policy at different levels (institutional (e.g., at hospital level, etc.), local, regional, and national levels)
- Engagement with and influence on health and social care practice
- Evidence of improved health and well being
- Value for money/ Value of additional funds leveraged
- Long term sustainability

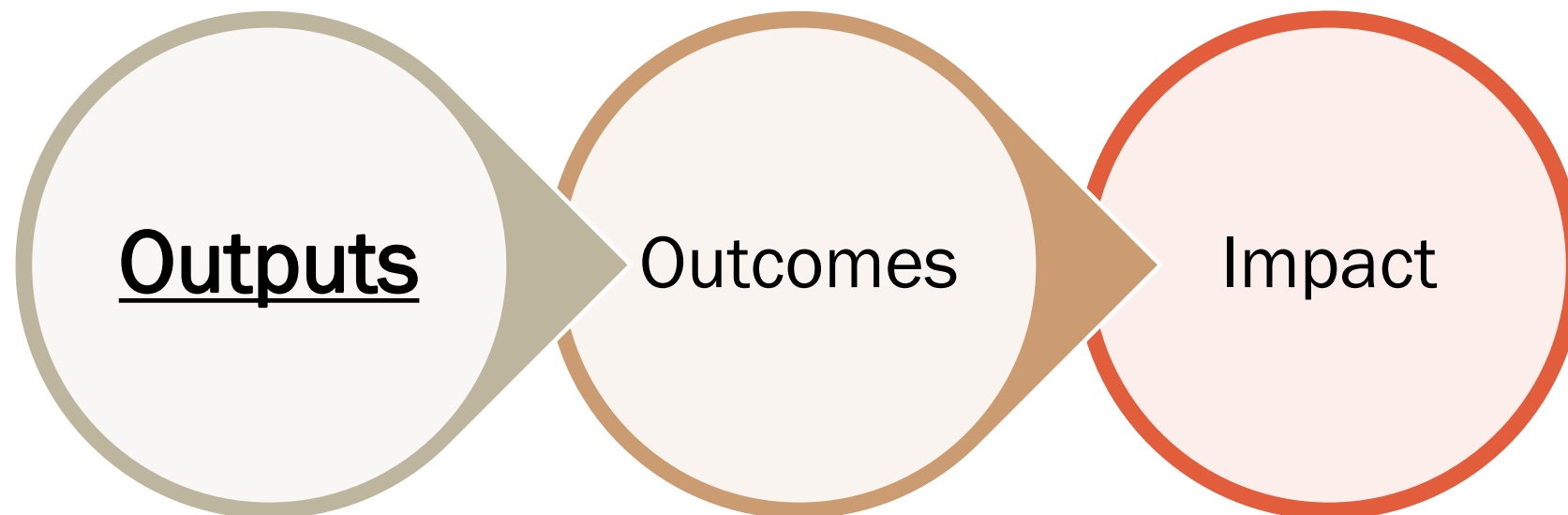
DIFFERENCES BETWEEN OUTPUTS, OUTCOMES & IMPACT



THREE AREAS OF IMPACT



THREE AREAS OF IMPACT



OUTPUTS

- Reach
 - Develop products – toolboxes, how to guides, etc.
 - Co-creation is key here - with the people who's behaviour you need to change
 - Meetings – piggyback onto existing agendas
 - Mass media, blogs, etc.
 - Presenting to policy makers or professionals (not impact!)

**EXAMPLE #1: YOUNG
PEOPLE'S ATTITUDES,
PERCEPTIONS AND
EXPERIENCES OF
SOCIAL DISTANCING
AND SELF-ISOLATION
DURING THE SECOND
WAVE OF THE COVID-19
PANDEMIC**

**OUTPUT: TOOL KIT AND
ADVERTS**



EXAMPLE #2: A MULTI-DISCIPLINARY EXPLORATION INTO MEN'S BREASTFEEDING HABITS IN UGANDA

OUTPUT: MASS MEDIA REACH

gender equality

Global development is supported by

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GATES foundation

About this content

Louise Hunt

Tue 28 Jan 2020 11.45 GMT



'She can't say no': the Ugandan men demanding to be breastfed

A study is looking into the coercive practice in Uganda, amid calls for the government to address the issue



▲ There is a belief in some communities in parts of Africa that breast milk has energising and curative powers, say researchers. Photograph: Carol Allen-Storey

Jane's* husband likes breast milk. "He says he likes the taste of it, and that it helps him in terms of his health. He feels good afterwards," said the 20-year-old from **Uganda**, who has a six-month-old baby.

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This is page 2 of 4 (This thread has 89 messages.)

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Page 2 | Men breastfeeding? (89 Posts)

Orangeblossom78 Tue 28-Jan-20 19:00:25

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To find this a bit grim?

"The preliminary research suggested that men often drink before the child is fed, usually once a day, sometimes more frequently, and for about an hour at a time.

The men said they found it energising. "It sustains me, I come home for lunch and it relieves stress in the middle of the working day," said Thomas*."

The men also said it was a way of initiating sex and showing affection. "But then it is happening to women who have just given birth," he added.



TRENDING

Baby has hair in

I don't know wh

To be hurt they

Do you sit or st

DH doesn't reco

[Refresh](#)



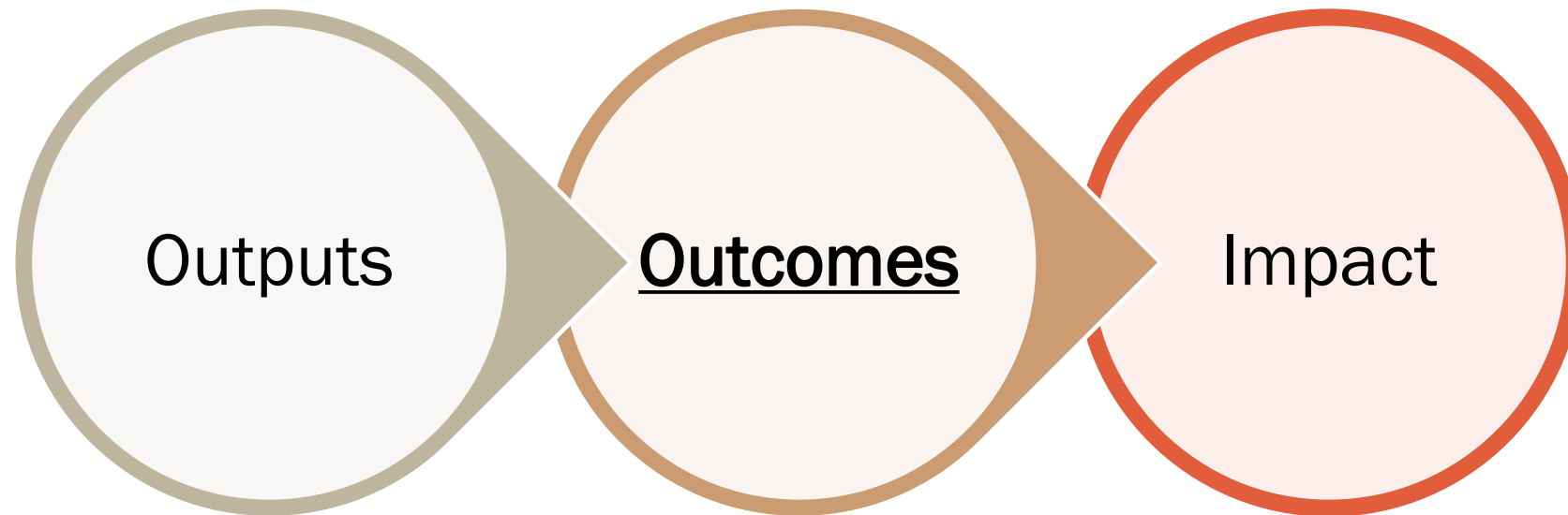
Topics

← Ads

Stop

W

THREE AREAS OF IMPACT



OUTCOMES

- What changes do I want to see?
 - E.g. Changes in healthcare practice
 - Policy changes, etc.
- Who do I want to make these changes?
 - E.g. midwife
 - Civil servant, etc.





Short term

Medium

Longer term

**EXAMPLE #1:
IMPROVING
ESSENTIAL
NEWBORN CARE
IN THE WESTERN
PACIFIC REGION**





- Immediate and thorough drying
- Immediate skin-to-skin contact
- Clamping cord after pulsations stop and cutting with a sterile instrument and cord care
- Initiating exclusive breastfeeding when feeding cues occur



LOTS OF OUTPUTS

- Policy meetings
- Training courses
- Briefing papers
- Discussions with medical schools

OUTCOMES

Short term

- Awareness / knowledge of new practices
- Positive attitude
- Self-efficacy
- Managerial support

Longer term

- Changes in birthing practices



IMPACT: THE SO WHAT

OTHER CONSIDERATIONS



WORK WITH STAKEHOLDERS

- It's all about the partnerships
- Very hard to achieve outcomes and impact without
- Think about partners to be part of the research bid – from the start



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BUDGETING

- Effective engagement with partners and stakeholders takes time and effort.
- Showing outcomes & impact can take time and effort too.
- So, remember to budget for it.
 - 10%



BE SMART

Specific	Not open to different interpretations, behavioural focused
Measurable	Tangible, concise
Achievable	With the resources available
Reliable	Durable and consistent data can be gathered
Time Bound	Can be measured within the timeframe of the research / funding

UNDERSTAND HUMAN BEHAVIOUR. WE ARE NOT RATIONALE....

- Consider the exchange
 - What is in it for them?





QUESTIONS?