

# Translating research findings into policy and practice

## Deeble Institute short course

Sponsored by the Australian National University's Research School of Population Health  
Developed in collaboration with Professor David Preen, University of Western Australia

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**Course dates:** 14 to 16 April 2014

**Location:** The Australian National University  
Building 65  
20 Balmain Crescent  
Acton, Australian Capital Territory

Policymakers strive to consider all the available evidence when developing policy, but they do not always succeed. Often, they lack the time, resources and skills to access the latest evidence, and sometimes they struggle to make sense of it.

Academic researchers can play a valuable role in shaping policy development, but to do so they need to find ways of engaging policymakers and talking to them about their research findings.

This three-day course will assist academic researchers to make their work more accessible and useful to policymakers. Course sessions will cover a range of topics including:

- Why knowledge exchange and research translation is becoming more important for academic researchers, and the various ways it can be done;
- The realities of the policymaking process and the environment in which policymakers work;
- Engaging effectively with the media and non-academic audiences, and;
- Opportunities to secure funding for policy and practice-relevant research.

Combining theory with a strong practical focus, participants will receive training on the fundamentals of writing for policymakers and communicating in the mainstream media. They will also have the opportunity to enhance these skills in small groups, applying the theory presented to their own research projects.

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|--------------|---------------------------------|----------------|
| <b>Cost:</b> | <b>Deeble Founding Partners</b> | <b>\$2,200</b> |
|              | <b>AHHA academic members</b>    | <b>\$2,600</b> |
|              | <b>Non-members</b>              | <b>\$2,700</b> |

**Registration:** [www.ahha.asn.au/events](http://www.ahha.asn.au/events)

### Day 1 course outline

| Time        | Topic   | Objectives   |
|-------------|---|--|
| 9:00-9:15   | Welcome and course overview   |  |
| 9:15-9:30   | Opening address: evidence-based policymaking and what can and cannot be achieved? | <ul style="list-style-type: none"> <li>Set the scene for course</li> </ul>   |
| 9:30-10:00  | What is knowledge exchange and research translation? Why do it?                   | <ul style="list-style-type: none"> <li>Outline the reasons why academics should prioritise knowledge exchange</li> <li>Provide an overview of various models</li> <li>Make case that different communication strategies are needed for different audiences</li> </ul>                            |
| 10:00-10:30 | The barriers to effective knowledge exchange and research translation             | <ul style="list-style-type: none"> <li>Outline what can go wrong and why</li> </ul>  |
| 10:30-11:00 | <b>MORNING TEA</b>  |  |
| 11:00-11:30 | Overcoming barriers to effective knowledge exchange and research translation      | <ul style="list-style-type: none"> <li>Draw on experience of other academics who have faced and overcome barriers using case study approach</li> </ul>   |
| 11:30-12:45 | Panel discussion: the realities of policymaking                                   | <ul style="list-style-type: none"> <li>Present and critique the policymaking making cycle</li> <li>Explain how departments operate, what the pressures are, how they find and use research evidence</li> </ul>   |
| 12:45-1:45  | <b>LUNCH</b>  |  |
| 1:45-2:30   | Writing for policymakers  | <ul style="list-style-type: none"> <li>What are the differences between academic writing and writing for policymakers?</li> <li>Top tips for making sure your research is understood and used by policymakers</li> <li>Examples of effective and ineffective writing for policymakers</li> </ul> |
| 2:30-3:30   | Practical session   | <ul style="list-style-type: none"> <li>Working in small groups, participants will have the opportunity to start translating an academic piece into something designed for policymakers (research article supplied)</li> </ul>  |
| 3:30-4:00   | <b>AFTERNOON TEA</b>  |  |
| 4:00-4:45   | Feedback  | <ul style="list-style-type: none"> <li>Returning to small groups, participants will receive feedback on their papers from tutors and other participants</li> </ul>   |
| 4:45-5:00   | Discussion and close  |  |

### Day 2 course outline

| Time         | Topic   | Objectives  |
|--------------|---|---|
| 9:00-9:15    | Recap and outstanding issues from Day 1                                 | <ul style="list-style-type: none"> <li>Participants have the chance to raise any issues or questions arising from day 1</li> </ul>  |
| 9:15-9:45    | Politicians, parliament and using research evidence                     | <ul style="list-style-type: none"> <li>Outline how political office works, resources available and approach to research and evidence</li> </ul>   |
| 9:45-10:30   | The role of health consumer advocacy groups in the policymaking process | <ul style="list-style-type: none"> <li>Outline how consumer advocates engage with the policymaking process and influence outcomes</li> </ul>  |
| 10:30 -11:00 | MORNING TEA   |   |
| 11:00-11:45  | The role of advocacy groups in the policymaking process                 | <ul style="list-style-type: none"> <li>Outline how advocacy groups engage with the policymaking process and influence outcomes</li> </ul>   |
| 11:45-12:30  | Research and evidence in clinical practice                              | <ul style="list-style-type: none"> <li>Explain how clinicians use research and engage in the research process</li> </ul>  |
| 12:30-1:30   | LUNCH   |   |
| 1:30-2:30    | Communicating your research in the mainstream media                     | <ul style="list-style-type: none"> <li>The challenges of communicating research in the media</li> <li>Different strategies for different media</li> <li>The basics communication products – key messages, media releases, backgrounders</li> <li>Surviving a media interview: the essentials</li> </ul> |
| 2:30-3:30    | Practical session: media interviews                                     | <ul style="list-style-type: none"> <li>Participants will have the opportunity to experience a media interview and will receive feedback on their performance from a professional journalist</li> </ul>  |
| 3:30-4:00    | AFTERNOON TEA   |   |
| 4:00-5:00    | Practical session: media interviews                                     | <ul style="list-style-type: none"> <li>Participants will have the opportunity to experience a media interview and will receive feedback on their performance from a professional journalist</li> </ul>  |
| 5:00-6:00    | MID-COURSE DRINKS   |   |

### Day 3 course outline

| Time         | Topic  | Objectives  |
|--------------|--|---|
| 9:00-9:15    | Recap and outstanding issues from Day 2            | <ul style="list-style-type: none"> <li>Participants have the chance to raise any issues or questions arising from day 1</li> </ul>  |
| 9:15-10:15   | Competitive funding and knowledge exchange         | <ul style="list-style-type: none"> <li>Outline the growing interest in knowledge exchange from funding bodies</li> <li>What does knowledge exchange mean to funding bodies</li> <li>Examples of successful knowledge exchange</li> </ul>  |
| 10:15-10:30  | Other funding opportunities and knowledge exchange | <ul style="list-style-type: none"> <li>Overview of other funding sources where knowledge exchange is needed – e.g. government departments, tenders, non-government organisations</li> </ul>   |
| 10:30 -11:00 | MORNING TEA  |   |
| 11:00-12:00  | Practical session                                  | <ul style="list-style-type: none"> <li>Working individually, participants will have the opportunity to further develop a piece of their own research by translating it into a media release and 1 page backgrounder suitable for a generalist policymaker (participants will be expected to bring their own research material, e.g. peer-review paper)</li> </ul> |
| 12:00-1:00   | LUNCH  |   |
| 1:00-3:00    | Oral presentations                                 | <ul style="list-style-type: none"> <li>Participants will have the opportunity to present their media packages and receive feedback</li> </ul>   |
| 3:00-3:30    | AFTERNOON TEA                                      |   |
| 3:30-4:00    | Discussion and close                               |   |