Influencing policy and practice

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“One person’s brilliant discovery is another’s horror story”
Influencing policy and practice is a process, not an event
• Research uptake
• Research use
• Research impact

The Impact journey - Uptake

**Inputs** – Our interest/the problem was... and we had expertise in – we researched ...

**Activities/outputs** – We carried out...KE activities with ...research users

**Awareness/involvement** - ...research users were engaged and involved in these ways
The Impact journey - Use

Awareness/reaction - our research contributed to awareness of...it fitted with...context for...research users

Capacity for use - The implications of the research were...research users acted on this in these ways
The Impact journey - Impact

Changes in behaviour or practice – these things were done differently or these behaviours were affected

Final impact or contribution – the result of these changes was ... impact on ... people or groups

Morton (2012)
What helps & hinders research use?

• Timeliness of research
• Relevance to users’ needs
• Fit with users’ current thinking
• Implementers have the capacity to be able to take up the required practices
Relevance

“Researchers aim to challenge the existing view and create new knowledge whereas policy makers want knowledge that is easy to use and offers clear solutions” (p 35).

Relevance

• Policy makers are often not able to cope with challenges to their way of thinking – contributing to policy options needs to be done at the appropriate time
• Practices can only change if the proposed solutions are practical
• Knowledge of the user context is important

Framing the AMR challenge

• On the one hand, the use of antimicrobials in animal feed is a serious and pressing threat to human health and;
• on the other, a speculative theory where the plausibility is down-played.

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• The complexity of the processes involved in AMR provides a challenging research environment.

• Without a broad perspective, important factors can be forgotten (such as the potential role of biocides).

• Without input from relevant practitioners, flows of materials and important practices may not become apparent.

• Without practical knowledge, inappropriate remedies can be promoted.

Thank you for your attention