

# WELCOME



- We will start promptly at 12:00pm (in the meantime, enjoy the song)
- Q&A is OPEN - we encourage you to post questions for today and for future seminars.
- Resources (recording, slides, links & more) will be available after the presentation.
- The session will be recorded and we will be sharing the recording publicly. Please contact us if this raises any issues for you.



Supported by

Nutrition & Health Innovation  
Research Institute  
STRATEGIC RESEARCH INSTITUTE

# Acknowledgment of Country



Edith Cowan University acknowledges and respects the Noongar people, who are the traditional custodians of the land upon which its campuses stand and its programs operate.

ECU pays its respects to the Noongar Elders, past and present, and embraces their culture, wisdom and knowledge.

# SESSION #4 RECAP: CONSUMER & COMMUNITY INVOLVEMENT (CCI)

## October journal club...

Consumer and Community involvement: Key definitions and principles.

Practical processes for involving consumers in research:

- Establishing consumer and community advisory groups.
- CCI engagement activities.
- Benefits and challenges of CCI in research.
- Levels of CCI.



# This month's recommended reading

Research Policy 50 (2021) 104147



Contents lists available at [ScienceDirect](#)

## Research Policy

journal homepage: [www.elsevier.com/locate/respol](http://www.elsevier.com/locate/respol)

### Evaluating impact from research: A methodological framework

M.S. Reed<sup>a,g,\*</sup>, M. Ferré<sup>b,f</sup>, J. Martin-Ortega<sup>b</sup>, R. Blanche<sup>c</sup>, R. Lawford-Rolfe<sup>d</sup>, M. Dallimer<sup>b</sup>,  
J. Holden<sup>e</sup>



# WHAT IS IMPACT?

“impact is demonstrable or perceived  
benefits to individuals, groups,  
organisations and society (including human  
and non-human entities in the present  
and future) that are causally linked  
(necessarily or sufficiently) to research”  
[Reed et al., 2021](#)

IMPACT = BENEFIT

“the good researchers do in the world”  
(Reed, 2018).

The consequences or value  
of the things we do

# WHAT IS IMPACT (GRANT WRITING)?

Table 1: Summary of one logic model for framing NHMRC's impact\*

1. Inputs	2. Activities	Impact pathway		
		3. Outputs	4. Outcomes	5. Impacts
<ul style="list-style-type: none"> <li>Financial</li> <li>Material</li> <li>Data and Information</li> <li>Social</li> <li>Corporate services</li> </ul>	Investment	Grants for research and researchers across the health and medical research spectrum	<ul style="list-style-type: none"> <li>New knowledge, data assets, improved diagnoses, disease prevention, new treatments, building research capacity/ capability</li> <li>Changes to public policy</li> <li>Changes to practice – for example, clinical, environmental</li> <li>Changes to health-related systems</li> <li>New products and services</li> <li>Improved ethical behaviour in health and medical research</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge</li> <li>Health</li> <li>Economy</li> <li>Society</li> </ul>
	Translation	<ul style="list-style-type: none"> <li>Involvement of end users</li> <li>Evidence based guidelines and health advice</li> <li>Accreditation of Research Translation Centres</li> <li>Open access to NHMRC-funded research</li> <li>Research Translation Symposium</li> </ul>		
	Integrity	<ul style="list-style-type: none"> <li>Integrity frameworks</li> <li>Guidance documents</li> </ul>		

\*All stages in this model can provide feedback to earlier stages.



# WHAT IS IMPACT (GRANT WRITING)?

The Heart Foundation is looking to invest in **high impact** cardiovascular research, research that is likely to see results and provide significant change.

Consumer and health equity requirements have been introduced into applications in the past couple of years as our end users of research should always be considered the first step to the end step. We are looking to invest in research that considers these users.



Reviewers should consider what a consumer is when assessing applications - patient, doctors, nurses, carers, or the public – to understand that all proposals can and should address consumer engagement in a meaningful way and not tokenistic.

It is important to note that not all proposals will be able to address all health equity areas, what is important is how they explain why or why not they are addressing these areas. Not applicable is not a suitable answer, especially in areas like biomedical, where we want to see researchers considering the holistic journey of their research.

The proposal should demonstrate how the applicant plans to integrate translational outcomes, what happens once they have completed this funding, how is it disseminated to consumers or the end user, and how does it lead to widespread improvements in cardiovascular health practices.

Reviewers will refer to the following questions when assessing this criterion:

- i. Consumer Engagement
- ii. Promoting Health Equity - Socioeconomically Disadvantaged
- iii. Promoting Health Equity - Regional, Rural, and Remote
- iv. Promoting Health Equity - Culturally and Linguistically Diverse
- v. Promoting Health Equity - Aboriginal and Torres Strait Islander People
- vi. Promoting Health Equity - Gender
- vii. Translation and Dissemination



# TODAY'S GUEST

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# A brief introduction to the research-practice gap

Research  
can change  
lives...



Dr Kirsten Hancock  
Telethon Kids Institute



Image: Suad Kamardeen | Unsplash



Image: Dave Cutler

...or not.

# Citations and beyond...



Research impact is traditionally considered in it's scholarly form – but there's a shift taking place.

Scholarly impact is defined by UK Research and Innovation as ***the contribution that research makes in shifting understanding and advancing scientific method, theory, and application across and within disciplines.***

***Research impact is the demonstrable or perceived benefits to individuals, groups, organisations, society and environment, now and in the future, which are attributed to research and associated translation and implementation activities and interactions. It is noted that research impact can be simultaneously beneficial to some and detrimental to others.***

(Developed from the work of Prof Mark Reed)

# The winding road to impact



Image: BBC Radio 4 | [bbc.co.uk](http://bbc.co.uk)

The pathway to impact is often non-linear, long, and involves sharing the driver's seat with others.

# Impact narratives: What? How?

Impact narratives: what to talk about and how to capture the data you need to craft a compelling narrative.

- Significance
- Reach
- Relevance
- Attribution
- Leveraging existing data sources
- Capturing emails
- Asking 'awkward' questions on behalf of your future grant applications to capture attribution
- Including time and money for evaluation in your funding proposal

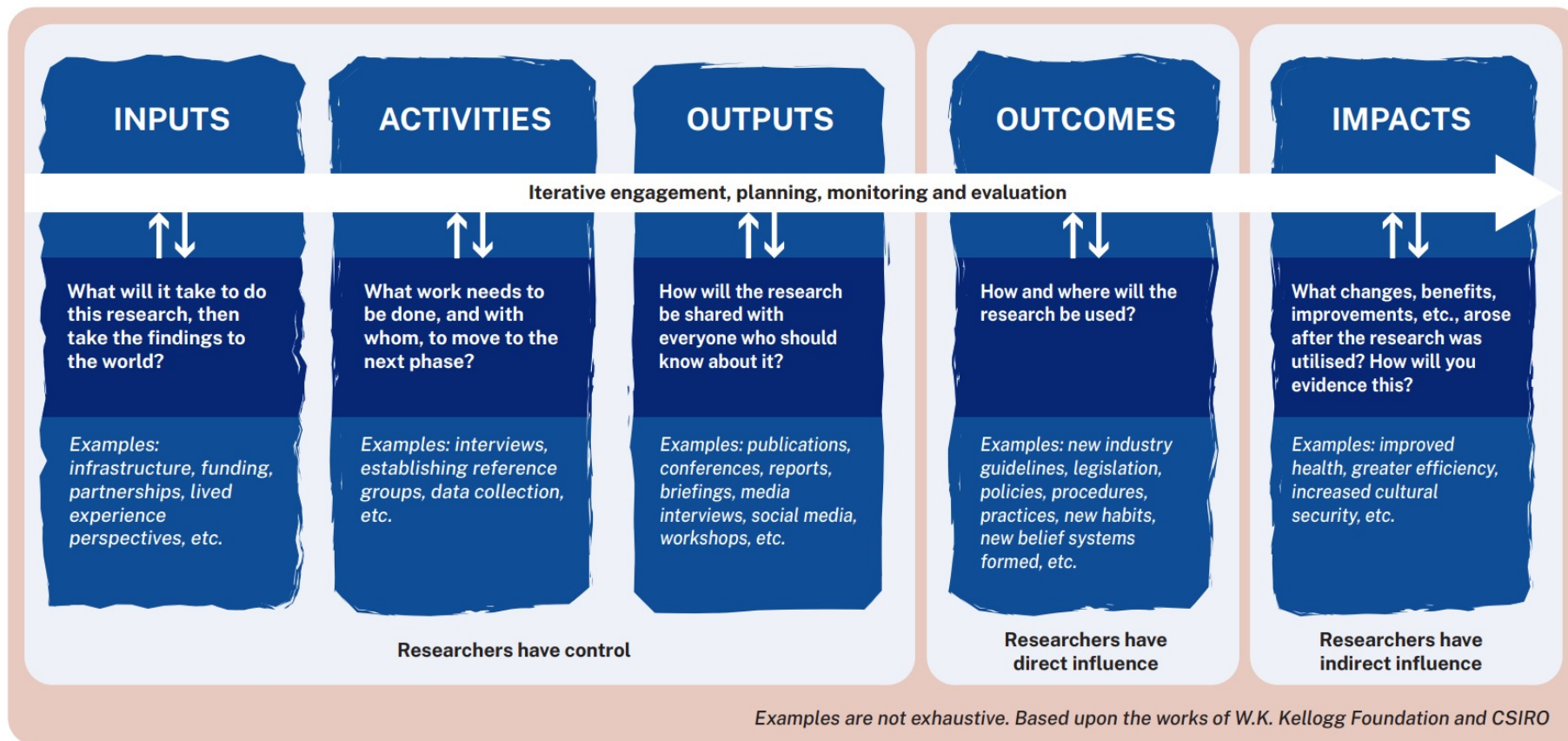


Image: Clay Banks | Unsplash



# Things you can do right now in pursuit of impact

- Map out your impact pathway, beginning with what you hope to achieve. Work backwards to set out how you might get there. *Gaps? Opportunities?*



# Things you can do right now in pursuit of impact

- Collect evidence of engagement, outputs, and instances of your research being used in the world beyond academia. *Attribution?*
- Nurture relationships based on multi-directional knowledge exchange. Develop trust.
- Connect with people who might use or be interested in your research.
- Write an elevator pitch and practice saying it out loud.
- Take care of yourself and each other! There's no research without researchers.



# Q & A

