Getting research into policy and practice: whose job is it?

The case for researchers promoting their enquiries

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Wait with your research or take other steps?
Promoting research results

- Research results, as the old saying goes, do not speak for themselves.
- Nor do results necessarily get translated into policy and practice.
- Many health and social researchers, program analysts and evaluators, and policy advisors actively promote their work and findings.
Objectives of marketing advice and research work

- To make results known to clients and others
- To explain technical and complex elements of findings
- To note limits and potential applications
- To interest others in the work done
- To influence decision makers
Promoting results in multiple directions

- Up the line to superiors/sponsors
- Across the lines to colleagues
- Outside the organization to peers and others
- Down the line to program managers and front line practitioners
- Outreach to service users, their support networks and perhaps organized client groups
Techniques for encouraging acceptance of research

- Be sensitive to political, administrative and clinical or service provision contexts
- Adapt reporting of results to different audiences: e.g., senior policy makers, staff, general public, mass media
- Develop formal/informal links with influential people in relevant organizations
- Create a consensus or base for support through consultations and communications
When does this occur?

- Not just at the reporting stage or even at only the later stages of the research process/project
- The work of getting research into policy and practice takes place throughout the various stages of a research project

So, whose job is it?

- A multiplicity of individuals, groups and organizations
- Interacting in numerous networks
- Communicating in various formats, discourses, and mediums