



Public & policy engagement for researchers

Emily Jesper-Mir
Dr Hamid Khan

Mobiles phones cancer inquiry

Evening Standard, 17th Jan 2003

New evidence 'shows MMR link to autism'

Daily Mail, 9th Aug 2002

Trials of GM crops bring new fears of 'Frankenstein' food

Daily Mail, 30th Dec 2002



/ Principles for the treatment of
independent advice

**KEEP LIBEL LAWS
OUT OF SCIENCE**

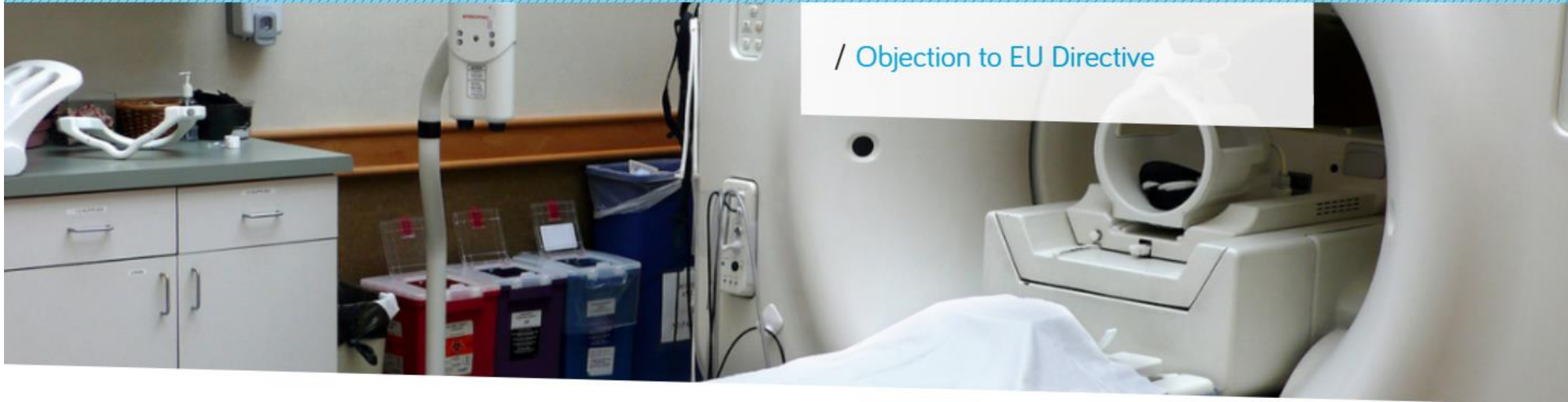
senseaboutscience.org





+AllTrials





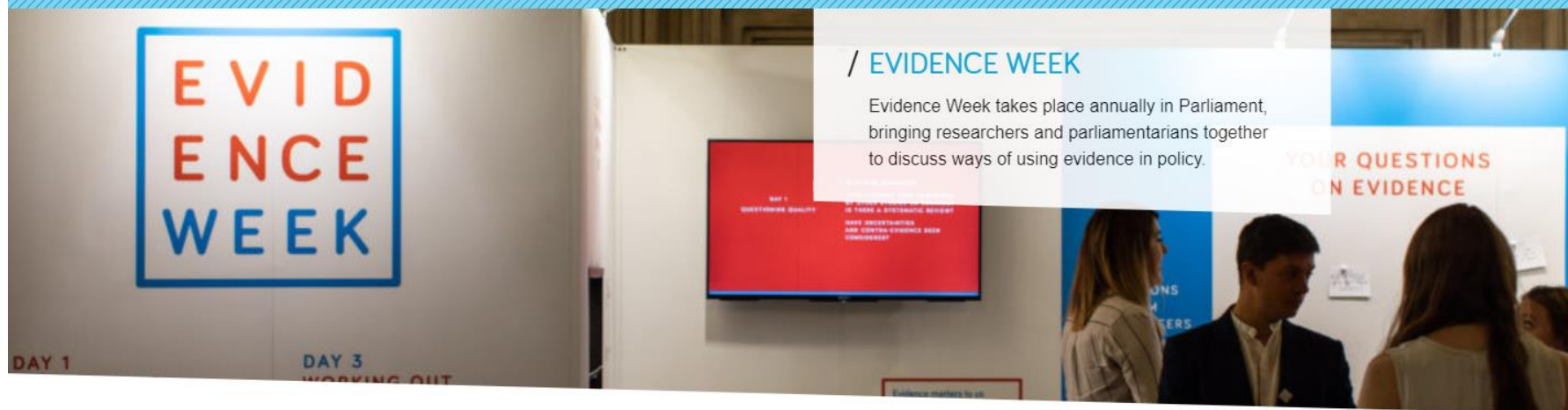
/ Objection to EU Directive

Can someone outside government work out what the government is proposing to do and why?

- Analysed policies from past 12 months from 13 departments
- Policy: an intervention aiming to change the status quo
- Policy documents: **First time the policy was put before the public with some detail**
- Our report highlighted good and bad practice
- Collaboration with departments (directors of analysis), before and after research and publication

Evaluation	Diagnosis	Proposal	Implementation	Testing & Evaluation
Department for Digital, Culture, Media & Sport				
Design of the broadband Universal Service Obligation	2	3	3	1
Creating a national 5G Innovation Network	2	2	2	2
Deregulation of commercial radio	3	2	1	1
Prohibiting third party betting on non-UK EuroMillions	2	2	2	1
Increasing the regional impact of Channel 4	1	2	2	1
Regulatory changes to boost tourism businesses	1	0	0	1
Digital skills training	1	1	0	0
Public Services Incubator for small charities	0	0	0	0
Department for Education				
Supporting selective schools	3	2	1	1
Early years national funding formula	2	2	1	1
New funding model for apprenticeships	2	1	2	1
Postgraduate doctoral loans	2	1	1	1
Schools national funding formula	2	1	1	1
Inclusive assessment for primary school pupils	1	2	1	1
Establishing Social Work England	1	1	1	0
Modern foreign languages A and AS level content	0	0	0	0
Department for Environment, Food & Rural Affairs				
Fixed penalties for environmental offences	3	3	2	2
Ban on landing egg-bearing lobsters and crawfish	3	2	2	2
Tackling roadside NO ₂ concentrations	3	2	2	1
Packaging waste recycling targets	1	3	3	0
Ban on microbeads	2	2	2	1
Bovine TB testing in high-risk areas	1	2	1	1
Horse identification	1	1	1	1
Flexibility for fisheries management	1	1	0	1





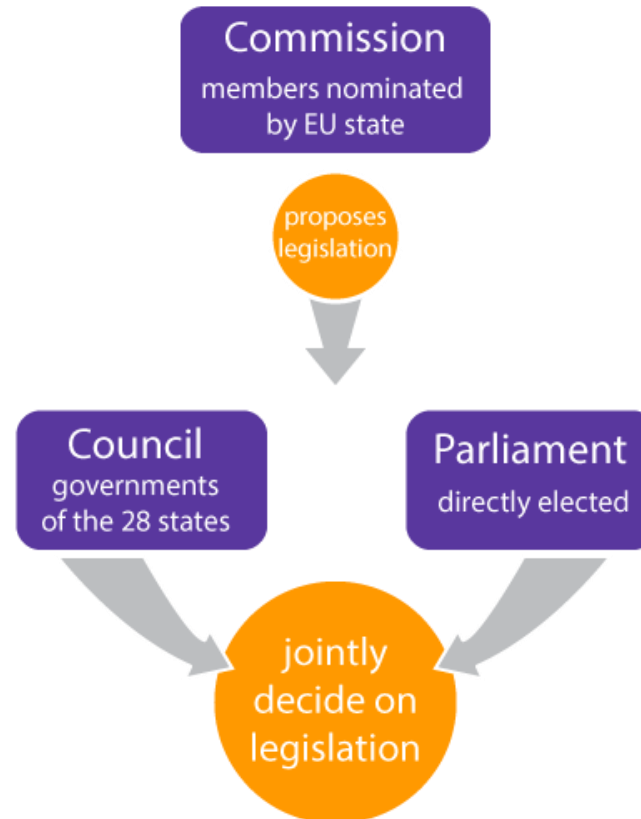


Introduction to Policy

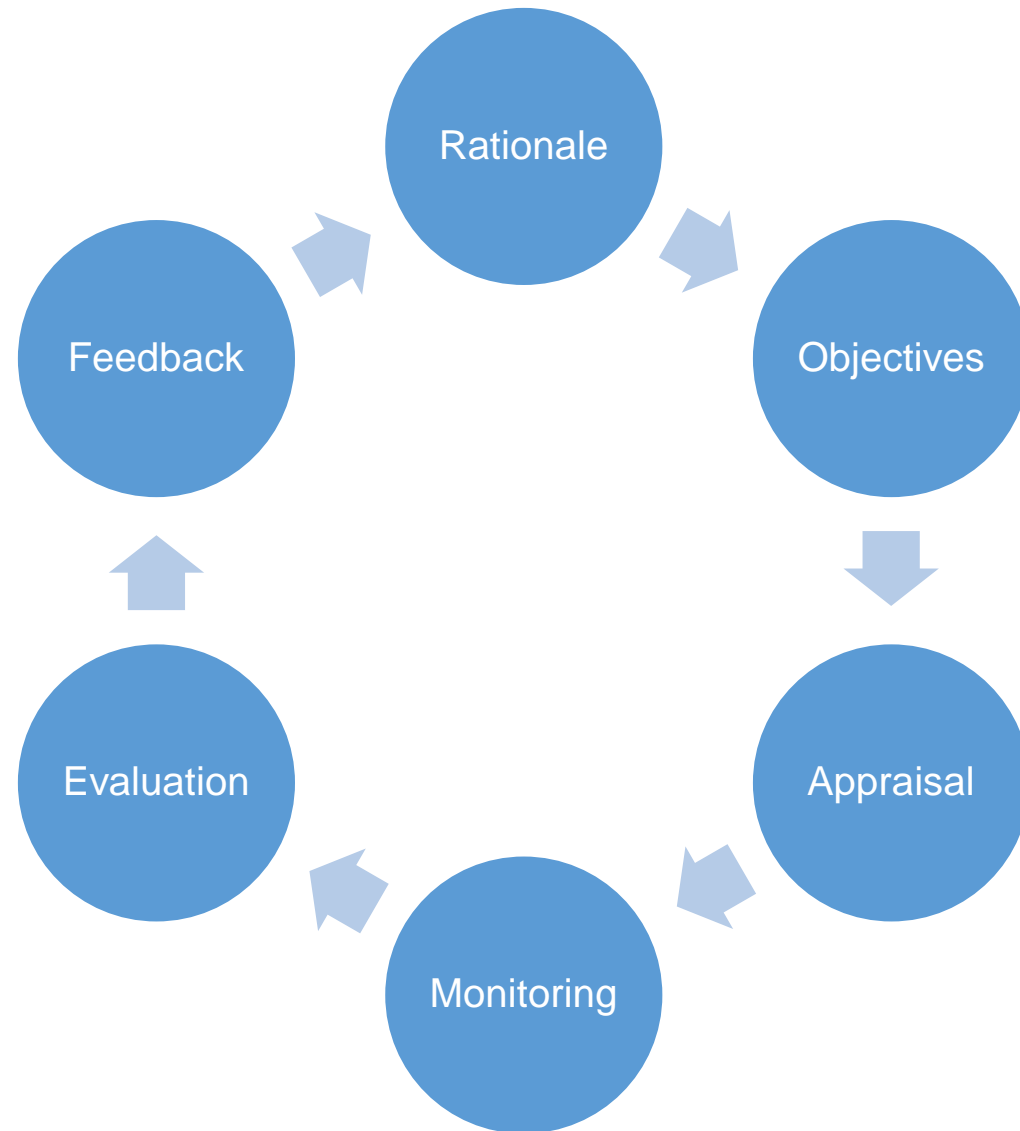
What is policy?

A policy is 'a plan, course of action, or set of regulations adopted by government, businesses, or other institutions designed to influence and determine decisions or procedures' (UK Department for International Development, 2005).

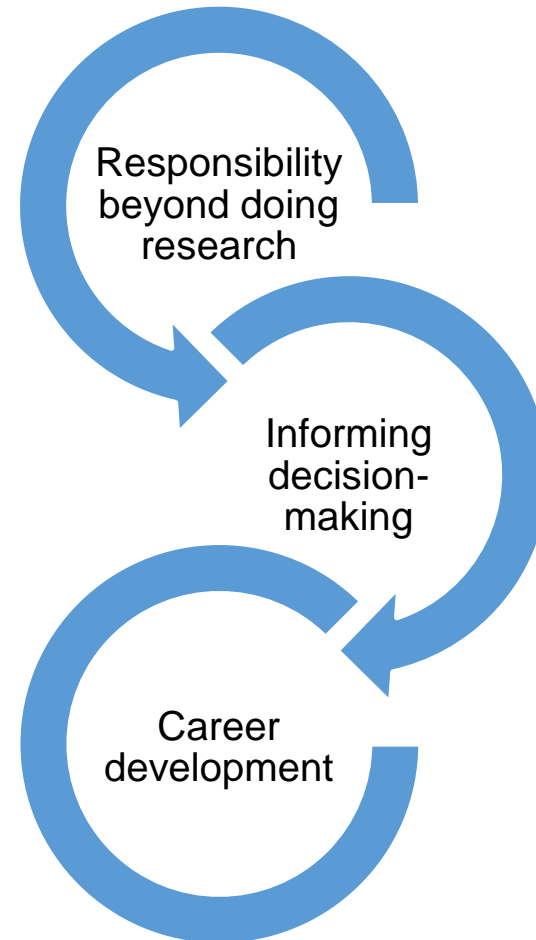
The European Commission, the European Parliament and the Council of the European Union are the three central legislative institutions of the European Union.



How does the policy making process work?



Research and evidence in policy making: why should you get involved?



The routes in – how policymakers get evidence



Correspondence with individual MEPs

Committee hearings

MEP Initiatives

European Commission proposals

Public consultations

Intergroups

European Parliamentary Research Service

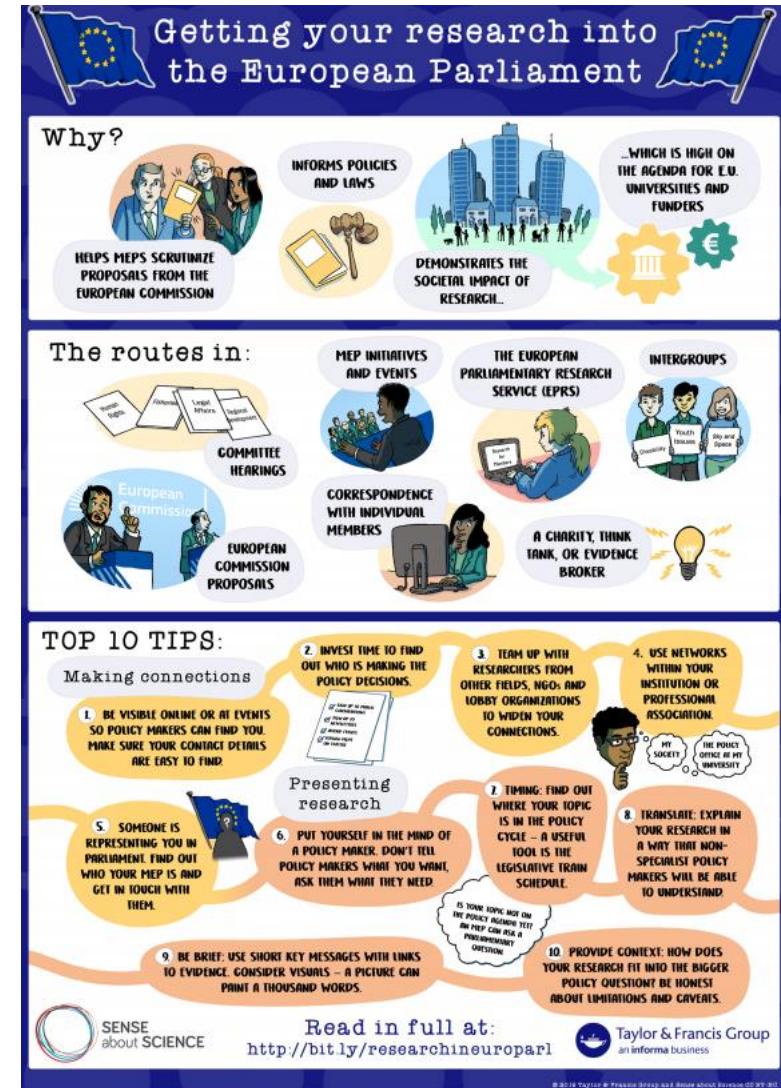
Third party – charity, think tank, evidence broker



To sum it up in a graphic...

- Collaboration with Taylor & Francis to create a guide for researchers to engage with EU policymaking.

<https://authorservices.taylorandfrancis.com/getting-your-research-into-european-parliament/>



Getting your research into the European Parliament

Why?

- HELPS MEPS SCRUTINIZE PROPOSALS FROM THE EUROPEAN COMMISSION
- INFORMS POLICIES AND LAWS
- DEMONSTRATES THE SOCIETAL IMPACT OF RESEARCH.
- ...WHICH IS HIGH ON THE AGENDA FOR E.U. UNIVERSITIES AND FUNDERS

The routes in:

- MEP INITIATIVES AND EVENTS
- THE EUROPEAN PARLIAMENTARY RESEARCH SERVICE (EPRS)
- INTERGROUPS
- COMMITTEE HEARINGS
- CORRESPONDENCE WITH INDIVIDUAL MEMBERS
- A CHARITY, THINK TANK, OR EVIDENCE BROKER
- EUROPEAN COMMISSION PROPOSALS

TOP 10 TIPS:

Making connections

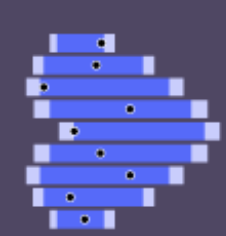
1. BE VISIBLE ONLINE OR AT EVENTS SO POLICY MAKERS CAN FIND YOU. MAKE SURE YOUR CONTACT DETAILS ARE EASY TO FIND.
2. INVEST TIME TO FIND OUT WHO IS MAKING THE POLICY DECISIONS.
3. TEAM UP WITH RESEARCHERS FROM OTHER FIELDS, NGOs, AND LOBBY ORGANIZATIONS TO WIDEN YOUR CONNECTIONS.
4. USE NETWORKS WITHIN YOUR INSTITUTION OR PROFESSIONAL ASSOCIATION.

Presenting research

5. SOMEONE IS REPRESENTING YOU IN PARLIAMENT. FIND OUT WHO YOUR MEP IS AND GET IN TOUCH WITH THEM.
6. PUT YOURSELF IN THE MIND OF A POLICY MAKER. DON'T TELL POLICY MAKERS WHAT YOU WANT. ASK THEM WHAT THEY NEED.
7. TIMING: FIND OUT WHERE YOUR TOPIC IS IN THE POLICY CYCLE - A USEFUL TOOL IS THE LEGISLATIVE TRAIN SCHEDULE.
8. TRANSLATE: EXPLAIN YOUR RESEARCH IN A WAY THAT NON-SPECIALIST POLICY MAKERS WILL BE ABLE TO UNDERSTAND.
9. BE BRIEF: USE SHORT KEY MESSAGES WITH LINKS TO EVIDENCE. CONSIDER VISUALS - A PICTURE CAN PRINT A THOUSAND WORDS.
10. PROVIDE CONTEXT: HOW DOES YOUR RESEARCH FIT INTO THE BIGGER POLICY QUESTION? BE HONEST ABOUT LIMITATIONS AND CAVEATS.

SENSE about SCIENCE | **Read in full at:** <http://bit.ly/researchineuroparl> | **Taylor & Francis Group** an informa business

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[Home](#)[? What, why, how?](#)[Explore the data](#)[Everything else](#)

UNDERSTANDING CHILDREN'S HEART SURGERY OUTCOMES

This site is to help people make sense of published survival data about children's heart surgery in the UK and Ireland.

Our website will help you:

<https://childrenshearturgery.info/data/animation>

- understand how the NHS monitors children's heart surgery
- explore what survival rates can and can't tell you
- explore published data for hospitals in the UK and Ireland



What, why, how?

What do we mean by survival rates?

Why are survival rates after children's heart surgery hard to interpret?

How does the NHS monitor them?



Explore the data

Explore published survival statistics by:

browsing hospitals individually;

viewing a one page summary of all hospitals;



Everything else

What happens if the data raises concerns?

More detail about how survival statistics are monitored, including an explanatory video.

Limitations of this data



Talk

Advanced search

[Active](#) | [I'm on](#) | [I'm watching](#) | [I started](#) | [Last 15 minutes](#) | [Last hour](#) | [Last Day](#)

Guest post: "I hope we've helped others preparing for their child's heart surgery"

Alex Smith says the lack of clear information added to her stress when her daughter was diagnosed with a heart defect - so she got involved with a project to improve resources



Alex Smith

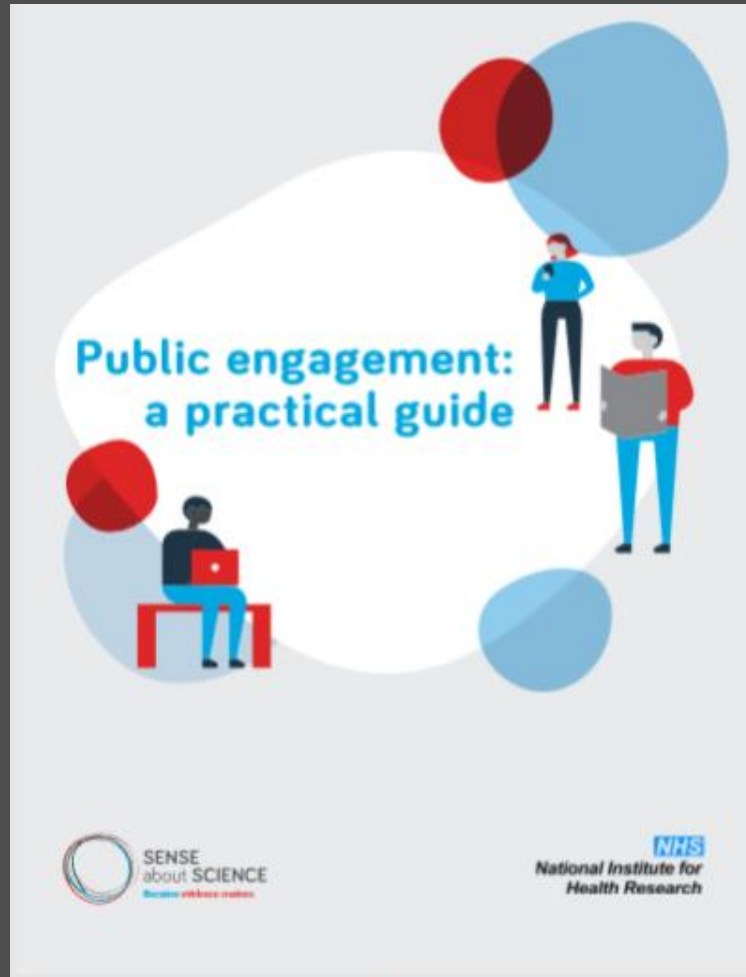
Posted on: Tue 02-Aug-16

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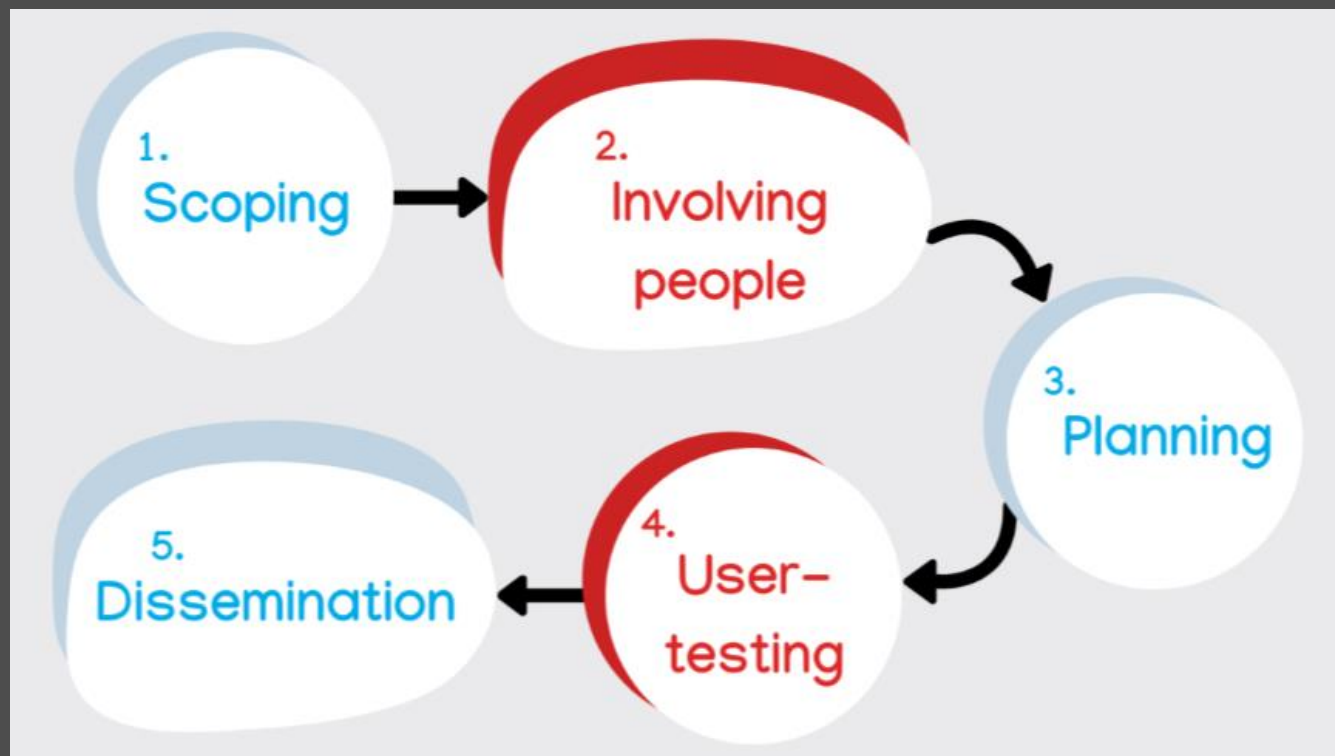
"As a parent, I need clear, straightforward information, even when I might be in a state of panic or distress."

Effective public engagement



<http://senseaboutscience.org/activities/public-engagement-guide/>

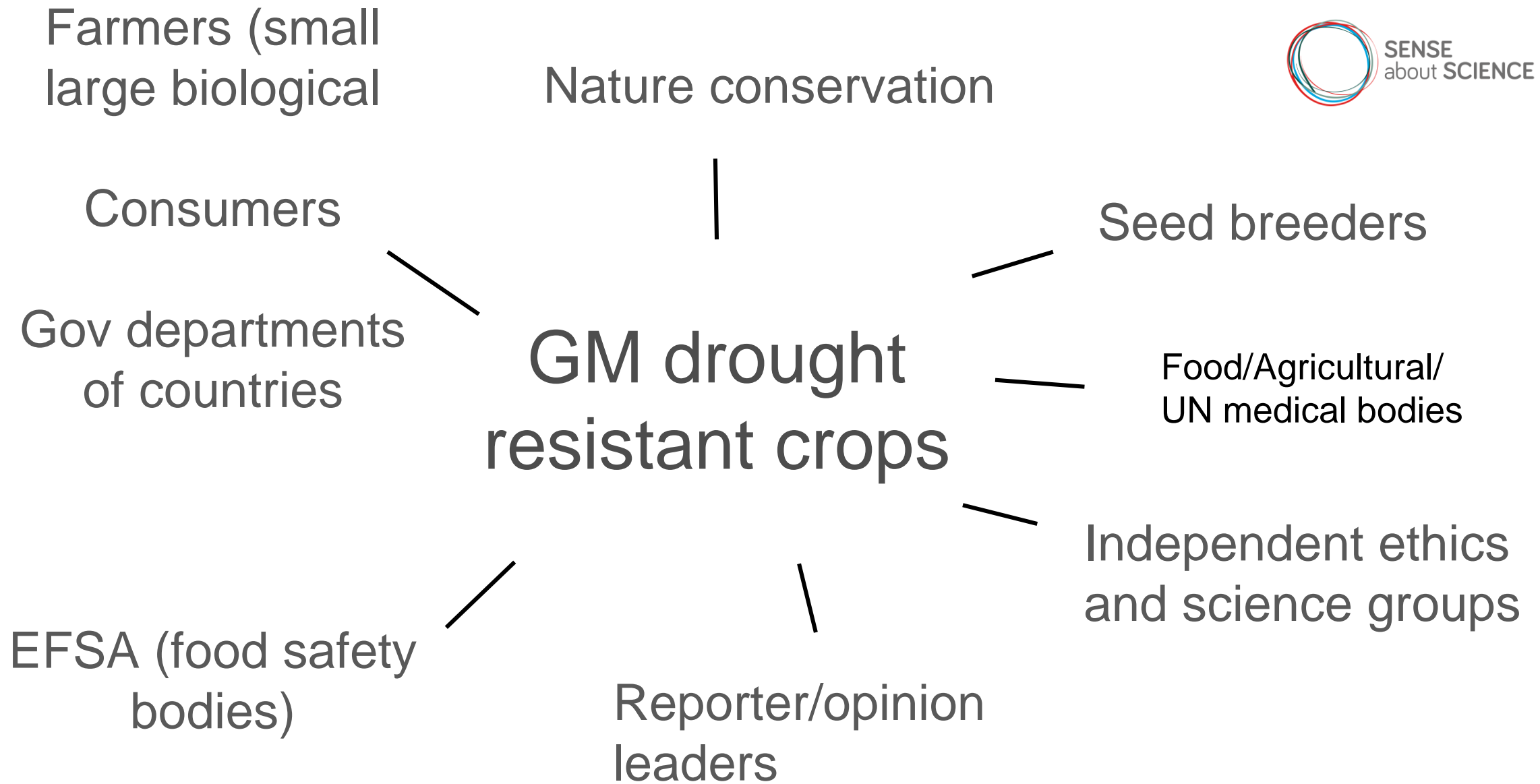
Effective public engagement in 5 steps

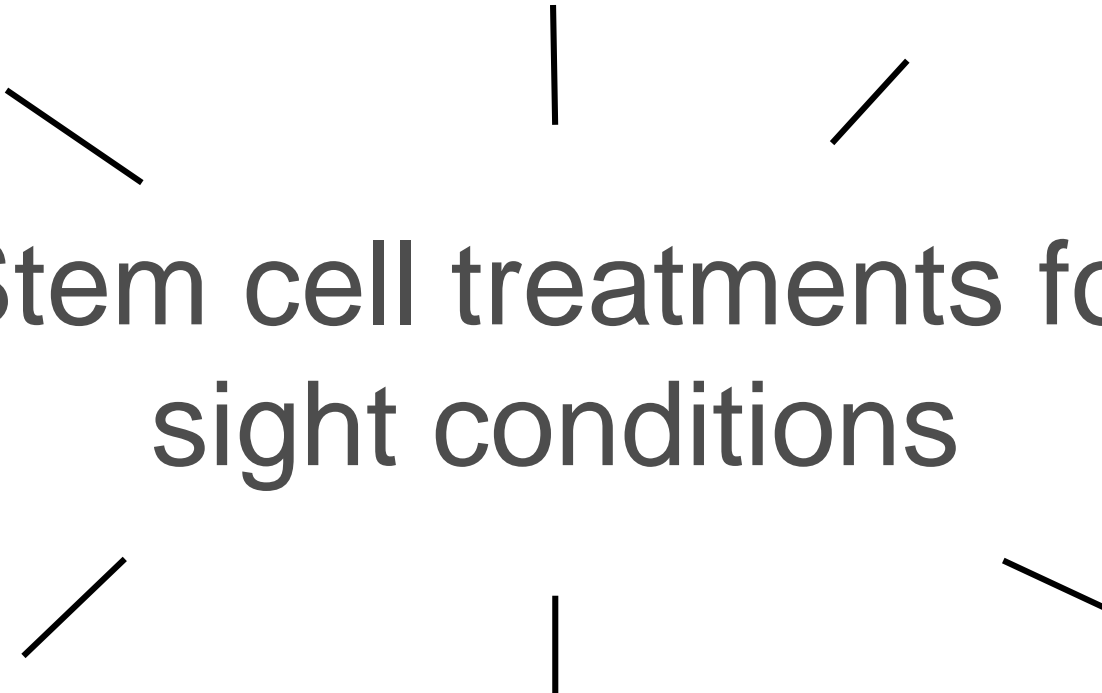


Activity: Mapping

- Define your audience
- Knowing the right people to involve means you will create a project/resource/policy that is impactful and speaks to people's needs



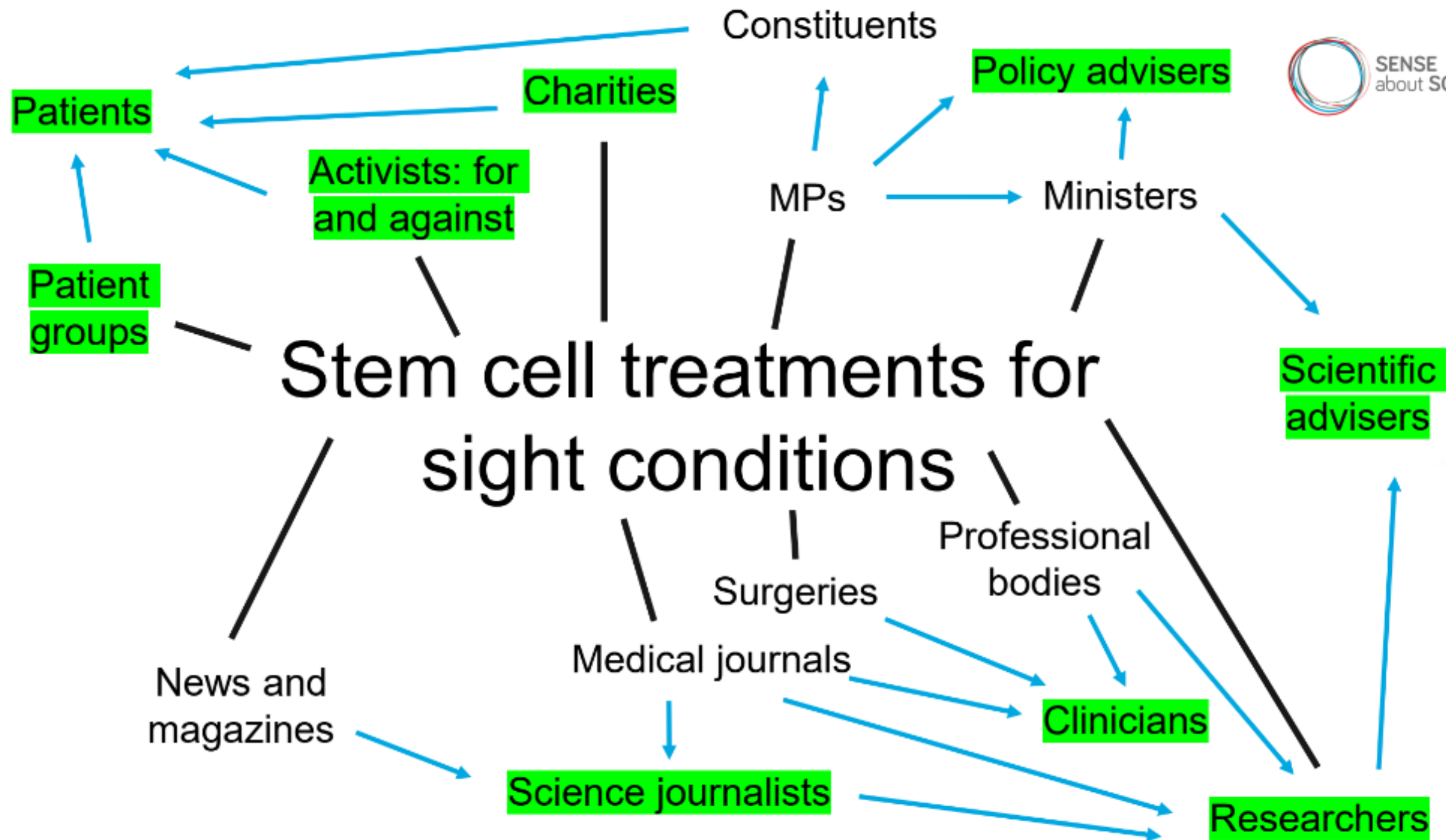




Stem cell treatments for sight conditions

Who should be involved in the conversation about stem cell treatments for sight conditions?
Discuss as a group, and then we'll summarise together.

Bonus: Pick three of these stakeholders and think about ways to contact them. Can you think of any wildcards who you might not expect to have a stake in this but do?



“Instead of trying to turn politicians into scientists, we should ask: what are the insights and resources from research that would help politicians scrutinise the evidence and the policies, and are they using them?”
– Tracey Brown

Policy brief cheat sheet

POLICY BRIEFING TEMPLATE

Research area title

The research team

Brief description of who you are – demonstrate credibility

Executive summary

Outline the key issues/problems your research addresses and the policy recommendations

Context

Where does this work sit in the bigger picture, including the public discussion and policy landscape? What are the hooks?

Research aims

(bullet points – two lines max per bullet)

Policymakers are extremely time poor. If you can help take something off their plate instead of adding something new on to it, you are more likely to get a response.

Ask yourself, 'So what?' You may have a good piece of research, but you need to provide context about how your work fits into the wider societal picture.

Policy brief cheat sheet

Explain how your research relates to a specific problem they are trying to solve. You can include more information in an appendix, but make sure you get your top 3 key messages right first.

What committees are they on? What did they vote for recently? What have they listed as their interest issues? If you understand this, you'll be able to tap into the reasons why they might advocate your research and ideas.

Research findings

(bullet points – two lines max per bullet)

Key messages

(bullet points – two lines max per bullet)

Policy implications/proposals

(what do you want policy makers to go away and do/advocate for in response to your research)

(bullet points – two lines max per bullet)

If you just remember these, you'll be fine

Making connections:

Be visible

Find the movers and shakers

Find allies

Use institutional networks

Find your MP

Presenting research:

'So what?'

Where is your topic in the policy cycle?

Understand the policymaking process

Be brief

Provide context



The Open Innovation Team's top tips to influencing policy-makers:

DO

- Be proactive in establishing networks and use multiple routes to influence
- Make offers explaining how you could collaborate or contribute
- Be specific about how your ideas and proposals might be applied
- Be succinct and clear in your communications - no jargon!
- Be patient and persistent

DON'T

- Focus only on your own research
- Assume that officials have expert knowledge
- Ignore the policy context
- Assume your advice will be perfect - be ready to iterate
- Focus too much on methodology; we're usually more interested in implications



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Drop us a line if you want us to support your researchers with:

- policy engagement training
- public engagement partnership or training
- capacity building for **early career researchers** with media, public and policy engagement

DISCUSSION TIME

