



CAMBRIDGE CARES CAMBRIDGE CENTRE
FOR ADVANCED RESEARCH AND
EDUCATION IN SINGAPORE LTD.

HD₄ health-driven design
for future cities



Communicating for Impact

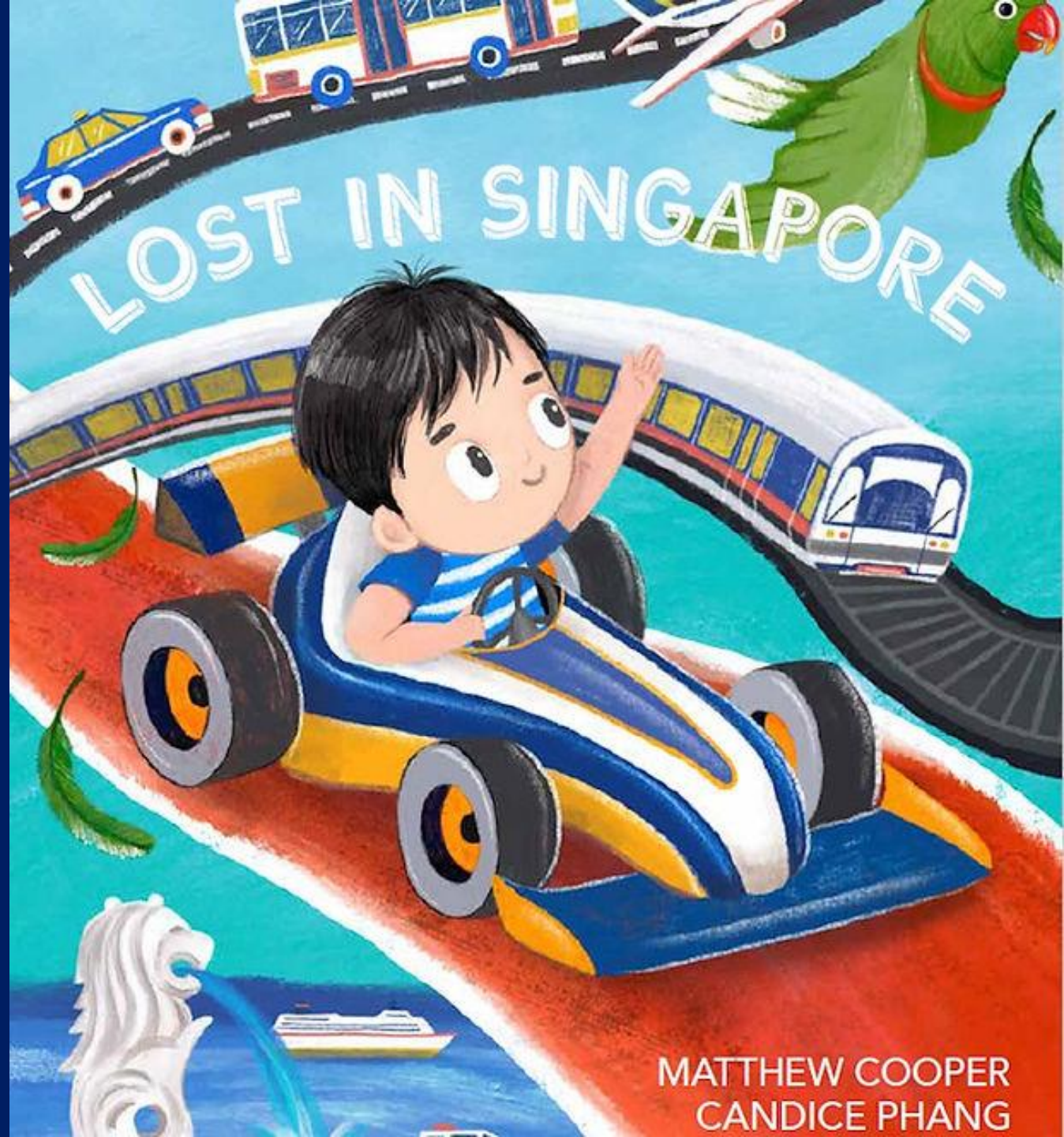
Oliver Francis, Specialist Collaborator, HD4

Head of Strategic Communications, MRC Epidemiology Unit

Communications & Impact Manager, Population Health Improvement UK

ocf26@cam.ac.uk









The Impact agenda



“An effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia.” - UK Research Excellence Framework

“Impact is the good that researchers can do in the world.”
– Mark Reed, www.fasttrackimpact.com



Impact: broad and focused definitions/goals

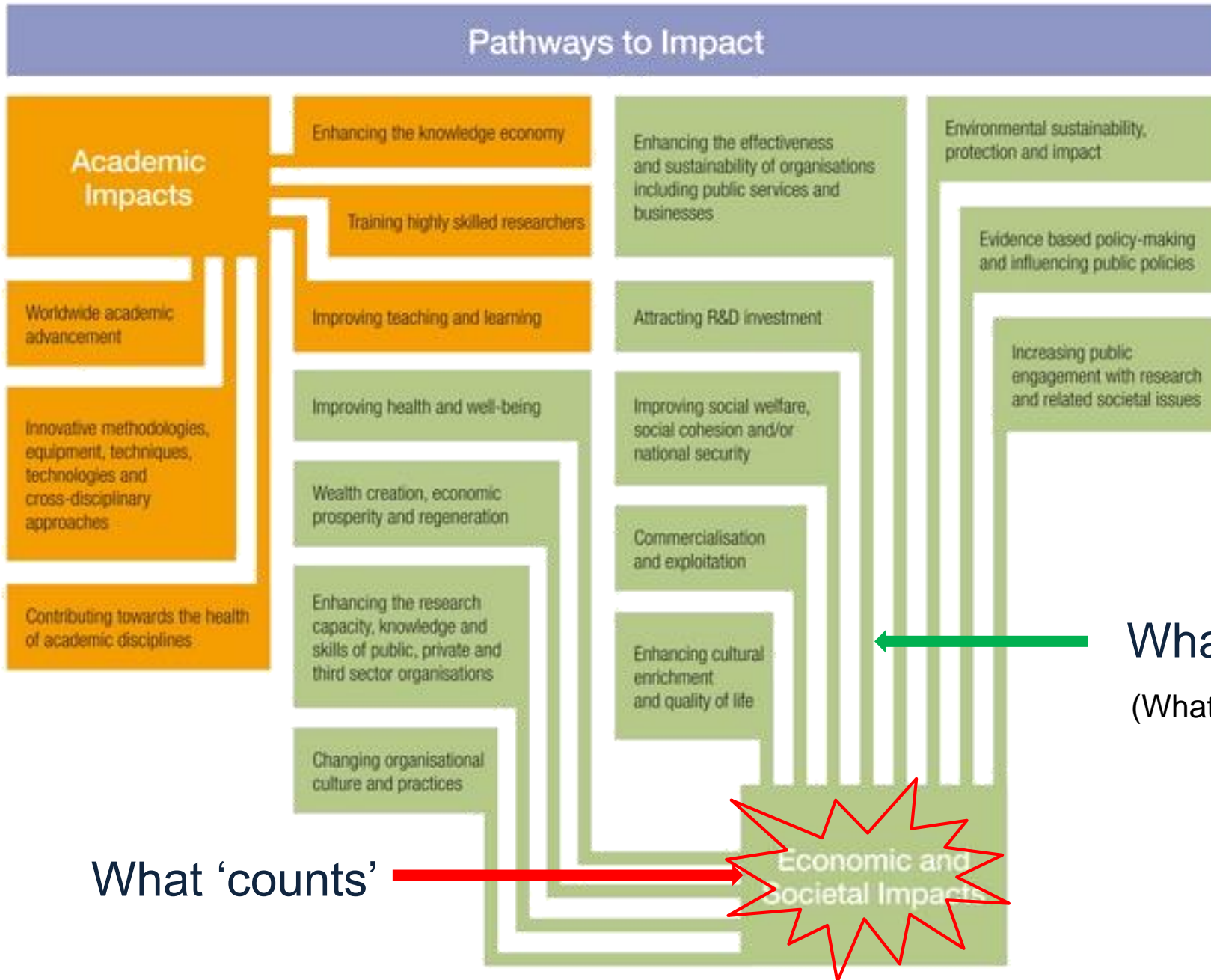


“Singapore’s development into a knowledge-based, innovation-driven economy and society.”

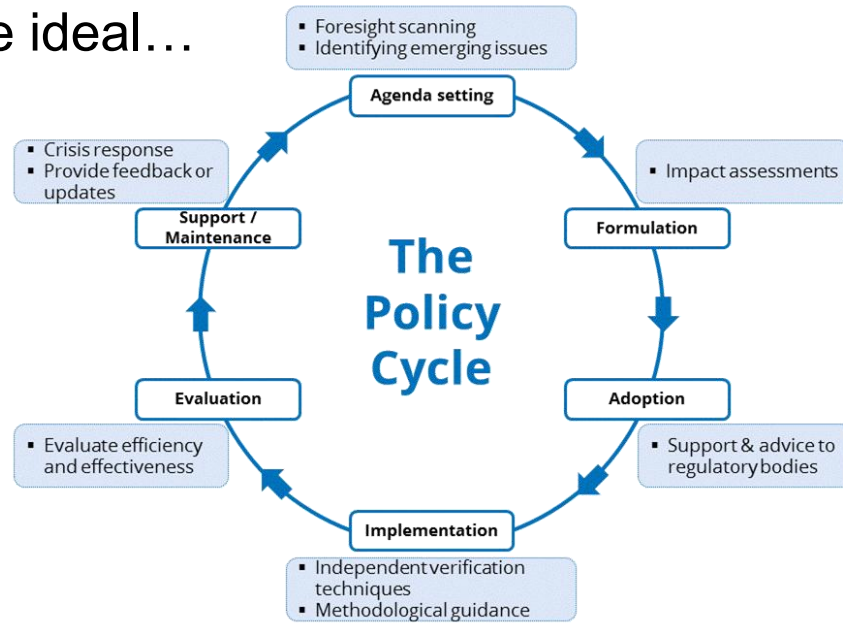
NRF
SINGAPORE

- Decarbonisation
- Digitisation
- Health and Human Potential

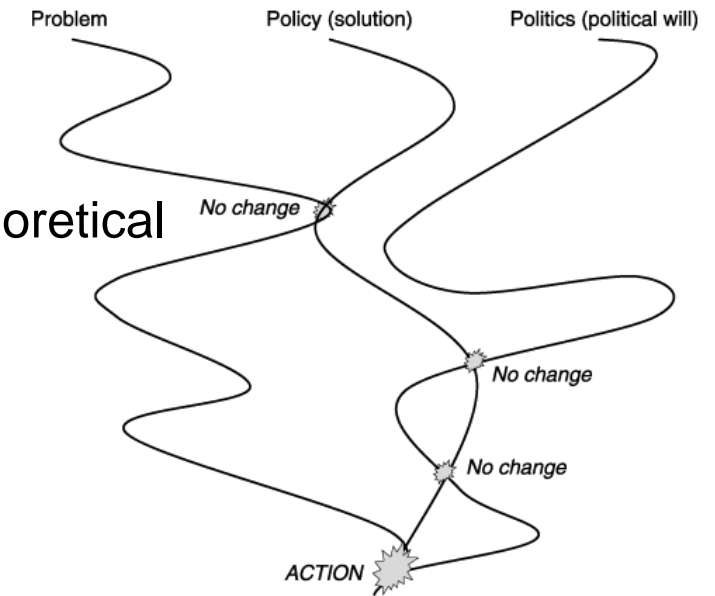




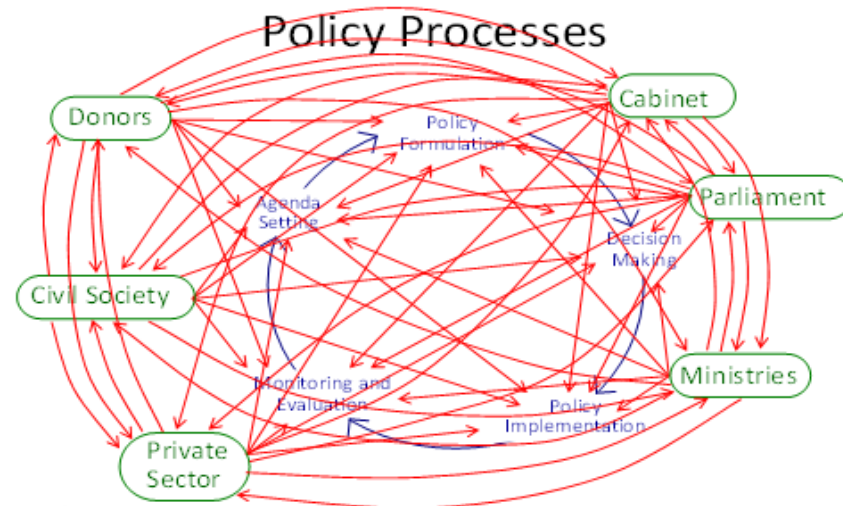
The ideal...



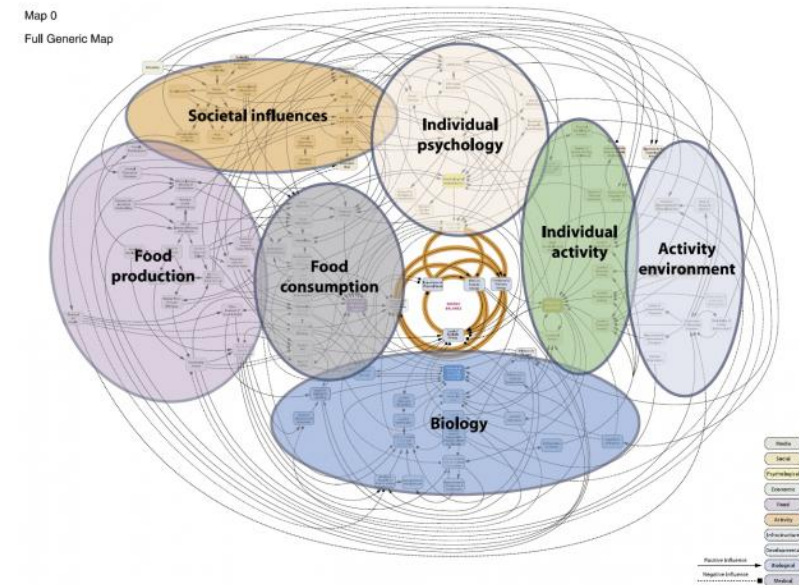
The theoretical



Kingdon's three stream model of agenda setting



The observed



Communication is a complex intervention:

- Number of interacting components within the experimental and control interventions (“multiple parts”)
- Number of groups or organisational levels targeted by the intervention
- Number and difficulty of behaviours required by those delivering or receiving the intervention
- Number and variability of outcomes
- Degree of flexibility or tailoring of the intervention permitted

Developing and evaluating complex interventions: the new Medical Research Council guidance BMJ 2008
www.bmj.com/content/337/bmj.a1655

A new framework for developing and evaluating complex interventions: update of Medical Research Council guidance. BMJ 2021 www.bmj.com/content/374/bmj.n2061

So, how do we engage with this complexity?

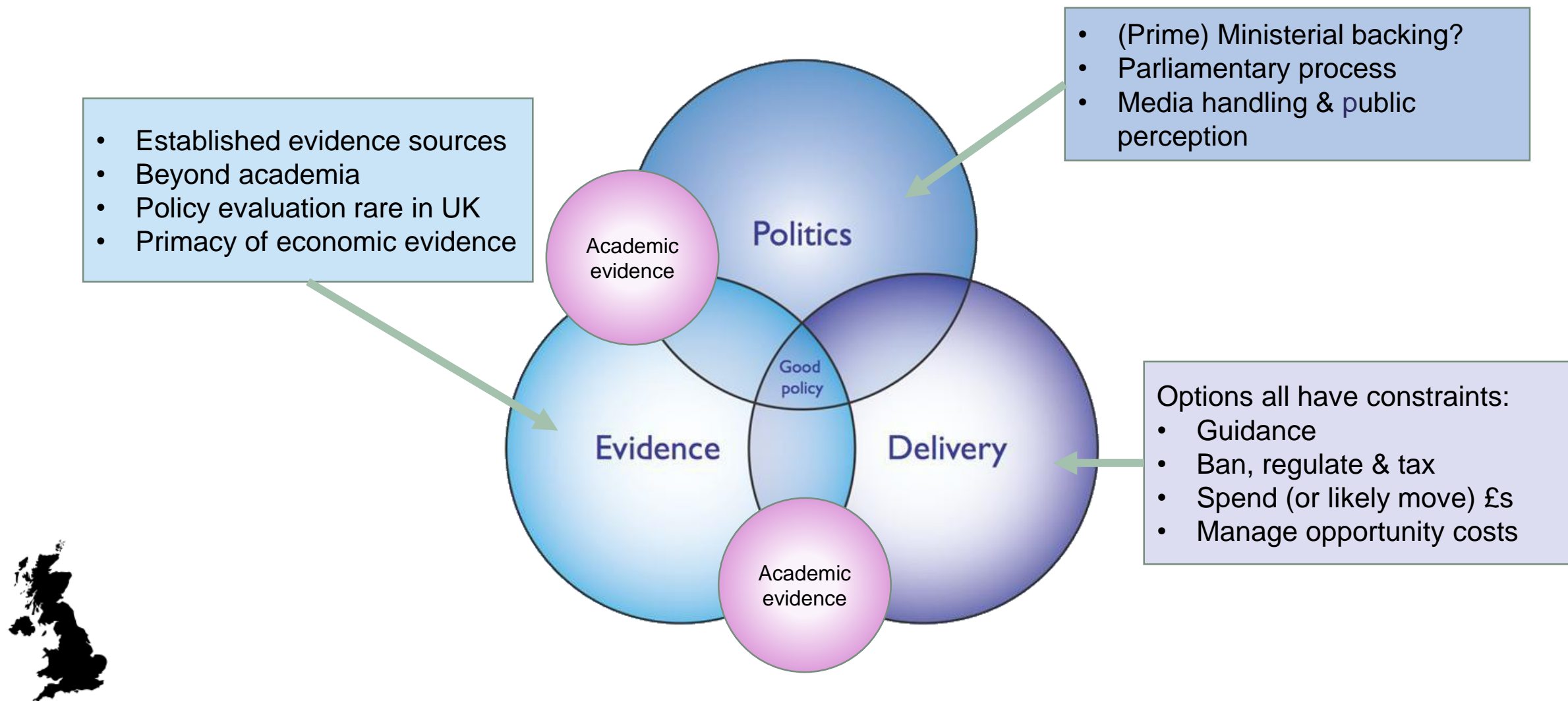
1. Produce relevant, accessible research

- Be **timely** – before not after the relevant policy decision.
- State explicitly the **policy problem** (\neq scientific problem), but don't feel the need to spell out **policy solutions**
- Be as **simple** as possible (but no simpler).
- **Methodology**, limitations & weaknesses *are* important.
- **Systematic reviews** not single studies.
- **Cross-disciplinary**: economic analysis, trials, quali social sciences.
- Papers that **challenge current thinking** with **data**.
- **Models** should allow policymakers to vary assumptions.

What makes an academic paper useful for health policy? Christopher Whitty BMC Medicine 2015 www.doi.org/10.1186/s12916-015-0544-8

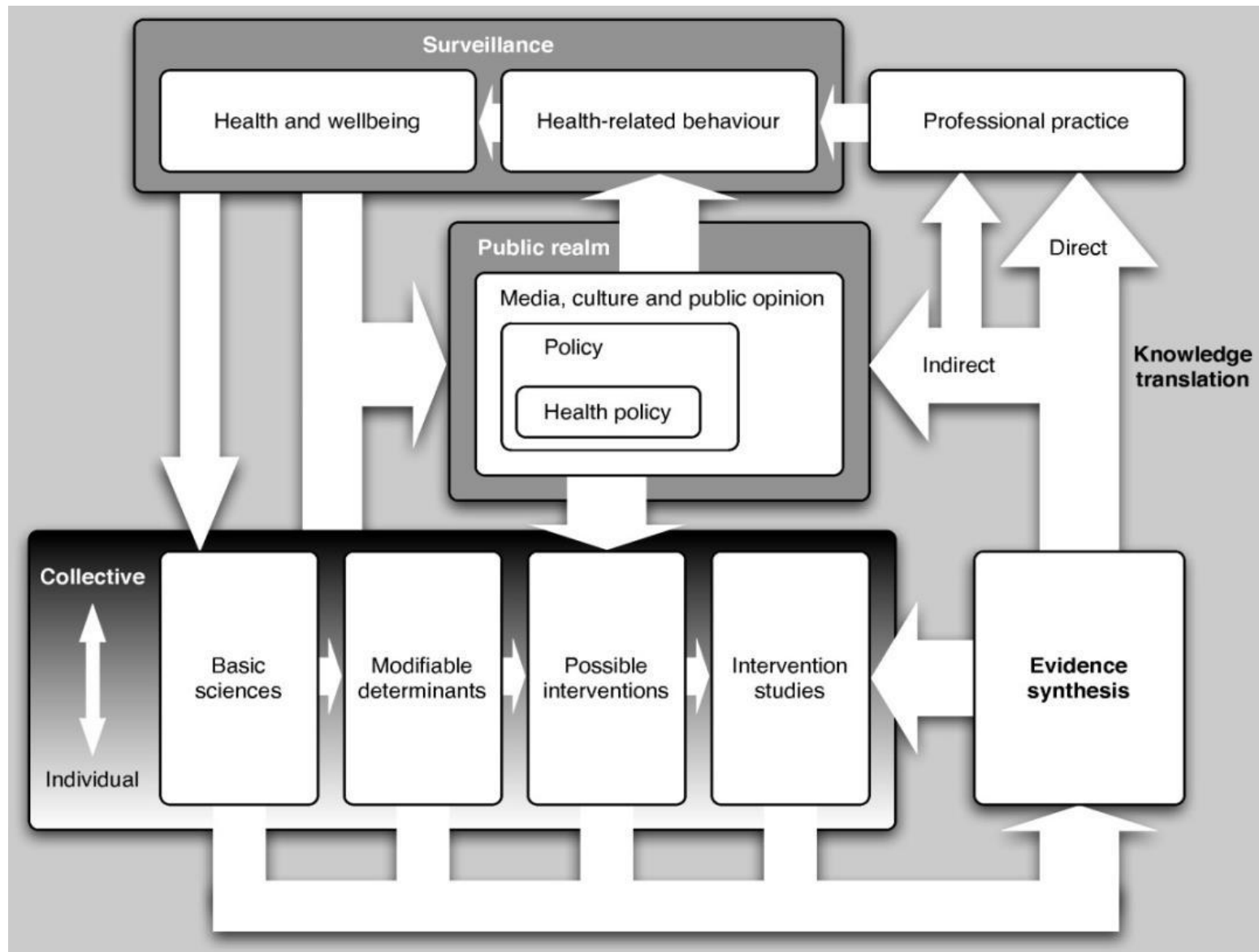


2. Understand demands, constraints and contexts



3. Know your place (and that of others)





Translation not separate from research

Lack of control

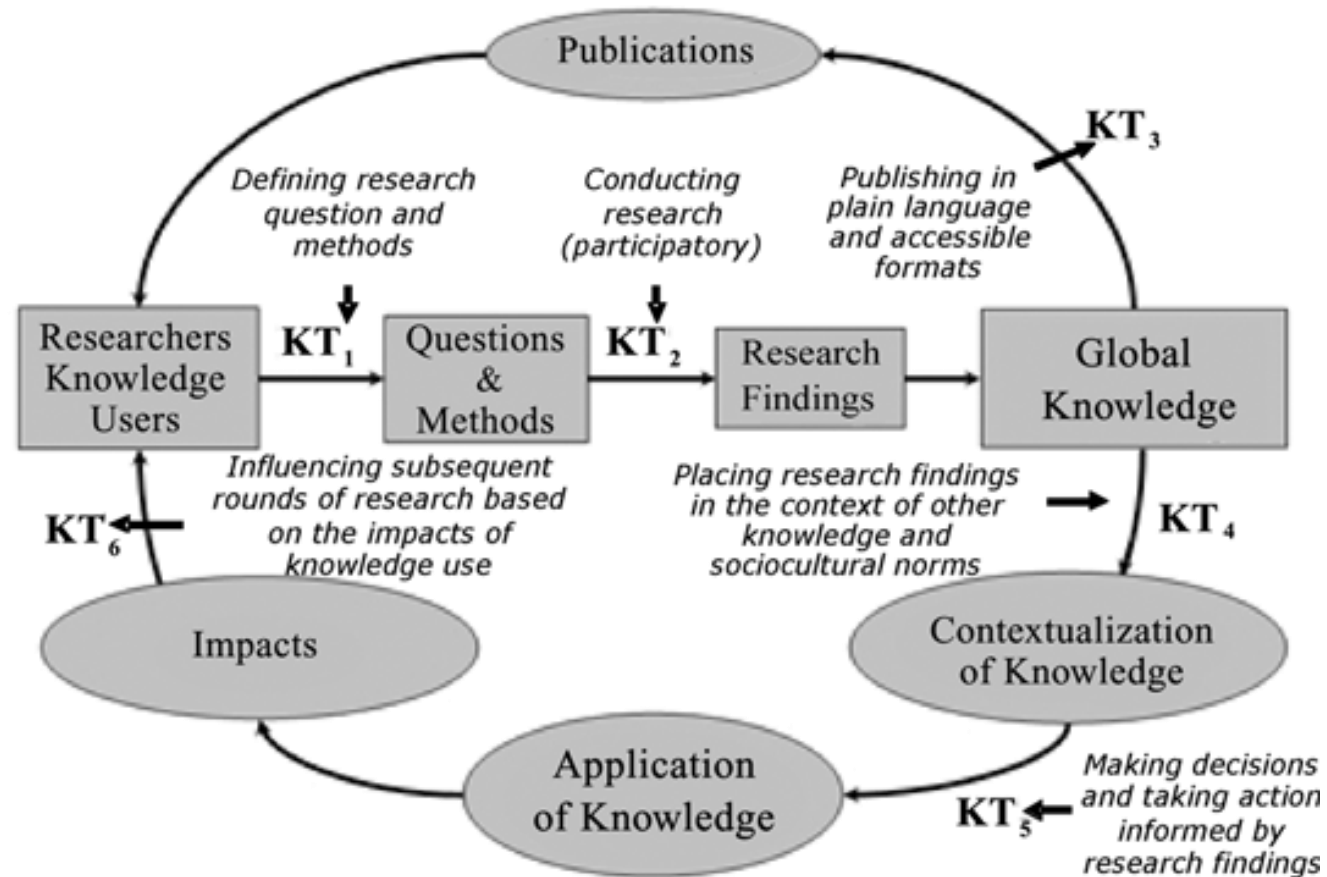
Intermediaries & collaborators

Circular & iterative

Pre-existing context & incremental change

Ogilvie D et al 2009. A translational framework for public health research. BMC Public Health <https://doi.org/10.1186/1471-2458-9-116>

4. Get your timing right



Canadian Institutes of Health Research (CIHR) Knowledge Translation [KT] within the Research Cycle Chart. 2007
http://ktdrr.org/ktlibrary/articles_pubs/ktmodels/

Being strategic, proactive and reactive

Strategic – before and during

- Write it into the grant (no longer optional!)
- Build comms actions into research plans
- Clear research team responsibilities for communications

Proactive – during

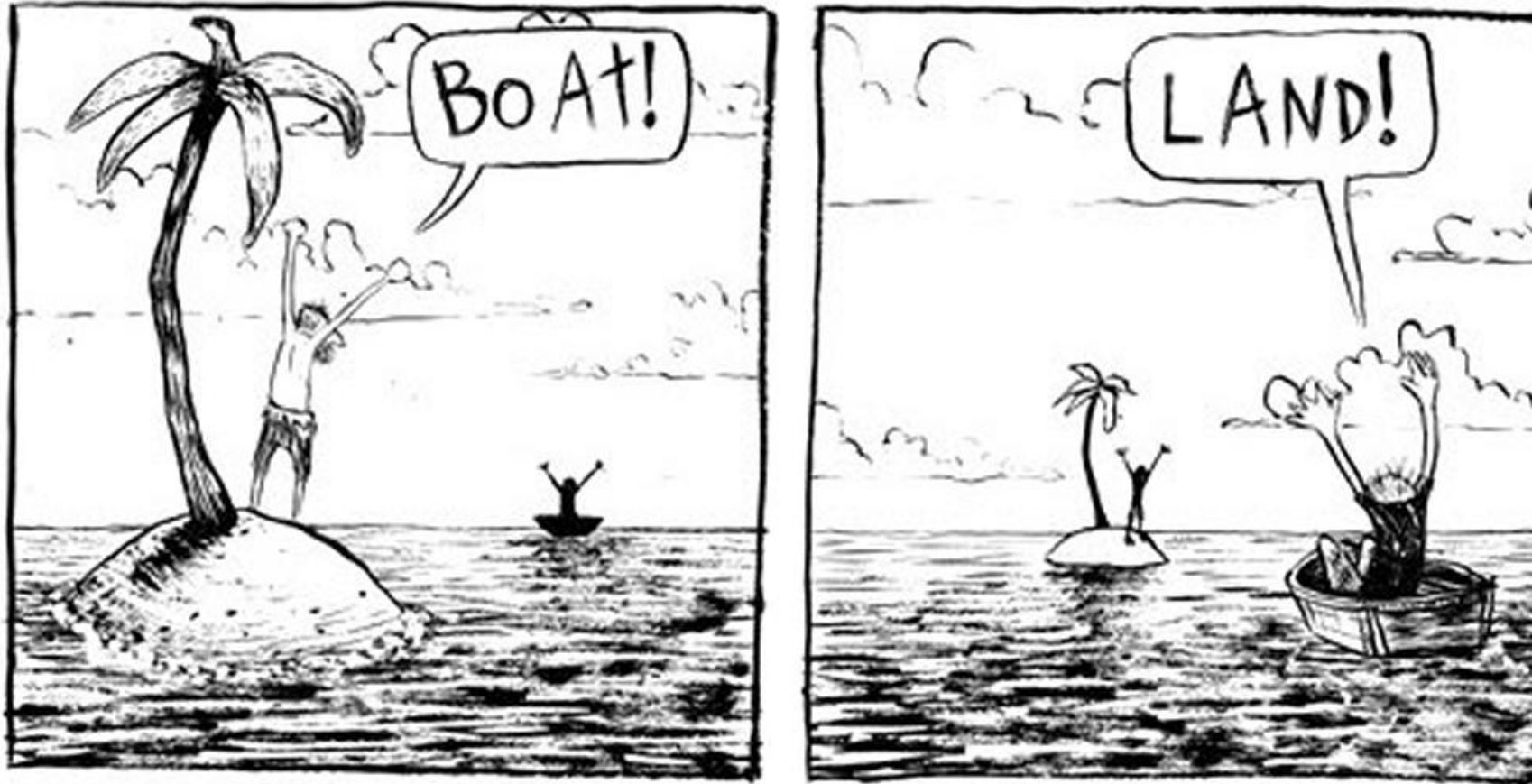
- Develop communications skills
- Build useful relationships

Pro- and reactive – during and after

- Be alert and open to communication and policy opportunities
- Connect with comms teams, be available



5. Understand your stakeholders

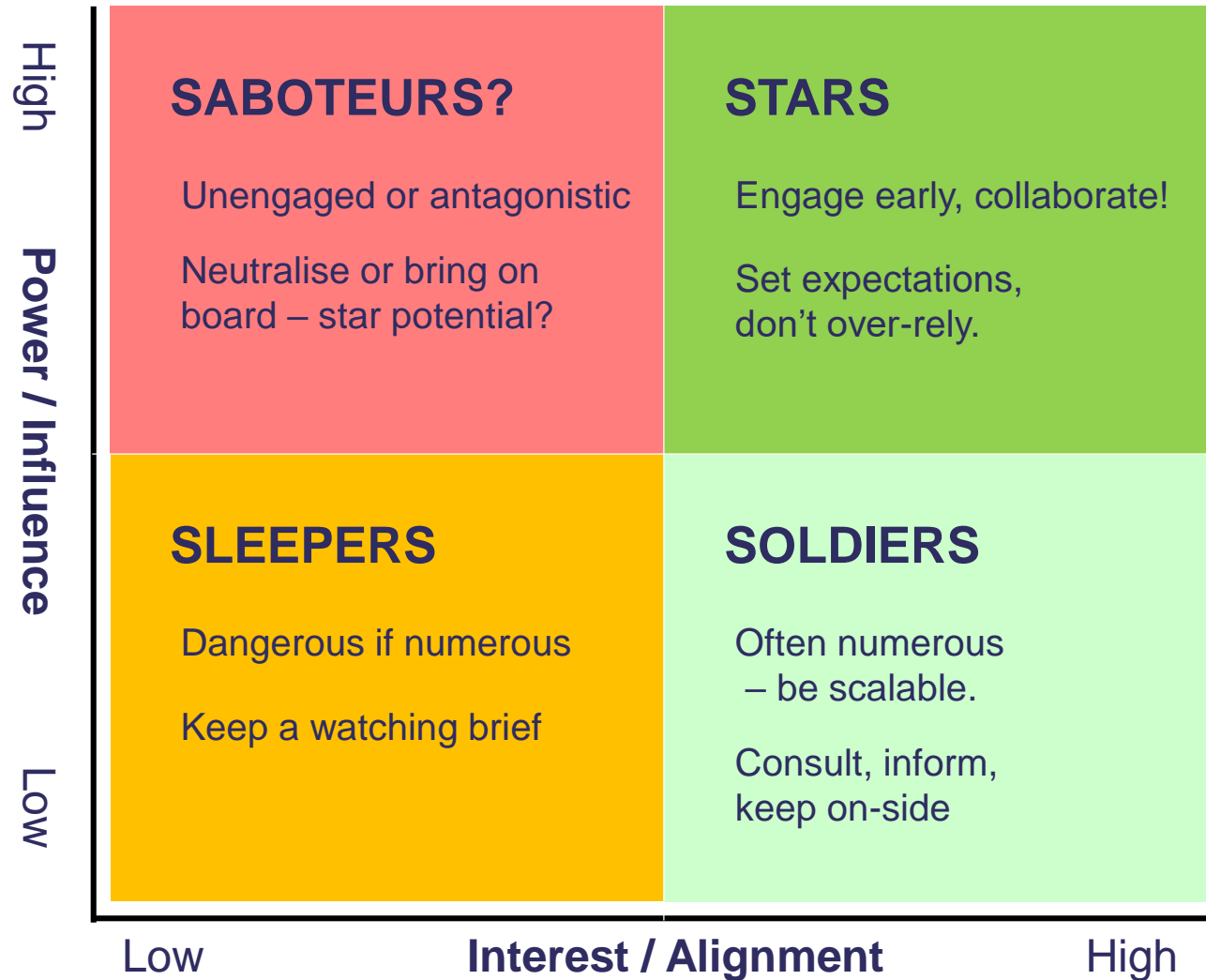


“When it comes to having each stakeholder ready to go, ready to learn with us, ready to advance with us... there is no other ecosystem like Singapore.”

– Dr Dean Ho, Department of Biomedical Engineering
NUS www.youtube.com/watch?v=1kYTrCKHkCc



Mapping and prioritising



Not everyone is a target

- Intermediaries & ambassadors
- People who **advocate** *with* and *for* your evidence
- **Policy entrepreneurs*** – “energetic actors who engage in collaborative efforts in and around government to promote policy innovations.” (Minstrom 2019)

* www.tandfonline.com/doi/full/10.1080/25741292.2019.1675989



6. Get your story straight

Selling with the Seven Cs

1. **Clear.** Attention! A common language. As simple as possible (but no simpler).
2. **Concise.** The *correct* length – not always short, but don't waste a word.
3. **Credible.** Accurate, with supporting evidence, delivered by trusted sources.
4. **Clingy.** Is it memorable? What prompts might bring it to mind?
5. **Character.** Touch emotions & values as well as the intellect.
6. **Call to action.** Give the audience something to *do* with the information.
7. **Consistent / constant.** If you're bored of saying it, some are only just taking it in.

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7. YOU MUST CHOOSE (METHODS)



BUT CHOOSE WISELY

How it started



How it's going



More control, fewer gatekeepers (?)



Formal structures & informal channels





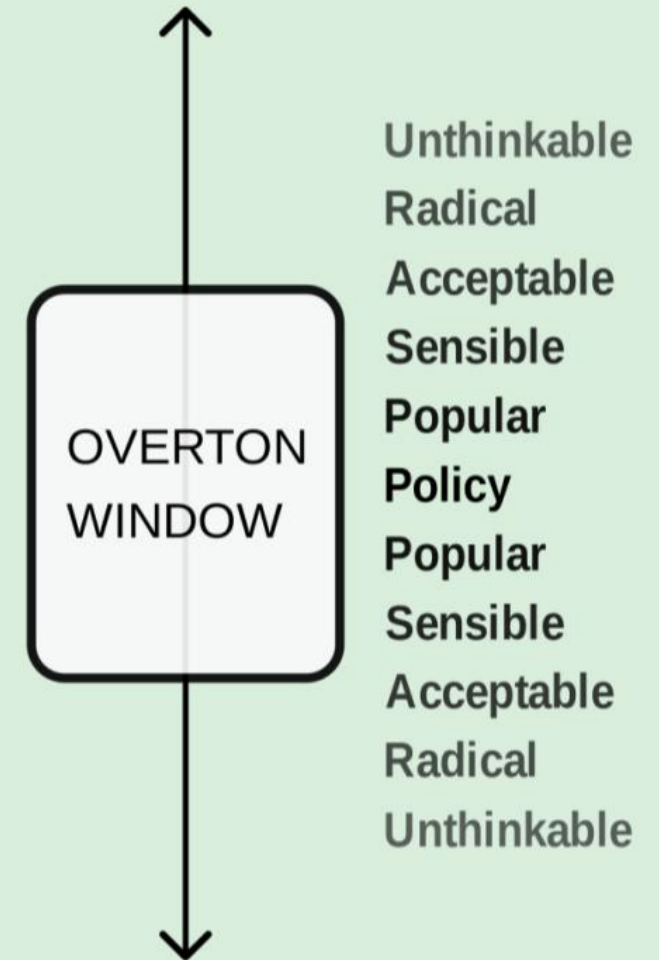
8. Know what success looks like

Have the serenity to accept the things you cannot change, the courage to change the things you can, and the wisdom, *always*, to know the difference.

8. Know what success looks like

Have a (realistic) theory of change – proximal and longer term

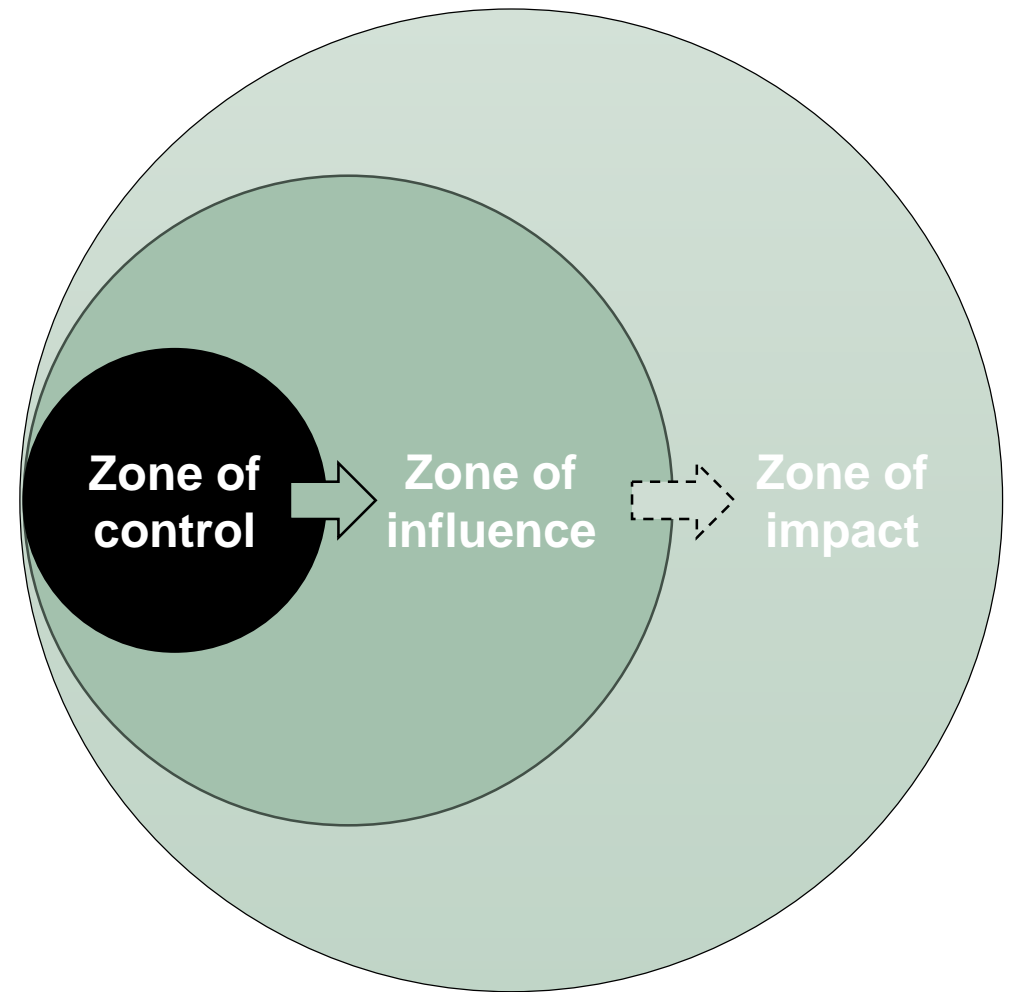
Swim against the current or ride the waves – neither are passive



Evaluating impact: taking a contributions approach

Distinct but connected and overlapping processes:


- **Research uptake:** users have engaged with research – they know it exists.
- **Research use:** users act on research, discuss it, pass it on, use it to inform policy, or practice developments.
- **Research impact:** wider implementation, changes in awareness, knowledge, understanding, ideas, attitudes, perceptions...



9. Don't take my word for it

The dos and don'ts of influencing policy: a systematic review of advice to academics

Kathryn Oliver  & Paul Cairney <https://doi.org/10.1057/s41599-019-0232-y>

Palgrave Communications 5, Article number: 21 (2019) | [Download Citation](#) 

“In the absence of evidence about the effectiveness of [this advice], all one can do is suggest a cautious, learning approach to coproduction and engagement, while recognising that there is unlikely to be a one-size-fits all model...

Our best response [to the impact agenda] is to interrogate it, shape it and frame it...”



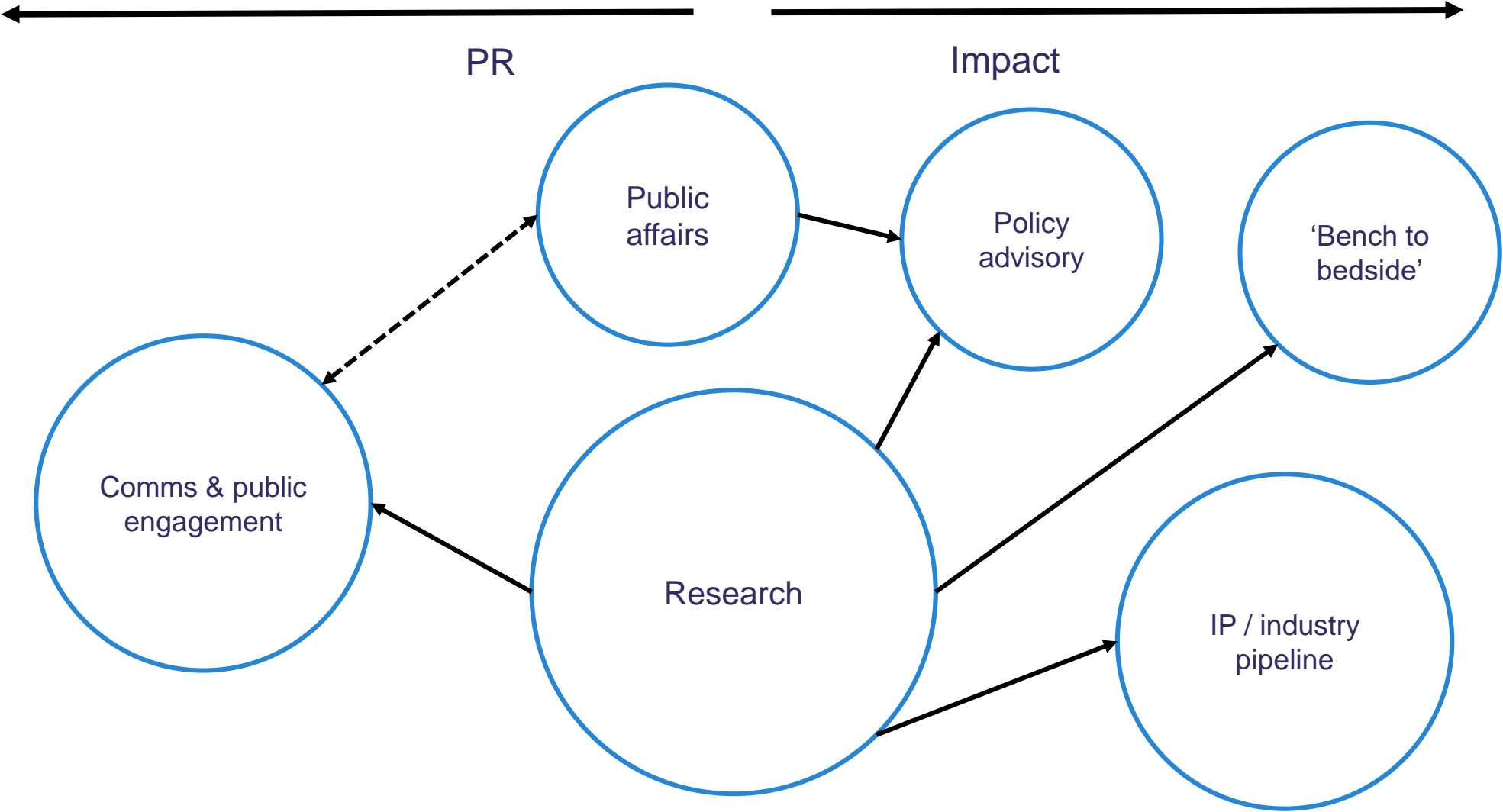
THANK YOU

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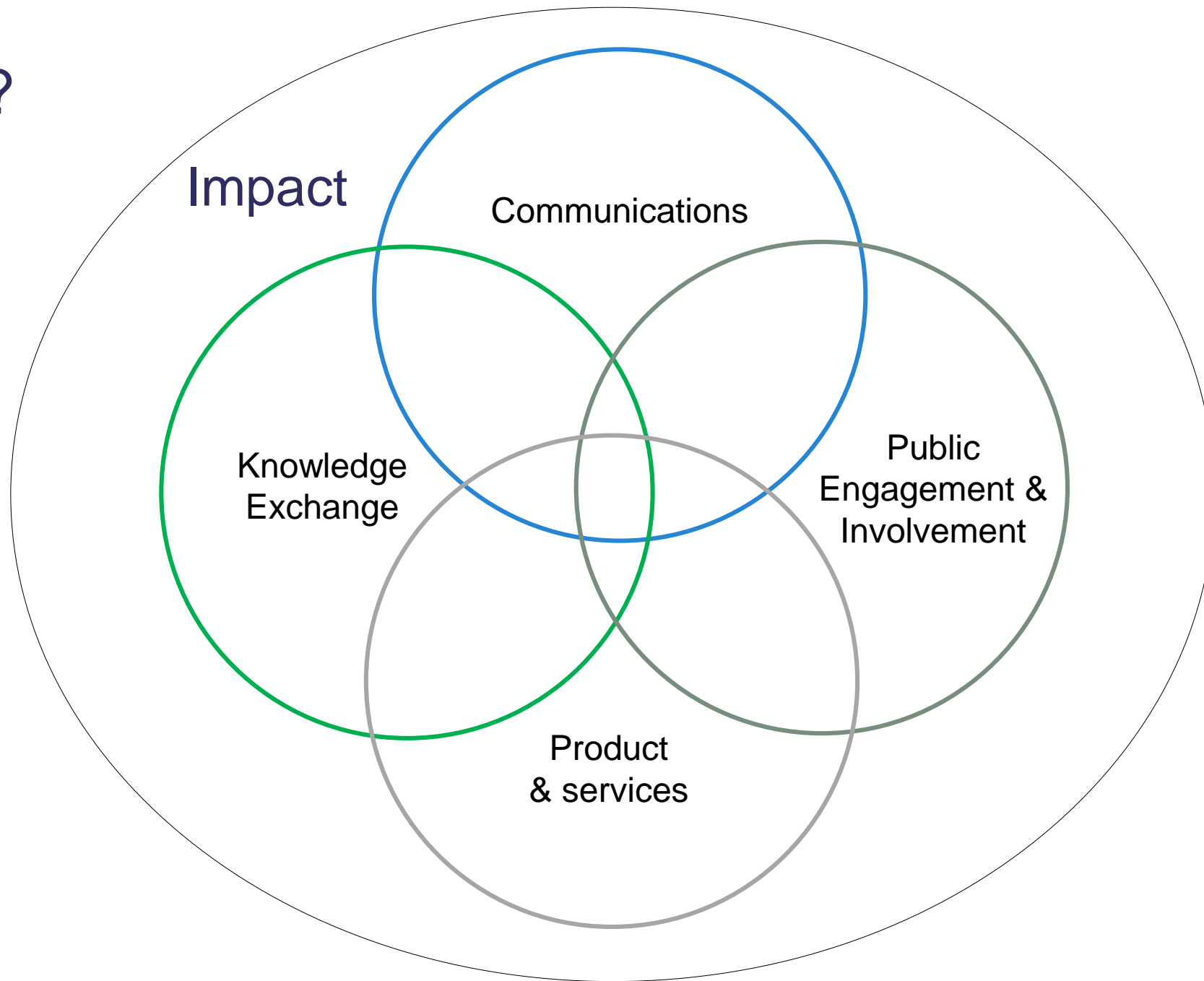
Oliver Francis
ocf26@cam.ac.uk



Joining it all up



To this?



Research

Associations between exposure to takeaway food outlets, takeaway food consumption, and body weight in Cambridgeshire, UK: population based, cross sectional study

BMJ 2014 ; 348 doi: <https://doi.org/10.1136/bmj.g1464> (Published 13 March 2014)

Cite this as: *BMJ* 2014;348:g1464

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Thomas Burgoine, research associate¹, Nita G Forouhi, group leader¹, Simon J Griffin, professor of general practice^{1 2}, Nicholas J Wareham, director¹, Pablo Monsivais, senior university lecturer^{1 2}

[Author affiliations ▾](#)

Correspondence to: T Burgoine tb464@medschl.cam.ac.uk

Accepted 31 January 2014

Duh! Cambridge scientists link takeaways with obesity

IT probably won't come as a surprise to many, but Cambridge scientists have found that people surrounded by takeaways eat more junk food and are more likely to be obese than those who are not.

The eating habits of 5,442 adults from Cambridgeshire were studied for a Medical Research Council paper published in the *British Medical Journal* – and the results may encourage politicians to try and restrict the number of takeaways in neighbourhoods.

It found that those living and working near takeaways, as well as those who encounter fast food on their commute, are almost twice as likely to be obese, with takeaways around workplaces causing the most problems.

Dr Thomas Burgoine, lead author of the study from the UK's centre for diet and activity research, based in the MRC's epidemiology unit at Cambridge University, said:

■ GARETH MCPHERSON

"The foods we eat away from home tend to be less healthy than the meals we prepare ourselves, so it is important to consider how exposure to food outlets selling these high calorie foods in our day-to-day environments might be influencing consumption.

"Our study provides new evidence that there is some kind of relationship between the number of takeaway food outlets we encounter, our consumption of these foods, and how much we weigh.

"Of course this is likely to be just one of a number of factors that contribute to a person's risk of developing obesity. However, our findings do suggest that taking steps to restrict takeaway outlets in our towns and cities, particularly around workplaces, may be one way of positively influencing our diet and health."

Researchers examined how

much takeaway food people ate using questionnaires for foods such as pizza, burgers, fried food and chips. They also measured people's body mass index (BMI) as a measure of their weight.

Professor Jill Pell, chairman of the MRC's population health sciences group, said this type of research will provide "robust evidence" to tackle obesity. She added: "To date, studies examining the link between the neighbourhood food environment and diet and body weight have provided mixed results, which is why it's important that we continue to study these relationships."

In a *BMJ* editorial, senior research scientist Kathryn Neckerman said it is unclear what impact restricting takeaway restaurants would have and added: "In a kind of nutritional 'whack-a-mole', closing takeaway outlets might lead other retailers to expand their offerings of unhealthy food."





Fat risk . . . hamburger

Experts: local junk food link to obesity

By **NICK McDERMOTT**
Health Editor

A TAXPAYER-funded study costing tens of thousands of pounds and lasting eight years has delivered its findings – living and working near takeaways makes people fat.

Researchers found that the more fast food joints people see in a day, the more they scoff.

Those exposed to most are almost twice as likely to be obese than those who come across fewest.

The findings – in the British Medical Journal – were branded “blindingly obvious” by the National Obesity Forum.

The Cambridge University team, which looked at more than 5,000 29 to 62-year-olds, has been given £2.7million to spend on public health studies by 2019.

The TaxPayers' Alliance said: “That money could have gone on research and equipment to actually make a difference.”

The Sun Says — Page Eight

THE **Sun**

Silly burgers

THANK goodness we have the world's best universities nurturing the brightest minds.

After years of study, scientists at Cambridge discovered a link between junk food and obesity.

Next week, zoology department colleagues reveal the results of a study into the toilet habits of woodland-dwelling bears.



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Communications

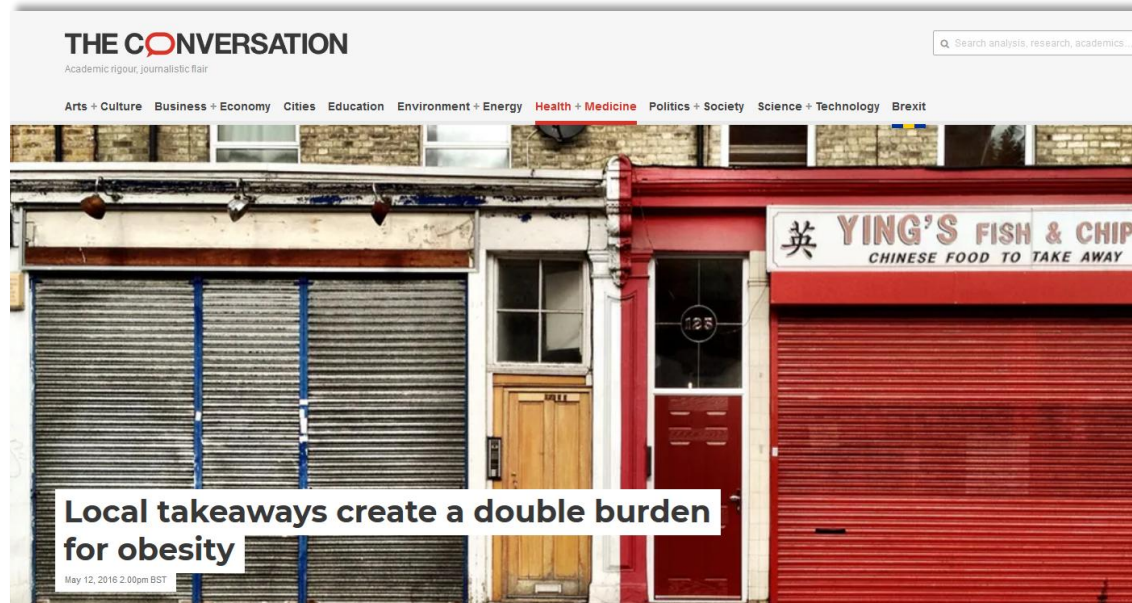
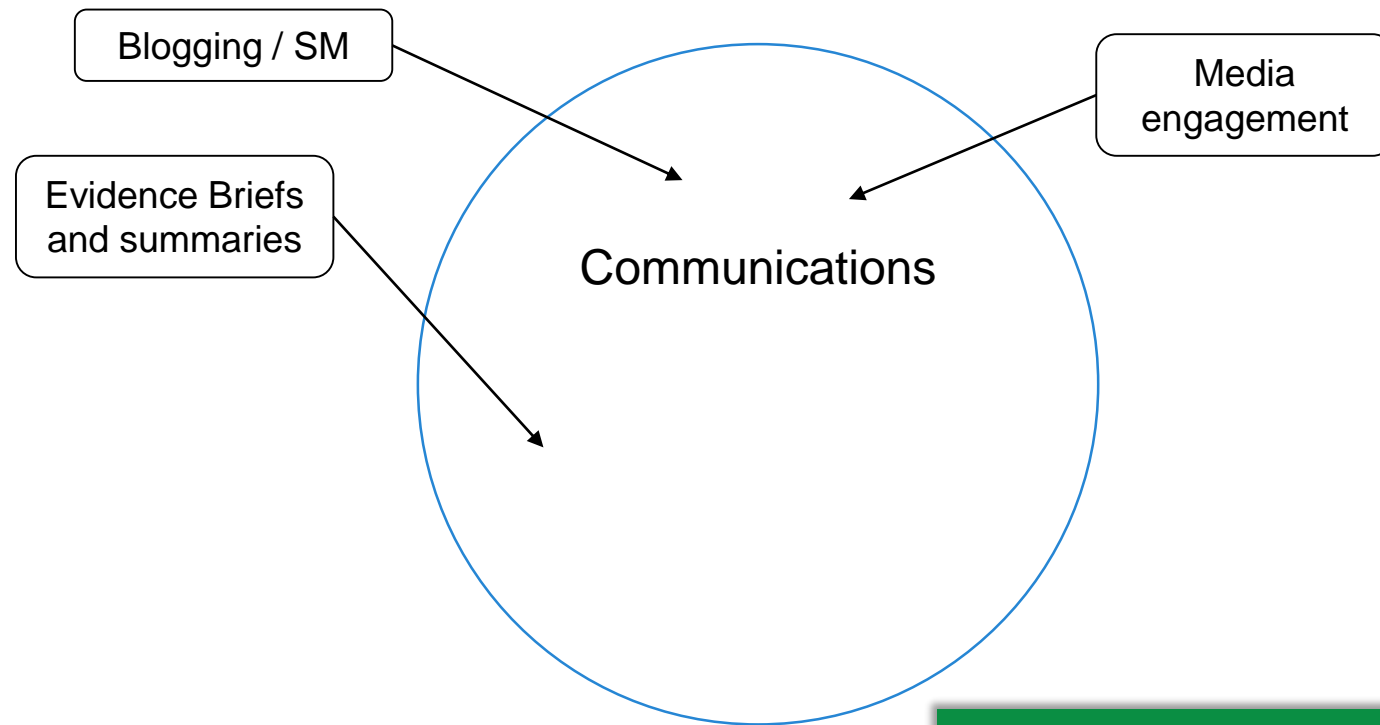
Media
engagement



Large rise in takeaway shops highlights dominance of fast food in deprived areas

The
Guardian





Are takeaways adding pounds?

New evidence on how takeaway food outlets where we live and work may affect our health

Evidence Brief 7, June 2014

Fully referenced and linked at www.cedar.iph.cam.ac.uk/resources/evidence

Where we live and work can affect the type of food choices we are able to make, which in turn can impact on our weight and health. New research from CEDAR is adding insight into how takeaways near our home, work and travel routes can increase consumption and obesity levels.

Takeaways and public health policy

Foods eaten outside the home are generally less healthy than those prepared at home. Over the past decade, consumption of food outside the home has increased by almost a third. Over the same period, takeaway food outlets have proliferated throughout our cities and neighbourhoods.

The influence of our food environment on our health is recognised by a number of policy bodies including the Greater London Authority, NICE and Public Health England. A number of Local Authorities, including Waltham Forest and Barking & Dagenham, are already regulating the proliferation of new takeaway food outlets. However, the UK evidence on associations between takeaway food outlet exposure, diet and body weight has been mixed, and therefore not yet best placed to support neighbourhood-level environmental interventions.

What CEDAR research is adding

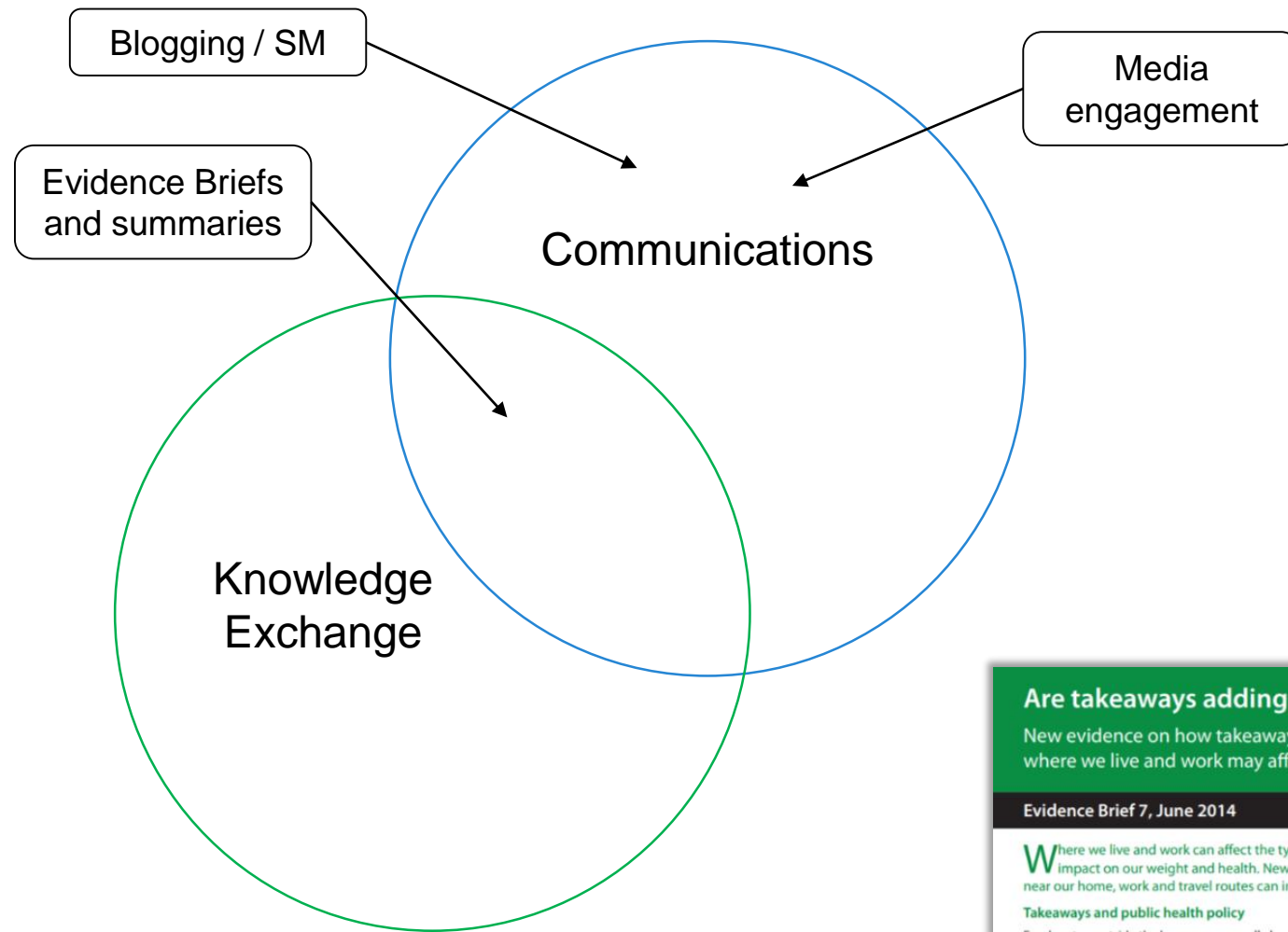
Among our research in this area, CEDAR has been using data from the **Fenland Study**. This analysis involves 5442 people born between 1950 and 1975 from Ely, Wisbech and Cambridge.

Using a geographical information system, we looked at

Figure 1: Mapping one person's exposure to takeaways at home and work

Considering the whole environment

Studies in this area have largely concentrated on exposure to food outlets in residential neighbourhoods only. However, we spend a large proportion of our day at or travelling to our workplace. Our research with this population has found that considering only the home environments greatly underestimates total takeaway food outlet exposure.



Are takeaways adding pounds?

New evidence on how takeaway food outlets where we live and work may affect our health

CEDAR

Centre for Diet and Activity Research
A UKCRC Public Health Research Centre of Excellence

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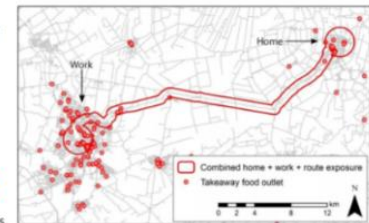
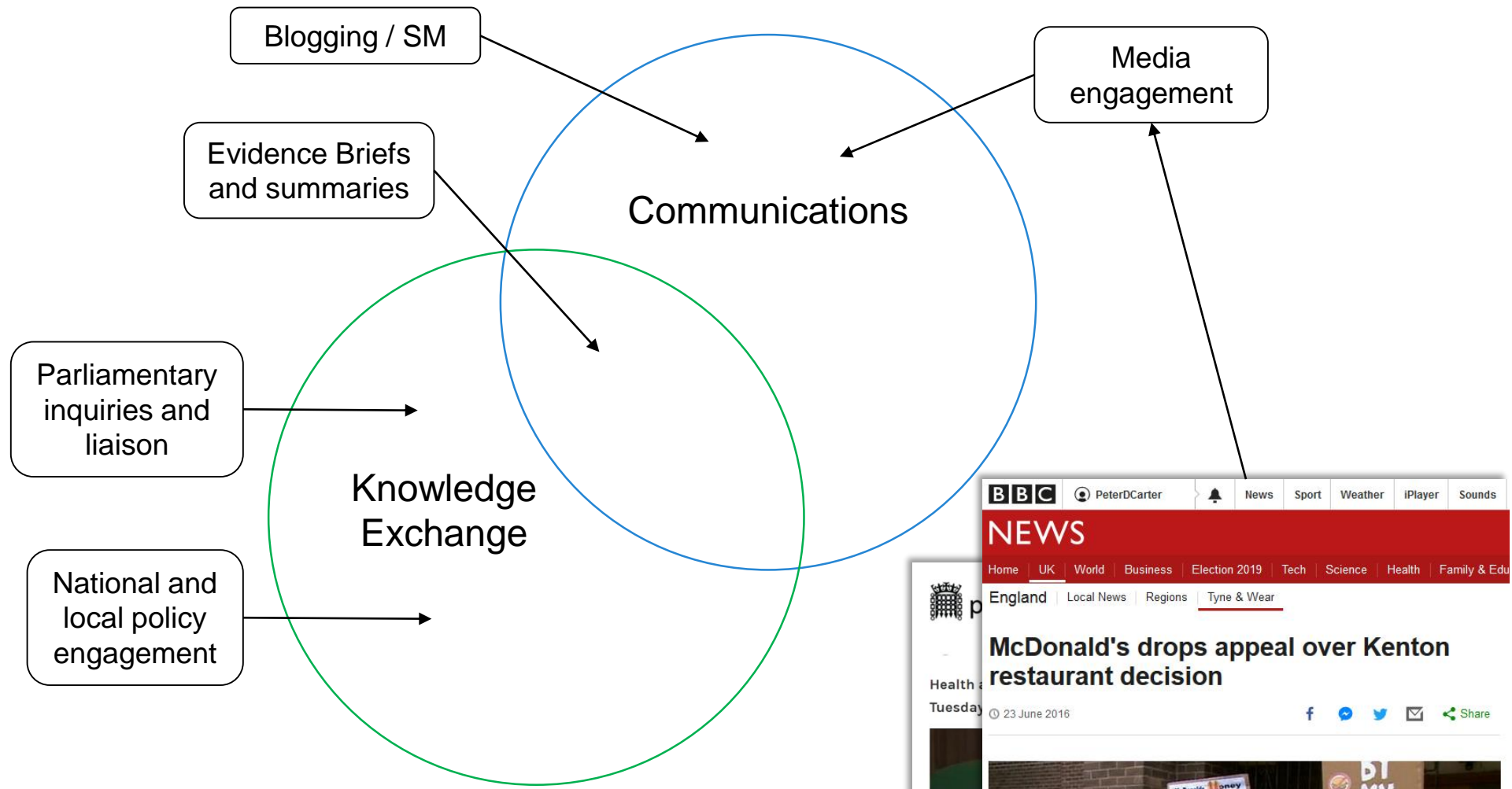
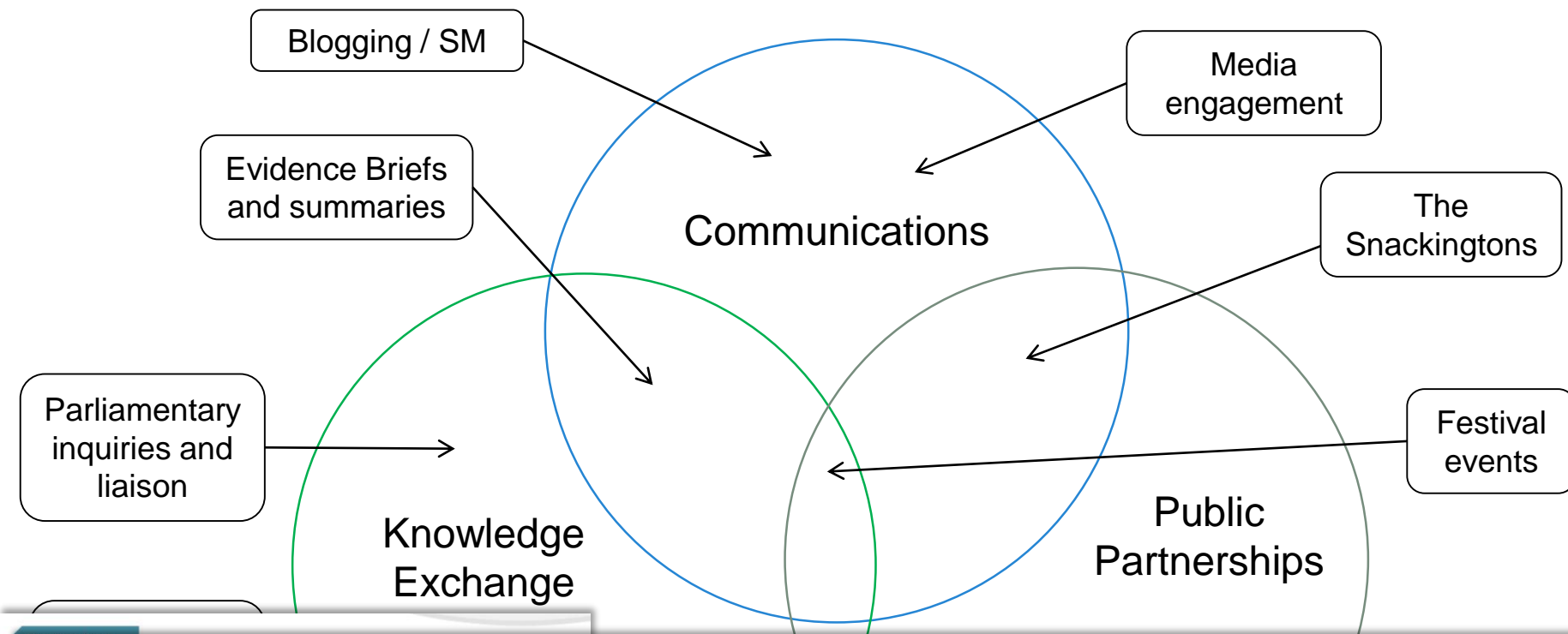


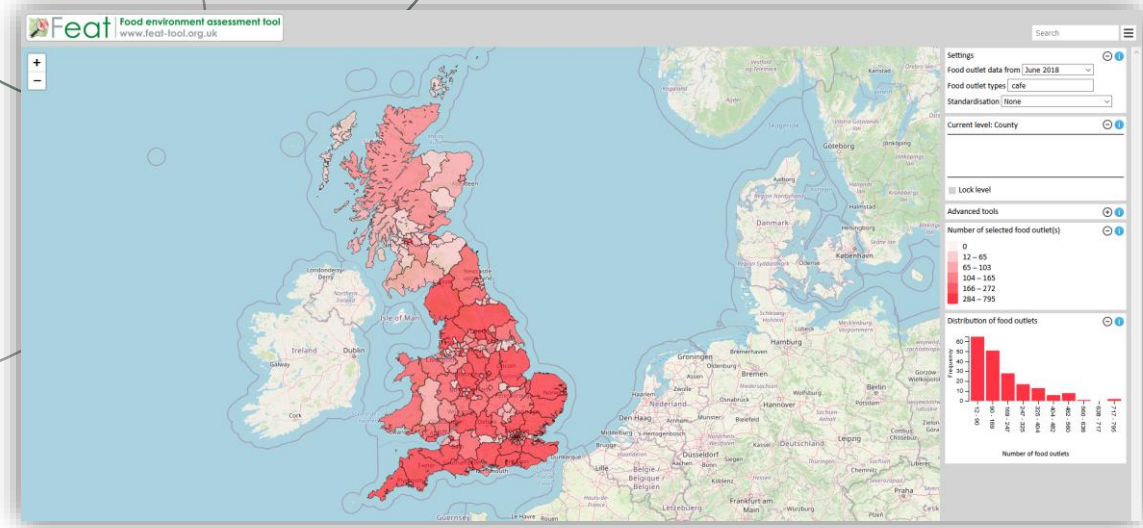
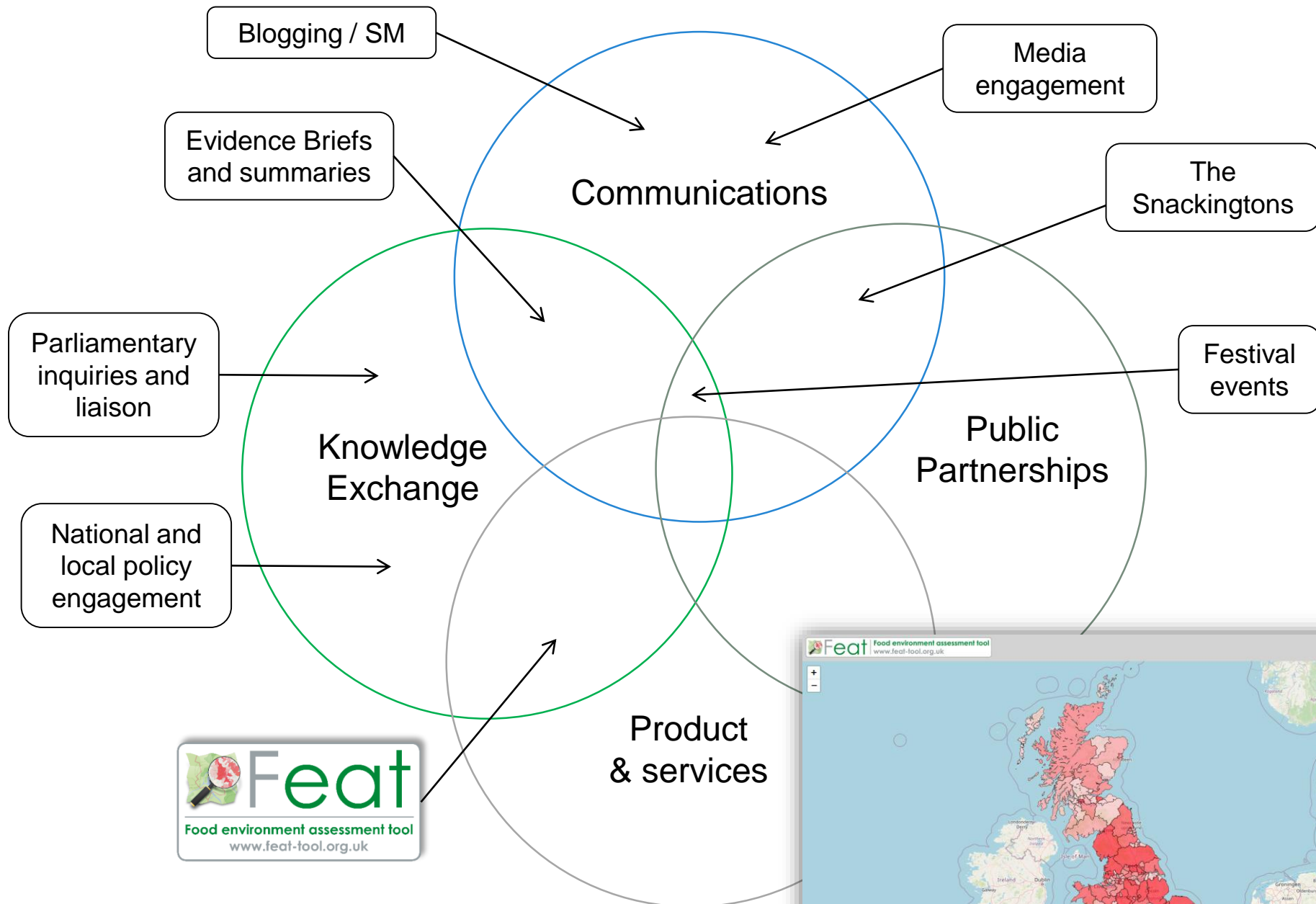
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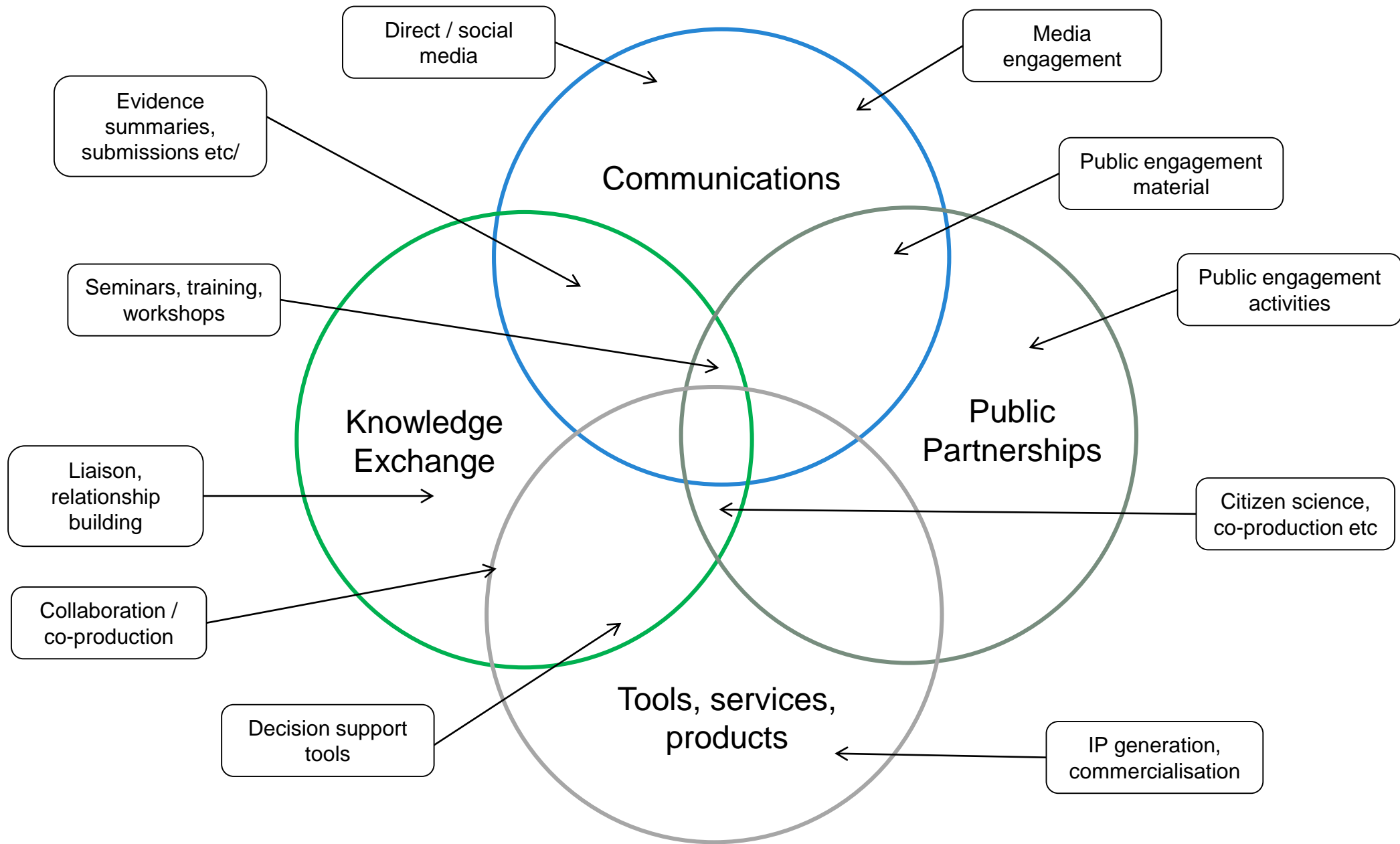
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Strategies for Encouraging Healthier 'Out of Home' Food Provision

A toolkit for local councils
working with small food
businesses

Nation gorging on fast food: Record surge in takeaways on almost every high street is feeding Britain's crippling obesity crisis

KFC 'is thwarting anti-obesity efforts by councils to stop takeaways being opened near schools' - after analysis showed nation's bulging waistline crisis is costing £100billion a year

By ELIZABETH HAIGH 

PUBLISHED: 07:44, 6 December 2023 | UPDATED: 08:08, 6 December 2023

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New rules aim to limit number of takeaways



GETTY IMAGES

Late night takeaways have become "focal points" for drunk people in the early hours, police said

www.bbc.co.uk/news/articles/cd11m5zn42yo

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New takeaways banned in most parts of city



GETTY IMAGES

Newcastle City Council said no new takeaways could open near schools where more than 10% of Year 6 pupils were obese

www.bbc.co.uk/news/articles/c0vvjwjxjg4o