



# Getting Research into Practice: Making Research Count

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[www.wiganmbc.gov.uk/pub/health.htm](http://www.wiganmbc.gov.uk/pub/health.htm)

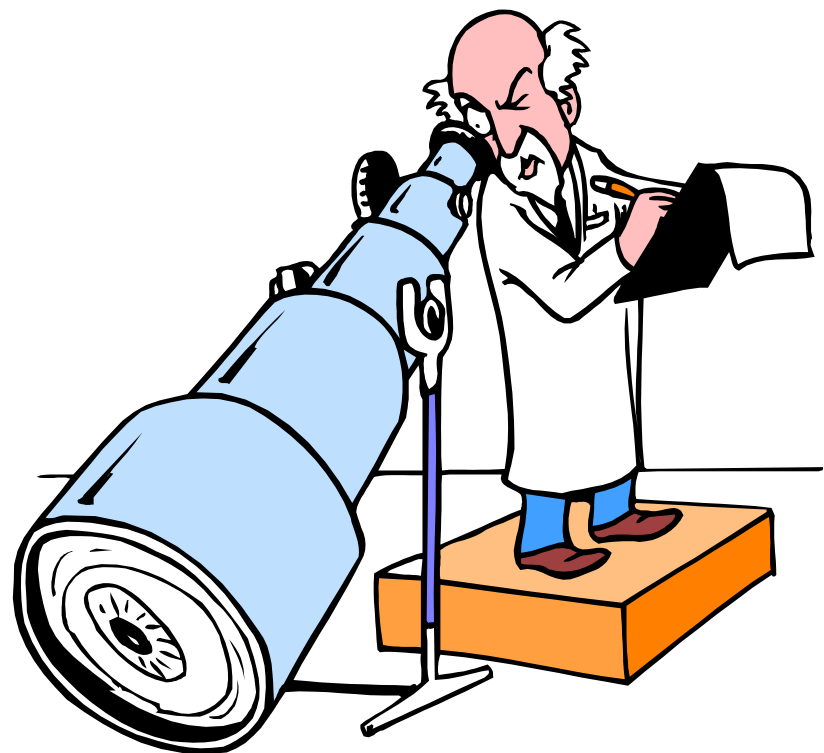
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# Making Research Count

- National initiative
- Hub and spoke
- 10 universities
- Annual fee £5,500
- Autonomy
- Research in Practice



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# Aims of Making Research Count

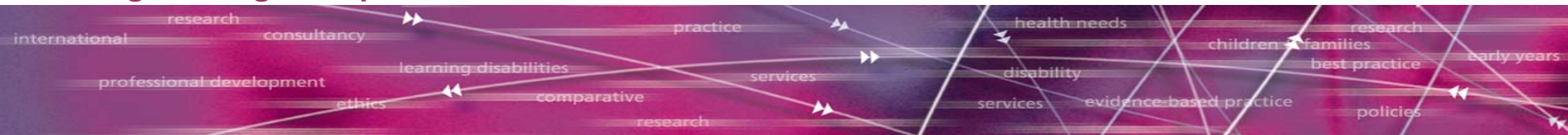
- Improving dissemination and implementation of research findings
- increasing mutual understanding between researchers and practitioners
- Influencing the shape of 'evidence-based practices' - including appropriate research methodologies for the field of social care



# Making Research Count (G Man)



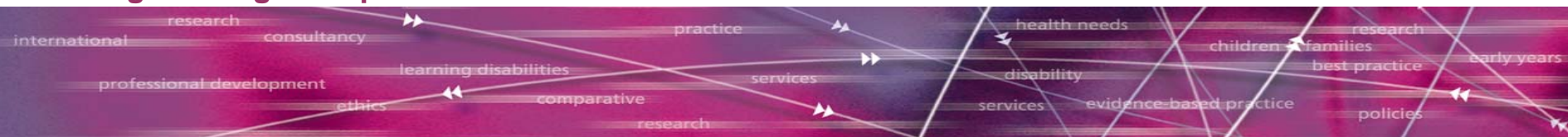
- Interested individuals
- Planning group - LA's and Uni
- Making Research Matter March 2003
  - promoting partnerships
  - applicability of model of collaborative research
  - strategy for development of research in Greater Manchester





# What did the LA's hope to gain?

- Enhances quality of service
- Encourages 'Best Practice'
- Resonates with modernisation agenda
- Contributes to improving staff recruitment, retention and motivation
- Contributes to improving 'star ratings'.



# What did the University hope to gain?



- Closer partnerships
- Access to practice
- Forum for social work research
- Research opportunities



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# Making Research Count (G Man)



- 10 local authorities - 1 university
- Advisory Group
- Steering Group
- Research Fellow
- Launch Conference - Sept 2004

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# Priorities for Greater Manchester

- Children Looked After
- Direct Payments (Older People)
- Getting Research into Practice



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# Research Dissemination Activities

- Individual workshops
- Seminars
- Shared regional events
- National annual conference
- Research briefings
- Access to nationally recognized experts
- Website

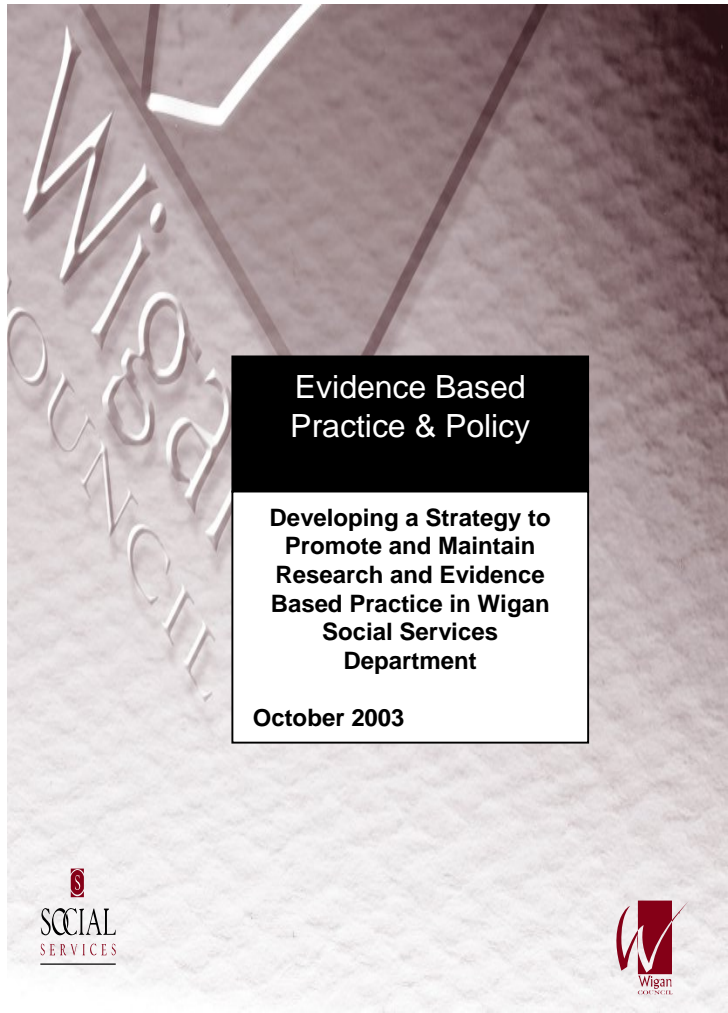
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# PRACTICAL MESSAGES.....



**Evidence Based Practice & Policy**

**Developing a Strategy to Promote and Maintain Research and Evidence Based Practice in Wigan Social Services Department**

**October 2003**



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# KEY INGREDIENTS



- Strategic oversight
- Effective co-ordination
- Receptive organisational or professional culture
- Time.....lots of time
- Effective systems for awareness raising
- Effective systems for storage of materials and retrieval
- Users of research should be partners in the production of evidence.

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## DON'T

- Heavily depend on individuals themselves accessing information and passing it on to colleagues. No guarantee that the right materials get to the right people

## DO

- Ensure that there are research skills in the organisation, including the skills of searching for and accessing research reports, appraising and interpreting the research, applying research interpreting and applying research findings.
- Get research and other key officers to identify and seek to address the disincentives that limit the effective use of research and evidence.
- Get research officers to proactively identify and summarise research of relevance to current policy developments.
- ‘Sell’ the benefits!

[www.salford.ac.uk/research/](http://www.salford.ac.uk/research/)

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# DO

Aim for any research report or summary that is sent to practitioners to have a covering sheet that contains the following key information:

- i who are the target audiences for the research
- i why it is relevant to them
- i what the key research findings are
- i what are the implications for the target audience
- i why research results are credible
- i what the recipients should ideally do with the report/summary.



www.

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## In Summary...

- Publication, even electronically, is not the same as facilitating access.
- Dissemination does not mean that you have necessarily reached your target audience.
- Reaching the target audience is not the same as having an impact.
- We need to involve potential users of research early in the process and ensure that research outputs are made as accessible as possible

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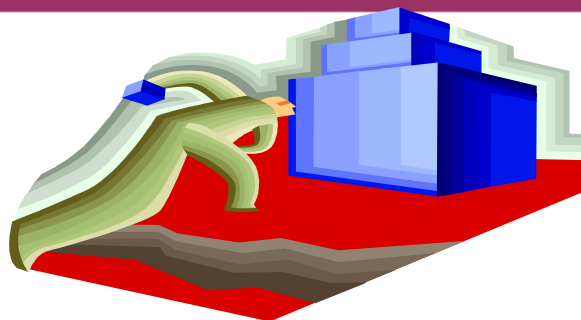
## Obstacles to Success



- Staff turnover problems - changes in personnel may well affect progress - particularly as this leads to conflicts of interest in when time can be given to finding and critically assessing research developments and reflective practice.
- Research and development resources are stretched - performance management often receives greater priority



## Our Plan



- Visible senior management support
- Build an in infrastructure around EBP in the Department
- Making Research Count consortium
- SCIE Practice Partnership
- Funding
- Co-ordination through creation of forums (cross section of staff )
- Building research responsibility into job descriptions
- Developing EBP links with practitioners and policymakers in other agencies and organisations

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**GOOD LUCK!**



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