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# **From Evidence to Practice and Policies: The Role of Evaluation**

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# Practitioners and Evidence

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- ❖ Evidence re best clinical practice exists but little uptake by clinicians
- ❖ In health promotion, much gray literature, few relevant good quality evaluations
- ❖ For researchers -- need more evaluations that meet health promotion requirements
- ❖ For practitioners – need summarized info, guides, training, easy to read



# Practitioners & Evidence Issues

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- ❖ More Latin American evidence needed
- ❖ Culture of evaluation and use of evidence in program decisions needed
- ❖ Training and tools on how to use evidence in practice needed



# Policy-makers and Evidence

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- ❖ Lots of policy decisions made but little research that could have contributed
- ❖ In health promotion, some research on impact of policy decisions on health
- ❖ For researchers – need more research related to policy issues
- ❖ For policy-makers – need summarized info presented in policy terms



# Policy-makers & Evidence Issues

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- ❖ Need for more policy-relevant research
- ❖ Culture of evaluation and use of evidence in decision-making needed
- ❖ Need ways to increase understanding of each other for both researchers & policy-makers



# What Affects Knowledge Translation to Policy

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- ❖ Decision-making process
- ❖ Model of knowledge transfer process
- ❖ Way research will be used
- ❖ Research Usability



# Policy Decision-making

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- ❖ Political process not rational
- ❖ Focused on routine or incremental change
  - ❖ Incremental adjustment to competing stakeholder pressures
  - ❖ Needs ideological fit
- ❖ Fundamental change
  - ❖ Special opportunities required (change gov't)
  - ❖ Need to act fast



# KT Models - I

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- ❖ Linear/engineering/rational model
  - ❖ Research as data
  - ❖ Evidence speaks for itself & is implemented by rational policy-makers & practitioners
  - ❖ Role for researcher is to do good research and disseminate it in journals & conferences
  - ❖ Role for policy or practitioner is to keep up-to-date with latest info & focus on continuous improvement & best practice



# KT Models - II

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- ❖ Non-linear/Influence Model
  - ❖ Research as ideas
  - ❖ Open & fluid model of research & policy process
  - ❖ Use strategies of social influence
  - ❖ Role of researcher is to do good research, build relationships with policy-makers & advocates, present ideas in journals & other media



# KT Models – II (cont'd)

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- ❖ Role of policy-makers & practitioners is to look for good ideas that fit political or practice needs, try to influence research agendas



# KT Models - III

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- ❖ Targetted/Advocacy Model
  - ❖ Research as argument
  - ❖ Evidence used to support partisan positions in political conflicts
  - ❖ Role of researcher is to do research that clarifies, legitimates or accelerates change in public opinion around certain issues
  - ❖ Role of policy-makers is to find research that backs their position



# Uses for Research - Weiss

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- ❖ Knowledge (research leads to policy)
- ❖ Problem-solving (agree to solve problem)
- ❖ Enlightenment (education)
- ❖ Political (rationale for decision)
- ❖ Tactical (research as way to delay)
- ❖ Interactive\* (one of several info sources)
- ❖ Intellectual enterprise (interest)



# Research Usability

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- ❖ Relevance
- ❖ Quality
- ❖ Ideological acceptability
- ❖ Power & pressure group politics
- ❖ Practicability
- ❖ Issue complexity
- ❖ Time urgency



# Relevance to Health Promotion

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- ❖ HP strategies involve building relationships with policy-makers and public
  - ❖ Developing healthy public policy
  - ❖ Working in partnerships across sectors
  - ❖ Strengthening community action
  - ❖ Advocacy & communications
  - ❖ Participatory approaches



# Implications for HP Evaluators

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- ❖ Active interaction between policy-makers or practitioners and evaluators needed
- ❖ Training in evaluation
- ❖ Mechanisms to communicate results (special journals, LA databases)
- ❖ Support for systematic reviews
- ❖ Political support for evaluation



# Responses from the HP Evaluation Field

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- ❖ PAHO Participatory evaluation resource manual
- ❖ Evaluation training (CEDETES & others)
- ❖ IUHPE global effectiveness project
- ❖ Development of indicators (e.g. empowerment, community capacity)
- ❖ Development of new methods



# Recommendations for Political Leaders

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- ❖ Recognize HP is fundamental to pursuit of equity, QOL, better health for all
- ❖ Require evaluation & monitoring
- ❖ Have infrastructure to support evaluation
- ❖ Encourage collaboration
- ❖ Use HP evaluation results



# Why use HP & HP evaluation?

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- ❖ Help address difficult health & social problems
- ❖ Improve relations with the public
- ❖ Demonstrate quality of programs & services
- ❖ Work with partners to attract & mobilize resources



# Recommendations to implement HP Evaluation

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- ❖ Adopt participatory evaluation approaches
- ❖ Use multiple or mixed methods
- ❖ Establish evaluation fund (10% of total \$ for HP initiatives)
- ❖ Support training and education
- ❖ Support applied research





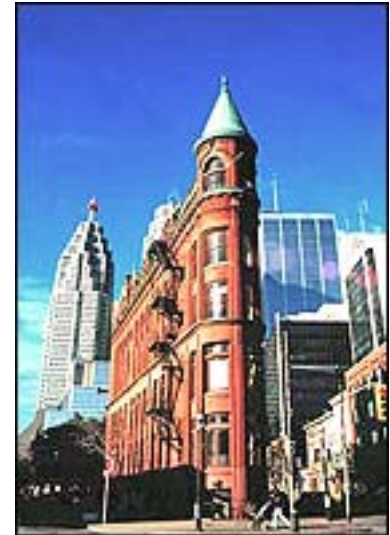
Streetcar in Winter



Toronto City Hall



University of Toronto



Flat Iron Building





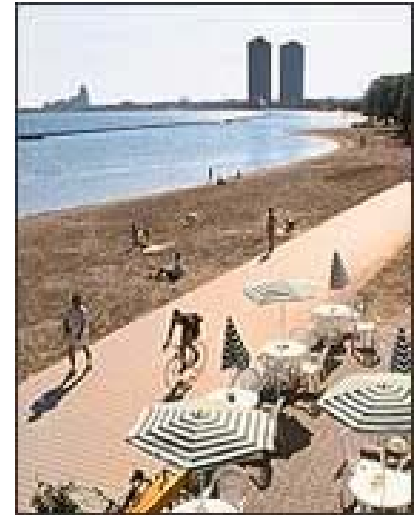
Toronto Skyline



Shopping



Ontario Place



Lake Ontario

