

Institution: Staffordshire University

Unit of Assessment: 4 – Psychology, Psychiatry and Neuroscience

a. Context

All staff in Psychology at Staffordshire University share the key aim of conducting research which can be applied to serve the local and wider community (REF5). Our research is designed to impact on those outside academia as well as being published in international peer reviewed journals. For instance, as a result of our world-leading research publications in *Health Psychology* (Clark-Carter) and *Preventive Medicine* (Smith), health policy makers and practitioners have a stronger evidence-base for development of interventions on smoking, exercise, and other health-related behaviours (see below). Krahenbuhl's publications in *Legal and Criminological Psychology* and *Crime and Law* have given police and those in the legal professions key information on children's eye-witness testimony. Lee's work in *Journal of Health Psychology* has been used by pressure groups to reduce abuse of women beer sellers in Cambodia. Our research work is unique in focusing on key applied psychology issues that have not been researched previously (e.g. Case Studies 1 and 2), and has international reach outside academia. The University is fully supportive of the importance of conducting high-quality research that has significant impact, and the University Plan requires that "our applied research and knowledge transfer activities are business and commercial focused and delivering impact and revenue for the University" (p.18)". Our Faculty Scholarship, Enterprise and Research Strategy also specifies that staff should engage with partners outside academia as well as producing at least one research output per year.

Our staff work with health professionals to ensure that our world-leading research work impacts on health practice. For instance, Clark-Carter's work on facial morphing and smoking (Case Study 1) has been used as an evidence-base for effectiveness by three UK stop smoking services who have incorporated the recommendations of the research into routine practice (reaching more than 4,200 smokers in 2012-13), and *Operation Smoke Storm* (an interactive multi-media resource to prevent children smoking, accessed by more than 100 schools across the UK) cites the work as part of its evidence base. Povey's evaluation of the paediatric obesity programme for Five Boroughs Partnership NHS Foundation Trust has culminated in two presentations (September, 2012 and January, 2013) and a final report which has been delivered to the Programme Team for *Family Futures* (April, 2013). This has led to changes in practice, including the development of a new treatment pathway for older children and the implementation of more regular team meetings. In addition, Burton's work with older people living with age-related visual impairment will be used to develop educational materials to aid general health management in this patient group. This work also led to a presentation as part of a research round table at the British Society of Gerontology Conference with more than 500 attendees (September 2013), a final report to the Thomas Pocklington Trust (July 2013) which is expected to reach around 5000 health care professionals. In addition, a summary report devised to raise awareness of the difficulties faced by older people with vision impairment was disseminated to health care professionals, charity groups and policy makers via email bulletins and advertisements on the Thomas Pocklington Trust website. The work will also be circulated through the Vision 2020 mailing list, which reaches 52 member organisations including Action for Blind People, The Macular Society, the RNIB and the Royal College of Ophthalmology (which has 3000 members worldwide). We have strong research links with South Staffordshire PCT and Staffordshire Council stop smoking services who are acting as advisors on the Centre for Health Psychology MRC-funded smoking prevention project between 2012-2017. Clark-Carter and other staff from the Centre for Health Psychology have run two workshops for 53 stop smoking practitioners within a thirty mile radius of Stoke on Trent, and 10 in London where they have disseminated the results of the work on smoking and appearance. Smith's work with NHS Stoke on Trent informed the development of interventions aimed at reducing health inequalities associated with physical activity and healthy living as defined by community members. This work has led to evidence of improved levels of physical activity and healthy eating in three of the most socio-economically deprived areas of Stoke on Trent, with 11,525 individuals having benefitted from this work to date. Smith's contribution to the MRC-funded National Preventive Research Initiative project to map physical activity and health outcomes in deprived inner-city communities also provided an important stimulus that led to the formation of the Healthy Public

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Policy Group in Stoke on Trent. This is a collection of key stakeholders from academia, the local authority and the NHS which aims to ensure that health and lifestyle are considered in local policy and action developments (such as proposed planning developments), and providing a sustainable mechanism for University researchers to influence local action. Lee's work on Cambodian beer sellers (Case Study 2) has also been used to promote safer sex and improve training opportunities for these women, and has provided an evidence-base for those committed to ensuring ethical practice in the beer industry. Dempsey's work on a web-based personalised norms intervention for polysubstance use in University students across seven European countries has informed and will facilitate health intervention strategies in this susceptible population.

Our work has impacted on Government Organisations, and other public funded bodies, in the UK. Work by Roberts has been disseminated to Northamptonshire Police and Probation, Multi-Agency Prolific and Priority Offenders Management, and Northamptonshire Drug & Alcohol Services through workshops (2009). Krahenbuhl has disseminated work on children's memory to Staffordshire police in training sessions in 2010-11. Buckley's work on social skills in young people has been used by Merseyside Fire and Rescue Service (FRS) to modify their support programmes for young people living in socially deprived areas of Liverpool. Jolley wrote an invited article on the importance of art education for children for the Assessment and Qualifications Alliance (AQA), a leading provider of qualifications (e.g., GCSEs, A-levels, etc.) and supporting material for teachers and students. The article outlines the psychological and educational benefits for children who engage in art, and can be found at: <https://cerp.aqa.org.uk/perspectives/importance-art-education>. At OFSTED's request, Jolley has also discussed his research findings on the attitudes and practices that shape children's artistic development. The Centre for Health Psychology's smoking prevention work is being conducted in collaboration with Staffordshire Council. Twenty-five schools around Staffordshire are administering the intervention and are fully involved at each stage of developing and evaluating the impact of the intervention. At the end of the intervention they will be given individual recommendations for preventing smoking at their schools and a toolkit of support materials.

b. Approach to impact

Knowledge exchange, and applied research are key elements within the University *Working with Business* Strategy, and our Faculty Scholarship, Enterprise and Research Plan promotes knowledge transfer to ensure that those outside academia benefit from our research. We do this through public engagement events such as public talks (Clark-Carter, Jolley), training sessions with police (Krahenbuhl, Roberts), teachers, parents, and school-children (Jolley), and health professionals (Clark-Carter, Povey), and by press-releasing work where possible to encourage dissemination through national and international media (Lee, Clark-Carter, Jolley). Staff receive support at University, Faculty and School level to ensure the research work reaches a wide audience to maximise potential for impact. Staffordshire University is committed to ensuring that research has significant impact and good national and international reach and supports staff through a variety of mechanisms. The University Enterprise and Commercial Development (ECD) team offer support on making links with organisations outside academia, including support on submitting research-related bids to non-academic organisations, contract negotiations, targeting funding organisations and approaching them. They carry out the market research for potential projects, and match up requests from local businesses to relevant academic staff. The team provides advice on knowledge transfer projects, proposals and project support, company liaison support, and support in accessing funding opportunities, including some finance for innovative projects likely to impact outside academia. The team support staff in developing funding links with external groups through regular support workshops (for instance, workshops in 2012-13 have included formal sessions on European Funding January-April 2013) and through individual support when required. The Knowledge Transfer Partnership Team supports the development of KTPs, enabling meetings with appropriate partners and supporting all stages of the bidding process. One successful KTP including Smith on community approaches to exercise (September 2009-August 2011) was supported at all stages by the KTP team, and ongoing KTP applications (such as work on healthy eating in nursery schools; Povey) have been well supported by that team. The University marketing department and press office publicise research work to ensure that work is disseminated outside academia. For instance, the facial morphing work (Clark-Carter) has been

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publicised through University press releases in December 2010, September 2012, and April 2013 leading to local and national press coverage in the *Sentinel*, *Marie Claire* magazine, and on numerous websites in the UK, USA, The Netherlands, Italy and elsewhere (Case Study 1), and was covered on *Daybreak TV* in December 2012, facilitated by the Press Office team. Jolley's work on children's drawing was profiled in *Junior Magazine* and in the *Staffordshire Newsletter*, and he has talked about his work on radio shows including a series of interviews on child psychology to *Crossrhythms* radio station. Lee's work has appeared in *The Cambodian Daily* and *Phnom Penh Post* as well as on numerous international websites (Case Study 2). In Psychology, research mentors and line managers encourage staff to disseminate work to non-academic organisations, and to publicise high quality research work through University and Faculty websites and newsletters. Research is also disseminated through staff websites, blogs/twitter feeds, and on electronic research notice boards in the Science Centre, which display summaries of research and advertise research seminars. Funds are available in the staff development budget to support staff in travelling to publicise their work to ensure impact, and the Enterprise lead for Psychology ensures that staff are aware of opportunities to work with outside organisations. Research and Enterprise are dovetailed through sharing a Committee where staff are supported on all aspects of research and enterprise.

c. Strategy and plans

Our impactful research work, such as Clark-Carter's on promoting smoking cessation, and Buckley's on improving social skills in young people, exists within a University and Faculty environment that supports applied research (see above). The key strategic aim of our Psychology Research and Enterprise Group is to conduct far-reaching, exceptional research that can be applied to serve the local and wider community (REF5). Our research is application driven, and we have extensive experience collaborating with private, public and voluntary organisations. One key objective is to contribute to quality of life through the pursuit and effective exploitation of socially relevant research, and this focus on impact, as well as the need to ensure that all work is of high academic quality, informs all our research work. In this we are supported fully by the University ECD Group. We plan to continue to build support strategies for applied research and dissemination into appraisals, to support development of non-academic research links and potential for funding through ECD group in workshops and individually tailored sessions, and to use external consultants to run workshops to help staff to publicise their world-class research through the media more effectively.

d. Relationship to case studies

Our two unique case studies, published in peer-reviewed international journals, exemplify the effects of our impact-based research strategy (above). Clark-Carter's work on facial morphing and smoking prevention (Case Study 1) has encouraged local and national Stop Smoking Services to incorporate age-appearance morphing programmes into their practice as a direct result of workshops on the research findings. Moreover, research studies and clinical evidence show significant impact of the intervention on quit rates. Lee's work on reducing HIV/AIDS in Cambodian beer sellers (Case Study 2) has had a significant impact on awareness of health risks concerning HIV/AIDS and overuse of alcohol amongst beer sellers in Cambodia and has raised awareness of the beer sellers' workplace risks and the role of major brewers internationally. These impact case studies are good examples of development of world-class research programmes that use psychological theory and research methods to develop practical interventions to improve people's well-being. These studies were achieved within a context where applied and impactful research, and links with institutions outside academia, are actively supported by the University through the ECD Team.