

Institution: University of Greenwich
Unit of Assessment: (UoA 3) Allied Health Professions, Dentistry, Nursing and Pharmacy
<p>a. Context</p> <p>Research conducted by the Nursing and Applied Social Research Group has been used to the benefit of numerous non-academic user groups including patients, carers, the public, policy makers and health and social care providers. Evidence of the research on which these claims are based can be found on the University archive (GALA), but the following selected examples of types of impact, with their major beneficiaries, illustrate the reach and significance of our research.</p> <ol style="list-style-type: none"> 1. <i>Health and welfare:</i> <ol style="list-style-type: none"> a. Enabling patients and carers to manage long-term conditions including dementia, chronic pain, HIV, diabetes, cardiac rehabilitation; b. Enhancing patients' experiences in acute settings by using their feedback to improve nursing care; c. Involving patients and the public in research; e.g. people with learning disabilities and older adults, and, more generally, with the formation of two service users groups, who have received training in research methods to make an informed contribution; d. Support for public involvement in important decisions about health services, such as the reconfiguration of maternity and mental health services in the region. 2. <i>Society and culture:</i> <ol style="list-style-type: none"> a. Stimulating public and policy debate about issues including alcohol consumption, teenage pregnancy, abortion and contraception; b. Raising public awareness of the needs of disadvantaged groups, including lesbian, gay, bisexual, transgendered and questioning youth (LGBTQ), as well as black and minority ethnic (BME) groups, particularly Romany Gypsies; c. New public health issues have been identified: drinking alcohol at home, the rise of gambling among women, the problem of infertility among young women being treated for breast cancer and health problems associated with fuel poverty and poor housing. 3. <i>Economy and commerce:</i> <ol style="list-style-type: none"> a. The Knowledge Transfer Partnership with an LGBTQ charity (<i>Metro Centre</i>) has played a key role in enabling them to secure further grants of over £600K; b. Our research showing the quality improvement potential of ward specific surveys using the National Patient Survey of patients experience has led to commissions from 6 Trusts to the survey company (<i>Patient Perspective</i>) to implement this approach; c. Reports from the regional ambulance service which has adopted the iPhone App to measure and treat pain in patients with communication difficulties suggest that its use can reduce the need for hospital admission. 4. <i>Public Policy and services:</i> <ol style="list-style-type: none"> a. Consulting advice based on our research on patient feedback influenced the decision to conduct the National Cancer Survey of 2011/12 at speciality level and to ask for patients' qualitative comments as well as quantitative survey responses. b. The Department of Health has sought advice on, for example, the dissemination of information about the Shingles vaccine, based on our research with older adults; c. The Department of Education, has sought advice on sexual health programmes in schools, based on our research on the experience of young women.
<p>b. Approach to impact: over the assessment period, this has focused on:</p> <p>1. Strategic alignment of research strategies to reflect national and international priorities:</p> <p>To maximise the impact potential of our work, we have aligned our research priorities with local, national and international priorities, particularly population ageing, social inequality, sexual health, alcohol problems and the quality of care in acute settings and care homes. Investment by the Faculty in research leaders and research fellows has enabled us to achieve a critical mass of skills in these areas. Long term research collaborations with four international scholars with expertise in ageing and long term conditions (Zwakalen; University of Maastricht, Leveille; University of Massachusetts, Thompson; Australian Catholic University and Banaszak-Holl; University of Michigan) have recently been formalised and will increase the international reach and significance of our research. The decision to focus research on key strategic areas has already brought dividends; ageing has been adopted by the University as one of its strategic themes and has given support for the formation of a new research centre in 2014 to be led by Pat Schofield, who has also</p>

been influential in developing ageing as a major strand in the work of regional organisations such as the Academic Health Sciences Networks and Health Education England in the region.

B. Extending our professional and academic networks:

Organising high profile conferences and events has contributed to the reputation of the University of Greenwich as a regional hub for research in health and social care, enabling us to showcase our research and develop new research partnerships. We have organised, for example, four *Partners in Practice Days* (2008 to 2011), three *Sexual Health Conferences* (2009 to 2011) and the launch of two *Research Centres*. Two successful Knowledge Transfer Partnerships, with the *Metro Centre* and *Greenwich Primary Care Trust*, as well as numerous other research projects were a direct result of these events. Most recently, the dementia carers' website and pain APP were the focus of an event held in Greenwich under the umbrella of the KT EQUAL programme and chaired by Angela Rippon (<http://kt-equal.org.uk/calendar/56/67-Technological-advances-to-managing-pain-in-older-adults-with-dementia>). The diverse *funding strategy* that we pursue targets prestigious national and international funding bodies, but also responds to commissions from the NHS and charities, including the *Marie Stopes International*, *Together for Short Lives*, and *Dementia Alliance*. Our researchers have also played a key role in the development of the organisational infrastructure for research in the South East of England; members of staff have been appointed to the Board of the Comprehensive Local Research Network and have contributed to the formation and strategic direction of new organisations in the NHS: Academic Health Sciences Networks and Health Education England in South London and Kent, Surrey, Sussex, and we are developing links to the new Clinical Commissioning Groups, as well as the Health and Well-Being Boards. These extensive collaborative networks ensure that our research meets the needs of end users, thus increasing the likelihood that the findings and recommendations will be implemented.

C. Prioritising impact as a discrete part of the research process:

Over the assessment period we have learned how important it is to devise an impact strategy at the outset of a project. A prime example of this approach is our *Youth Chances* project which has gathered evidence about the experiences of LGBTQ young people growing up in England and Wales. This project included an impact strategy in the *proposal* to the Big Lottery, with a key aim being to influence policy makers and practitioners in all types of institutional settings, including education, housing, criminal justice and health. Commissioners and service providers in health were surveyed at the outset and will be surveyed again at the end of the five year study to measure the overall impact of the project on their attitudes and behaviour. The *Youth Chances* project has had a high media profile. Progress of the study is frequently reported in the *Gay Press* and the findings have featured in mainstream media. In 2012, a story in the *Independent on Sunday* was followed by an interview by Evan Davies on Radio 4's *Today Programme* with the project manager, Dan Baker, who is also one of our PhD students. The project team maintains its profile using Twitter and Facebook. A "tweet" by Stephen Fry inviting young people to complete the survey had a huge impact and contributed to the eventual total of over 7,000 respondents. This project has demonstrated the value of including an impact strategy at the outset, thinking through the target groups for information and influence, and developing plans to ensure that they are achieved; This is the model we now adapt for use in all research projects.

D. Active dissemination:

As part of our impact strategy we have added to traditional forms of research dissemination (i.e. journal publication and conference presentation) more varied and modern approaches to research communication. The Faculty website provides information about the research groups, shows examples of our research projects, and highlights our media profile and research partnerships. It links directly to our publications and other outputs that are freely available on the University's repository, GALA (Greenwich Academic Literature Archive). We work closely with the University's Public Relations Office (PRO) to raise our profile, both on the University home page and in the media. This enabled for example, West's research on low wages in caring occupations to be featured on the pages of *Guardian Society* (www.guardian.co.uk/social-care-network 6th September, 2012). Various staff members have been interviewed about their research: for example, Foster participated in the *Moral Maze* on Radio 4 in 2008. Staff members have participated in media training organised by the research office of the University (GRE) to enhance their media skills. A series of impact workshops with external speakers from the New Economics Foundation, Bulletin Academic and Innovation Partnerships, was organised in 2012 to increase our collective knowledge of impact strategies and to prime researchers to recognise and seize impact

opportunities. The University's Early Career Researcher Initiative provides training on achieving impact and has recently introduced a "Communicator of the Year" award to recognise achievement in this area. Support for the development of excellent research proposals, including dissemination and impact strategies, is provided by the bidding forum, writing group, and peer review processes, as well as individual support from the dedicated Business Development Manager and the Director of Research, as well as mentors. Only rigorously conducted research will lead to impact that is beneficial to society which strengthens our motivation to continually improve the quality and rigour of our research.

c. Strategy and plans

The current impact strategy will be strengthened and enhanced by:

1. Ensuring that impact is a key focus of all research proposals that are submitted by the Faculty through the peer review process, particularly that they include a budget for appropriate financial support for effective dissemination and impact-promoting activities;
2. Exploiting new technologies to reach diverse audiences. For example, an animated film on sexual grooming, designed to enable young people to make informed decisions about sexual relationships, will be distributed to Schools and evaluated; a "serious game" designed to improve the training of health and social care practitioners in safeguarding children and vulnerable adults will be made commercially available, and several new iPhone/Android Apps are currently in development.
3. Capitalising on the opportunities provided by National Institute of Health Research, we will increase the number of interns, PhD students and Post-Doctoral Fellows who will be trained from early in their careers to produce excellent research and to prioritise impact.
4. Actively soliciting information from the users and beneficiaries of our research by maintaining long-term contact and follow-up, thus building up knowledge about how and why the impact strategies we devise are successful (or not) with different audiences.
5. Ensuring that impact plays a key role in the Faculty research strategy, hiring decisions, development of the Balanced Academic Workload for teaching staff and continuing professional development through the provision of impact workshops for all staff.
6. Identifying politicians who speak in the House of Commons and House of Lords on our areas of expertise, as well as members of related select committees, and communicating with them about our research to maximise its potential impact on policy.

d. Relationship to case studies

Two case studies that exemplify key aspects of our impact strategy are presented: *Improving policy and practice in relation to young women's and sexual health* (Hoggart) and *Enabling older adults, carers and clinicians to measure and manage pain* (Schofield). The sexual health case study refers to our research on Long-Acting Contraceptives (LARC) and two projects on Abortion. These qualitative studies of young women's experiences have had an impact on clinical practice, prescribing practice, commissioning and policy making. The second case study on pain management draws on research that has pioneered the integration of service users in the research process and has produced a range of tools including a leaflet, comic, and a booklet about pain that have been incorporated into guidelines as well as an iPhone App that is freely available to professionals and the public.

These case studies exemplify the diverse kinds of impact we have achieved, give examples of some of the groups that have benefitted from our work, and show how key features of our impact strategy have been translated into action. Both case studies illustrate the extensive networks of funders, service providers and commissioners, charities and other health and social care organisations as well as academic collaborators that we have worked with over the assessment period. They also show how the strategy of aligning our research to national and international priorities, notably in ageing and teenage pregnancy, identified as major current and future areas of social concern, has maximised the impact potential of our work. The case studies also show that time invested in active dissemination and remaining in contact with the beneficiaries of our research has resulted in being able to produce evidence of the impact that our research has had on older people and young women. The range and significance of this research has been brought to the attention of the media, the public, policy makers and health and social care professionals. Both of these case studies focus on issues that have potentially important consequences, not just for individuals and families, but also for public services, the economy and for society at large.