Innovation in Evidence
CONFERENCE

NOVEMBER 15 -16 | UNIVERSITY OF REGINA

Agenda

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MowatNFP
MOWAT'S NOT-FOR-PROFIT POLICY RESEARCH HUB

MUNK SCHOOL
OF GLOBAL AFFAIRS
& PUBLIC POLICY

UNIVERSITY OF
TORONTO

CSKA | Community
Safety
Knowledge
Alliance

Innovation in Evidence Conference: Detailed Agenda

November 15, 2018

7:00am: Registration; Breakfast Available

8:00am: Welcome and Introduction

Dr. Vianne Timmons
President and Vice-Chancellor of the University of Regina

8:05am: Indigenous Welcome

Chief Cadmus Delorme
Cowessess First Nation

8:10am: Host Message

Cal Corley
CEO, CSKA

Lisa Lalande
Executive Lead, Mowat NFP

8:15am: Message from the Government of Saskatchewan

Honourable Christine Tell
Minister of Corrections and Policing

8:20am: Keynote: Framing the Discussion – The Burning Platform

Andrew Parkin
Director, Mowat Centre
> Release of Mowat Centre research mapping report. A review of the current social evidence ecosystem in Canada.

Matthew Mendelsohn
Deputy Secretary to the Cabinet (Results and Delivery), Government of Canada
> The federal government has made significant new investments and developed new processes to use evidence more consistently to inform decision-making. Matthew Mendelsohn will outline the federal approach to using data to support evidence-informed policy making, outcome-driven program delivery and improved service delivery.

Stephen Huddart
President and CEO, McConnell Foundation
>Canada needs new, evidence-based institutions that will catalyze cross-sector social innovation. How can we implement models that support community-led solutions and systems change? Stephen will speak about the recommendations of the Co-Creation Steering Committee appointed by Employment and Social Development Canada (ESDC). These include charitable sector modernization, a Social Finance Fund for Canada and federal social procurement methods, among others.

Dale McFee
Deputy Minister, Ministry of Corrections and Policing, Government of Saskatchewan
>People in need of services expect more – the public at large expect more. Government, philanthropy and private must use its collective knowledge and expertise to achieve more. To be successful in this space we must leverage partnerships between public, private and philanthropy establishing a lab focused on co-design, co-measurement and co-evaluation. Data is the fuel for change, and when connected to a lab for integrated social practice sets the framework to remain current and thrive within the complex problems that are facing our communities.

9:20am: Keynote: The Importance of Knowing What Works (and What Doesn't)

Dr. David Halpern
Chief Executive, Behavioral Insights Unit
>Dr. Halpern will explore why empirical government matters and why evidence institutions like What Works Centres are needed. He will share the story of the UK What Works Centres, how far they have come and what more needs to be done, including collaborating across countries.

10:15am: Coffee Break

10:30am-12:00pm – Break Out Sessions (*concurrent*)

1. **Plugging the Gap:** *Building the Supply of Evidence.*
   >Speakers will provide a review of different approaches to building the supply of evidence, including a look at opportunities for building the international evidence base, and will examine the rise and impact of experimental governments. (Examples of international collaborations – mentorship opportunities, key learning lessons, and opportunities for Canada - will be discussed).

   Presenters

   Dr. Jen Gold
   Head of the What Works Team, Prime Minister's Implementation Unit, UK Cabinet Office
   >Jen will share insights into UK Government efforts to increase the number and quality of experimental trials taking place across the public sector. This includes setting up a Cross-Government Trial Advice Panel, supporting the growth of the What Works Network, and collaborating with other countries.

Stephanie Lee

Director, Washington State Institute for Public Policy

Stephanie will review how Washington State Institute for Public Policy (WSIPP) builds the supply of evidence for Washington State in two ways. First, WSIPP produces new evidence through its impact evaluations of state programs. Second, WSIPP synthesizes existing evidence using meta-analysis and benefit-cost analysis.

Hanna Azemati

Program Director, Government Performance Lab, Harvard Kennedy School

Hanna will focus on the following key considerations: 1) Evidence should be approached as a continuum; 2) Governments should not just invest in evidence-based programs but also encourage innovation and evaluation of programs that are not yet established as such; and 3) Evidence is not enough – we need to also emphasize the quality of ongoing implementation. She will highlight nuances of evidence-based programs with the goal of not just producing evidence for its own sake but maximizing likelihood that evidence-based programs in fact translate to better outcomes for key constituents.

James Turner

Deputy Chief Executive, Education Endowment Foundation

James will give an overview of the Education Endowment Fund's (EEF) approach to generating evidence, both to fill gaps in the research and to evaluate programmes which are widespread in the English system. The session will include an overview of how projects are selected to fund; how programmes are evaluated; how findings are reported in a way that is useful to practitioners; and how they aim to scale promising results. The presentation will also touch on EEF's international work.

Facilitator: Andrew Parkin, Director, The Mowat Centre

2. **Mobilizing and Applying Evidence**: *Making Evidence Accessible, Understandable and Useful*
   This session will explore best practices and key learnings on translating evidence so that it is understandable and useful. It will include a focus on disseminating evidence based on strategies appropriate to end-users, as well as capacity building approaches. It will profile specific partnership and outreach programs in place to encourage the adoption of evidence.

Presenters

Nerys Thomas

Knowledge, Research and Practice Lead, College of Policing

The session will describe how the College of Policing, in its role as a What Works Centre, has identified, quality assessed and translated the evidence base on what works to reduce crime. It will cover the development of the Crime Reduction Toolkit and work to embed evidence in policing guidance.

Dr. Jonathan Breckon
Director, Alliance for Useful Evidence
This session will provide some top-tips on how to communicate evidence so that it has traction with frontline professionals. Based on *Science of Using Science*, an international review of research on interventions that encourage research uptake, the session will share insights from behavioural research, political studies, implementation science, and other areas of social science. Learning objectives: Understand good practice in knowledge mobilisation and the communication of research.

Sasha Tregebov
Principal Advisor and the Head of BIT Canada, The Behavioural Insights Team
Sasha will explore the behavioural and cognitive barriers that limit policymakers and other stakeholders from implementing evidence-based approaches -- and propose a set of "nudges" and other tactics that can help overcome these barriers.

Facilitator: Anne White, Senior Policy Advisor, Government of Canada, Privy Council Office

3. **Innovation and Experimentation in Canada**
   This session will profile some examples of innovative and/or experimental initiatives underway in Canada.

   Presenters

   Dr. Jeremiah Hurley
   Dean of the Faculty of Social Sciences and Professor of Economics, McMaster University
   Dr. Hurley will draw on current work jointly funded by the Canadian Institutes of Health Research (CIHR) and the McConnell Foundation regarding strategies to increase investments in prevention and early-intervention. He will focus specifically on strategies linked to government budgeting and decision-making processes, with an emphasis on the uses of evidence in those processes.

   Jean-Pierre Voyer
   President and CEO, Social Research and Demonstration Corporation
   Experimentation is not new to Canada: social experiments to test innovative government programs date back to the 1970s, with randomized control trials first used to test new income support programs, and then expanding to the domains of workforce training, crime prevention, education and interventions to bolster access to post-secondary education. The renewed Government of Canada's interest in experimentation, which coincides with the increased popularity of Behavioural Insights, provides a major impetus to extend experimentation in other fields of federal and provincial government programming,

   Ursula Gobel
   Associate Vice-President, Future Challenges, Social Sciences and Humanities Research Council
   In 2014, SSHRC launched Imagining Canada's Future - a unique initiative designed to advance the contributions of the social sciences and humanities towards meeting Canada's future, long-term societal challenges. With a focus on six future challenges, this session will examine promising practices in foresight and knowledge mobilization to inform decision-making across the public, private and community sectors.

Helen Yung
Artist-Researcher

>What roles might artists play in policymaking processes? What can creative thinkers and makers with unusual mental models contribute to the collection, analysis and synthesis of evidence? This panel presentation considers the value of intellectual and aesthetic diversity in re-framing issues and generating the necessary 'full picture' insights needed to solve complex social problems.

Samantha Tattersall
Assistant Secretary, Priorities and Planning, Treasury Board of Canada Secretariat

>As a way of supporting the Government of Canada's ambitious agenda to experiment with new approaches and measure what works, the learning-by-doing model called Experimentation Works (EW) was born. EW builds public servants' capacity in experimentation skills and practice through a unique learning-by-doing model designed to support and showcase 5 small-scale experiments ran by (and for) public servants. By supporting government-led experiments from start to finish and showcasing them in the open, EW seeks to build capacity and practical understanding related to the value and process of experimentation, while generating new examples of federal experiments.

Facilitator: Sarah Doyle, Director of Policy and Research, Brookfield Institute for Innovation + Entrepreneurship

4. **Data in Practice:** *Examining Data Systems at Work*
Speakers will draw on lessons learned from real data systems in Canada, the USA and the UK. Presentations will include information on collaborative data infrastructures, data privacy considerations, enabling legislative and regulatory environments, Indigenous data considerations, and capacity-building needs for data collection, sharing, analysis and use.

Presenters

Tris Lumley
Director of Innovation and Development, New Philanthropy Capital

>Tris Lumley will present a vision of a thriving data ecosystem and the infrastructure it requires, building on NPC's work on government administrative data access by non-profits, shared impact measurement and data analysis resources, and capacity building across the UK non-profit sector on evaluation, digital technology and data. With personal data increasingly in the policy spotlight, he will address whether the non-profit sector has a unique perspective on data ownership and control, and how the sector can contribute to both better practice in the sector and better policy for all.

Robyn Blackadar
President and CEO, PolicyWise for Children & Families

>An overview will be provided of PolicyWise's experience with secondary analysis of administrative, community and research data to inform policy and practice decisions. Key success factors, challenges and assessment of impact will be provided based on the Child and Youth Data Lab and Secondary Analysis to Generate Evidence (SAGE) initiatives. Learning objectives: Increase knowledge of data linkage, sharing and analysis of government administrative data, community and research data as a form of evidence for policy development and evaluation; Increase awareness of challenges and successes of secondary data analysis

through two examples led by PolicyWise -- the Child and Youth Data Laboratory and Secondary Analysis to Generate Evidence (SAGE).

Dr. Jonathan Dewar
Executive Director, First Nations Information Governance Centre

This presentation will provide an overview of how the First Nations Information Governance Centre (FNIGC) is leading efforts to see every First Nation in Canada achieve data sovereignty in alignment with its distinct worldview.

Yvan Clermont
Director of the Canadian Centre for Justice Statistics at Statistics Canada

This session will outline the process led Statistics Canada to develop an ambitious and comprehensive Criminal Justice and social data integration project for the province of Saskatchewan, and to the creation of a criminal justice microsimulation model of social events. The session will explore the most important challenges faced in acquiring and integrating all data sets, presenting noteworthy outcomes and exploring areas for further development. A few interesting striking high-level results will be presented in preamble.

Facilitator: Adam Jog, Policy Associate, The Mowat Centre

12:00pm-1:00pm - Lunch

1:00pm-2:30pm - Break Out Sessions (*concurrent*)

1. **Evidence and Outcomes Funding**
   You need evidence for outcomes and outcomes for social finance. Join us as speakers profile various programs (such Investment Contract Readiness, GO Lab, and Outcomes Funds) in the USA and UK designed to build the capacity for governments to improve the results they achieve for their citizens. They will also explore the question 'what role, if any, could evidence institutions like What Works Centre play in supporting outcomes funding in Canada.'

   Presenters

   Colleen Ebbitt
   Senior Policy Advisor, Investment Finance Specialist, Government Inclusive Economy Unit

   The UK Government has used evidence based learning to develop a number of programmes to support the growth of social investment market. Today, the social investment market is valued at over £2bn including 70,000 social business contributing £24bn to GDP as well as more than 44 Social Investment Bonds created. Learn how social investment and outcomes funding are scaling programmes that tackle deep rooted social issues.

   Hanna Azemati
   Program Director, Government Performance Lab, Harvard Kennedy School

   Hanna will highlight the GPL's model of providing technical assistance to governments on high priority challenges. She will describe approaches to helping governments solve problems, including through pay for success / social impact bonds, results-driven contracting, and performance improvement approaches. She will also explain how the GPL provides technical assistance as well as their role on reform projects, with specific and relevant examples.

Adam Jagelewski
Lead Executive, MaRS Centre for Impact Investing
> Re-orienting processes and reporting around outcomes is the goal. But how is that done in practice? Adam will speak to how Social Impact Bonds are helping with this shift and why the performance management aspect within these new deals might just be the defining legacy SIBs leave. With this in mind, Adam will also discuss the current state of impact investing in Canada more broadly, the potential for new evidence institutions such as What Works Centres to support it, and what's needed from all sectors to move forward.

Facilitator: James Hughes, Executive Lead, Government and Partner Relations, McConnell Foundation

2. **Using Evidence in Real Life:** *What Does Meaningful Engagement Look Like In Practice?*
Using practical examples, speakers will present different strategies used in the UK, USA, and Canada to better link research with practice. It will explore the concept of 'meaningful engagement' with regards to policymakers as well as frontline service delivery staff.

<u>Presenters</u>

Dr. Jen Gold
Head of the What Works Team, Prime Minister's Implementation Unit, UK Cabinet Office
> The UK What Works Centres have launched a range of initiatives to build the evidence base on evidence use. In this presentation, Jen will share insights into what we now know works (and doesn't work) when encouraging policymakers and frontline professionals to put evidence into practice.

Stephanie Lee
Director, Washington State Institute for Public Policy
> Stephanie will discuss the Washington State Institute for Public Policy's (WSIPP) experience engaging policymakers to consider evidence in their decisions. WSIPP's position within state government and its use of benefit-cost analysis offer unique insights into structural and contextual aspects of communicating evidence.

Sarah Schulman
Lead of Social Impact, InWithForward
> This session will explore how to engage end users in the design and development of new ways of measuring the outcomes that matter most. This will include a case study of Kudoz, a learning platform for adults with developmental disabilities, which includes a system for capturing and visualizing real-time data.

Diane Roussin
Project Director, Winnipeg Boldness Project
> During this session, Diane will share the experience of The Winnipeg Boldness Project and how the Project has centred community wisdom in problem identification and solution finding. Diane will explore the following questions: Who gets to decide what needs to be evidenced; how it is collected; and how it is resourced.

Facilitator: Joanne Cave, Social Policy Researcher

3. **Delivering What Works**: *Transitioning to a What Works Centre Approach*
    This session will examine various design elements for creating or transitioning existing evidence institutions to What Works Centres. Topics will include: organizational structures, governance models, building effective cross-sector partnerships, establishing standards of evidence, funding models, and more. It will include a presentation of the What Works Centre Incubator in the U.K. with specific examples of the development and implementation process. As well as highlight current efforts to set a uniform standard of evidence in the UK, highlighting challenges and opportunities.

    Presenters:

    Dr. David Halpern
    Chief Executive, Behavioral Insights Unit
    > In his capacity as the UK Government's What Works National Adviser, David will share insights into the creation of the What Works Network. This will include the factors that were critical to establishing the early centres, what could have been done differently, and what conditions are needed for a What Works Centre to have influence.

    Dr. Jonathan Breckon
    Director, Alliance for Useful Evidence
    > The presentation is based on research conducted for the UK's Nuffield Foundation for a new 'observatory' on family justice. It is informed by evaluations, reviews of grey literature, and interviews with leaders of some key institutions in from the UK and internationally. Jonathan will also share personal experiences of incubating a £10m What Works Centre for Children's Social Care for the UK's Department for Education.

    Nerys Thomas
    Knowledge, Research and Practice Lead, College of Policing
    > The session will describe the development of the What Works Centre for Crime Reduction in the College of Policing. It will discuss benefits of embedding a what works centre in a professional body and how this has enabled us to go beyond evidence translation to embedding it in policing practice.

    James Turner
    Deputy Chief Executive, Education Endowment Foundation
    > The session will cover the background to setting up the Education Endowment Fund (EEF), its unique funding model and governance arrangements, including links to government. James will discuss the three area of activity the EEF engages in - evidence synthesis, generation and mobilisation - and the benefits of being involved in all three. He will also cover some of the challenges faced and the dilemmas for What Works Centres.

    Facilitator: Lisa Lalande, Executive Lead, Mowat Centre's Not-for-Profit Research Hub

4. **Supporting the Path to Outcomes: Enabling Non-Profits as a Key Service Delivery Partner to Government**
    Charities and non-profit organizations are the program and service delivery partner of choice for federal, provincial-territorial, and municipal governments. To build the evidence base in social policy requires building the capacity of charities and non-profits in measurement, data, and creating enabling legislation.

Ron Anderson
Assistant Deputy Minister, Community Safety & Wellbeing, Government of Saskatchewan
Governments at all levels are increasingly being asked about the impacts and outcomes of the investments they make. Shared data, evidence and evaluation are key to building a strong foundation to better inform how and where those investments are made. This session will spur discussion on what the roles of both government and non-profit organizations may be with regards to building or enabling improvements in measurement, data and legislation.

Dr. Chad Nilson
Community Engaged Scholar/Advisor, Centre for Forensic Behavioural Science and Justice Studies - University of Saskatchewan
Through efforts of both strategic intent and self-preservation, many non-profit organizations have diversified, developed extensive partnership networks, and have embraced outcome measurement regimes. Despite this positive momentum, a number of challenges limit the probability of universal engagement in the types of processes that improve outcomes. Longer funding cycles, combined with capacity-based as opposed to project-based funding models, may mitigate some of the barriers facing non-profit organization delivery of improved social outcomes.

Lynn Barr-Telford
Director General, Statistics Canada
The Social Data Linkage Environment (SDLE) at Statistics Canada promotes the innovative use of existing administrative and survey data to address important socio-economic policy and research questions through data integration across multiple domains (such as health, justice, education and income). The session will explore how data integration can be leveraged through partnerships.

Facilitator: Karen Pitre, Consultant

2:30pm -2:45pm –Break to Change Sessions

2:45pm-4:15pm - Break Out Sessions (*concurrent*)

1. **Evidence in Action:** Fostering Integrated Social Practice in Canada
   Efforts are underway in Alberta to create a "horizontal" cross-government and coordinated approach that offers locally-relevant, targeted human services interventions that are focused on improving outcomes to transform the lives of its highest needs individuals and families, and delivering value-for-money to ensure budget sustainability. Presenters will discuss their experience in developing integrated social practice from a national, provincial, and local lens, outlining key lessons learned and how government, private, and philanthropic funders can help scale this approach more broadly across Canada.

Presenters

Sara Austin
CEO, Sheldon Kennedy Child Advocacy Centre

Dr. Daniel Garfinkel
Psychologist, Child Abuse Service at Alberta Children's Hospital

Carrie Sanders
Practice Specialist, Sheldon Kennedy Child Advocacy Centre

Facilitator: Raequel Giles, Director of Continuous Improvement and Innovation, Corrections and Policing, Government of Saskatchewan

2. **Building Effective Funding Models**
   Speakers will share insights and key learnings on funding models from the UK, USA and Canada. The session will include a review of what is realistically required to scale up existing evidence institutions to What Works Centres, how to build effective cross-sector partnerships, and the role of research councils and foundations in supporting their long-term sustainability.

   Presenters:

   Jon Baron
   Vice President of Evidence-Based Policy, Laura and John Arnold Foundation
   > The history of rigorous program evaluations shows that most attempts to make progress solving social problems fail while a few succeed. Given this pattern, Jon's presentation will offer suggestions for building the body of proven-effective interventions and creating the policy/funding infrastructure to put them into widespread use.

   Jonathan Breckon
   Director, Alliance for Useful Evidence
   > This session will discuss a range of funding models for financially sustainable works-type centres, based on the UK experience. This will cover approaches to central government funding, membership models, international funding sources, research grants, and paid-for services (e.g. consultancy or training). Jonathan will discuss the pros and cons of these different funding models, and argue for the value for a mixed portfolio of funding, or an endowment model. There will also be a discussion of some of the political pitfalls of these different approaches.

   James Hughes
   Executive Lead, McConnell Foundation
   > James will speak to the role of philanthropy (and innovative approaches such as social finance) in scaling evidence and will discuss the importance of funding early intervention programs to produce more beneficial outcomes than traditional last-resort measures.

   Facilitator: Anne White, Senior Policy Advisor, Government of Canada, Privy Council Office

3. **Data in Practice:** *Examining Data Systems at Work*
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Tris Lumley

Director of Innovation and Development, New Philanthropy Capital

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Nerys Thomas
Knowledge, Research and Practice Lead, College of Policing
> The session will describe how the College of Policing, in its role as a What Works Centre has identified, quality assessed and translated the evidence base on what works to reduce crime. It will cover the development of the Crime Reduction Toolkit and work to embed evidence in policing guidance.

James Turner
Deputy Chief Executive, Education Endowment Foundation
> The session will look at how the Education Endowment Fund (EEF) takes the promising results from its work and translates it into accessible, relevant and practical resources. This includes how they communicate complex findings; how they use brokers to mediate the research to practitioners; and the challenges of implementation at scale.

Sasha Tregebov
Principal Advisor and the Head of BIT Canada, The Behavioural Insights Team
> Sasha will explore the behavioural and cognitive barriers that limit policymakers and other stakeholders from implementing evidence-based approaches -- and propose a set of "nudges" and other tactics that can help overcome these barriers.

Facilitator: Betty Ferreira, Founder and Principal Consultant, ReStructure Consulting

4:15pm-4:30pm: Break to change sessions

4:30pm – 5:15pm: Keynote: Making it Happen - Delivering Integrated Social Practice in Canada

Sheldon Kennedy
Director - Sheldon Kennedy Child Advocacy Centre and Co-founder - Respect Group Inc.
> Mr. Kennedy will explore why Canada needs a new approach to tackling complex social problems, what efforts are already underway, and what needs to be done to scale them out across the country.

5:15pm – 7:15pm: Cocktail Reception

7:00am: Breakfast Available

8:00am: Keynote

Chief Cadmus Delorme
Cowessess First Nation
   [*Presentation details to be updated*]

8:35am: Keynote: Data is the Fuel of Change - Exploring the Role of Data and Data Sharing in Evidence-Informed Decision-making

Mark MacLeod
CEO, ISM Canada
   Service providers across industries are often limited in making decisions based on information collected within their own business, however, data itself is not restricted by organizational boundaries. By taking a collective impact approach and bringing together data and knowledge from multiple stakeholders, organizations can ensure outcomes are citizen centric, and will have the greatest financial return across an entire ecosystem.

Jon Baron
Vice President of Evidence-Based Policy, Laura and John Arnold Foundation
   The advent of "big data" offers policymakers a powerful new tool for building scientific evidence about what works in social policy – low-cost, rigorous program evaluations. It is now often possible to conduct such evaluations -- including gold standard randomized controlled trials -- at low cost, addressing a major obstacle to their widespread use.

Evan White
Executive Director, California Policy Lab at UC Berkeley
   This presentation will explore what it takes to transform data into policy change. It turns out that data is only one ingredient that matters, and not necessarily the most significant. The California Policy Lab sits between policymakers and researchers, bridging the gap that has often prevented data and evidence from improving lives.

Facilitated by:

Dr. David Halpern
Chief Executive, Behavioral Insights Unit

10:00am: Coffee Break

10:15am: Facilitated Panel Discussion

Join a panel of speakers as they share their overall thoughts on the conference, highlighting key learnings and deriving important insights.

Presenters

James Turner
Deputy Chief Executive, Education Endowment Foundation

Jonathan Breckon
Director, Alliance for Useful Evidence

Lynn Barr-Telford
Director General, Statistics Canada

Stephanie Lee
Director, Washington State Institute for Public Policy

Facilitator: Joanne Cave, Social Policy Researcher

11:30am: Closing of Public Event

12:00pm-3:00pm: Fostering Integrated Social Practice – Closed Lunch and Discussion