What Works: Mobilizing and Applying Evidence
The Science of Using Science
Researching the Use of Research Evidence in Decision-Making

Laurenz Langer, Janice Tripey, David Brough

Final report • April 2016

Using Evidence
What works?
A discussion paper

Jonathan Bredin and Jane Didsken
April 2016
“If you build it, [they] will come”
Research reports: 1:3:25

Provides a consistent structure for final reports:

- One page outline of the main messages
- Three page executive summary
- 25 pages to present the findings
‘Dissemination is dead’

Arianna Legovini, Head of the World Bank’s Development Impact Evaluation programme (DIME) 2011
The approach
Systematic Review 1: what is effective in EIDM
36 Reviews of 91 interventions

Scoping Review 2: broader social science 100 interventions
All levels of intervention

Mechanisms to achieve

Awareness | Agree | Access | Interact | Skills | Structures

Capability | Motivation | Opportunity

Behaviour change: Evidence Use
Six mechanisms
Supporting a pro-evidence culture

M1 Awareness – marketing not PR alone
“Building mutual understanding & agreement on policy-relevant questions”
UK Evidence Ecosystem for social policy
September 2015

Alliance for Useful Evidence

Research summaries for policymakers and practitioners
Independent research organisations
Professional membership bodies & learned societies
Universities
Public Policy Institute for Wales
What Works Scotland
Centre for Ageing Better
What Works Centre for Wellbeing

campaigns
Consultants & business
Education Endowment Foundation

What Works Network
National Institute for Health and Care Excellence
College of Policing
Charities & social enterprise
What Works Centre for Local Economic Growth
Early Intervention Foundation

Westminster & Devolved Parliaments & Assemblies

Local Gov
Judiciary and legal bodies
Scottish and Welsh Gov, Northern Ireland Executive

UK Gov

M3 Access & Communicate: tailoring & targeting

Welsh Gov
Scottish Gov
ESRC
The Big Lottery Fund
Top tips for getting heard

Behavioural Insights Team
E.A.S.T. ‘nudging’

- **EASY**: Simplify message
- **ATTRACTIVE**: Images & attract attention
- **SOCIAL**: Personalised, show a ‘norm’
- **TIMELY**: Immediate cost/benefit & use windows of influence
Co-production?
M5 Skills: UK Civil Service Skills

Evidence

Politics

Delivery

Successful policy

Embedding Hardwiring
Evidence transparency framework
The Science of Using Science:

Researching the use of research evidence in decision-making

Project report launched, 12 April 2016, Wellcome Trust, London

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