

Generation & Utilization of Evidence for TC Advocacy and Action

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Research

- ▶ Policy-relevant research needed to convince policy-makers and inform programs
- ▶ Some research can be generalized; some must be specific to the country/province/city
- ▶ Need to look at data other than health data; (e.g., economic figures may sway the Minister of Finance; data on poverty and tobacco may be consistent with social agendas)
- ▶ Need to communicate the research to policy-makers, as well as the public and scientific community.

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Research to Action How does it work?

Challenge: How to use research evidence and exchange knowledge to;

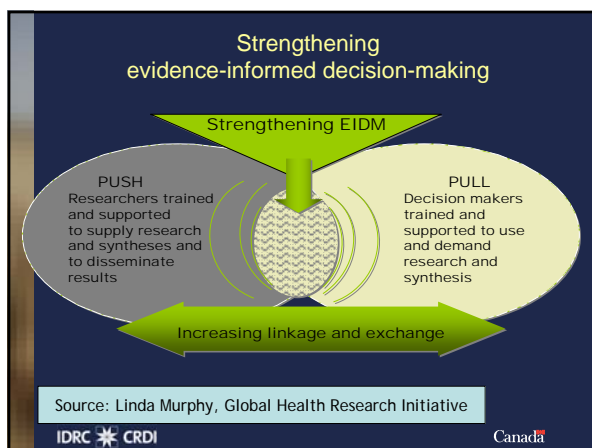
- Promote integration of research evidence into policy and practice; and
- to influence policy for Tobacco control

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Thoughts on effective utilization of data for decision making

- ▶ Early and ongoing involvement of relevant decision-makers in the conceptualization and conduct of a study is the best predictor of its utilization
Beyer and Trice 1982, Weiss 1982, Lomas 1997 and 2000, Innvaer 2002
- ▶ "Evidence is an important part, but not the only part of effective decision-making. The use of evidence is most successful when local differences are factored into the decision-making process, whether at the clinical, system or policy level".
Eisenberg JM, "Globalize the evidence, localize the decision; Evidence-based medicine and international diversity", Health Affairs. 2002; 21(3):167

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Reaching Policy Makers

- Personal contact between researchers and policy makers
- Good quality, timely and relevant research
- Including a summary and clear conclusions
- Research that confirmed current policy or endorsed self-interest
- Community pressure or client demand for research
- Research that included effectiveness data

Innvaer S, Vist G, Trommald M, Oxman A. Health policy-makers perceptions of their use of evidence: a systematic review J Health Services Research and Policy 2002; 7:239-244h

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Strategies for project teams

- ▶ Link with decision-maker(s) and determine their research needs
- ▶ Integrate expertise and knowledge of decision-makers
- ▶ Strive for trans-disciplinary and collaborative research methods
- ▶ Support peer and merit review
- ▶ Broker knowledge: with synthesis, plain language summaries, dissemination campaigns, exchanges and networks

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'Evidence itself is not sufficient; it must be communicated in ways that make it compelling.'
As Cigarette Tax Rises Revenue Increases
 Tax per pack and cigarette tax revenues in Norway, 1990-1998

Source: World Bank 1999

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'Evidence itself is not sufficient; it must be communicated in ways that make it compelling.'
 Unless current smokers quit, smoking deaths will rise dramatically over the next 50 years

Source: Peto and others, 1994; Peto, personal communication.

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'We are hardwired to learn from storytelling ... It's how we learn as children.'

Alarming Smoking Prevalence Rates in Turkey in 1996

Source: Bilir et al, 1997 Smoking behavior and attitudes, Ankara-Turkey

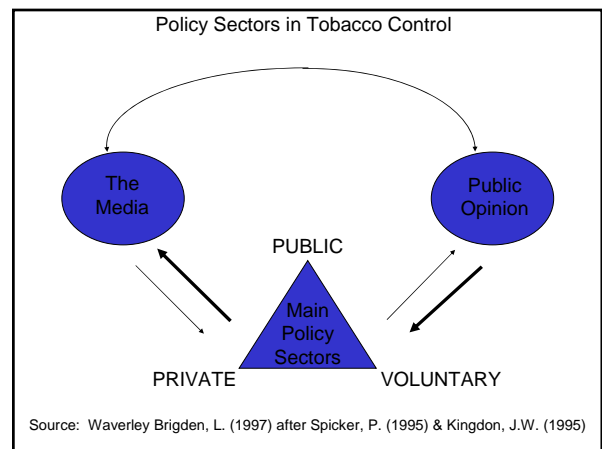
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'We are hardwired to learn from storytelling ... It's how we learn as children.'

▶ Every day 80,000 to 100,000 youths become regular smokers

Source: Chinese Academy of Medicine, 1997; Gupta 1996; US Surgeon General Reports, 1989 and 1994.

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Community Development

- ▶ Programming and education at the community level creates awareness, changes social norms at the local level (which, in turn, support behaviour changes) and builds a groundswell of support for social changes at the provincial or national level
- ▶ May promote voluntary compliance with policies rather than requiring costly enforcement mechanisms

Effective advocacy has to be learned

- ▶ change is a slow evolutionary process;
- ▶ Learn to expect setbacks and make use of them to turn defeat into victories
- ▶ Take advantage of favourable opportunities as they arise
- ▶ Develop rapid-response, short-term strategies as well as long-term goals
- ▶ Be creative in seeking allies
- ▶ Need for optimism and a continuous sustained effort.