



Translating Academic Research to Achieve Healthy People & Healthy Environments: Politics, Power and Practice

Pre-Congress Workshop: 10 February 2015, Tuesday, 09:30 -13:00

Facilitators

- Adjunct Professor Michael Moore (CEO PHAA and VP WFPHA)
- Professor Heather Yeatman (President of PHAA)
- Mr Jim Chauvin (President WFPHA)
- Dr Deborah Klein Walker (Past-President APHA)
- Professor Laetitia Rispel (President PHASA)

Background and Aims:

Translating research into policy and/or practice is the major challenge to the creation of effective policies and healthier communities. The ability to influence key decision makers is key to change. Success requires the development of policy based on sound academic evidence, identifying key decision makers and building successful relationships, and planning strategies in the media and with the public that support good health policy.

Methods - This workshop will operate in a series of stages – as follows:

Introduction: (5 minutes)

Stage one: (45 minutes)

PHAA, CPHA, APHA & PHASA activities (and their basis in policy literature)

This stage will introduce literature on policy implementation and how individuals and organisations attempt to use academic research to influence policy decisions.

- 1) Moore and Yeatman: Ten steps to influence policy (15 minutes)
 - a. (See Moore, Yeatman, Pollard Evaluating Success in Public Health Advocacy Strategies) Vietnam Journal of Public Health Vol1 Issue 1 (Nov 2013)
- 2) Walker and Rispel
 - a. Process and outcomes from South Africa Conference Advocacy Workshop
- 3) Chauvin
 - a. International Advocacy Process and examples

The structure of the three public health associations' policy processes will be outlined.

Stage two: (40 minutes) Three examples

Three specific examples from the the three public health associations' attempts to influence policy will be discussed to illustrate our experiences of how effectively the academic research works in the real world. The examples will include:

Key elements of the ten step model of the policy process will be highlighted to form a framework to guide policy advocacy and development.

Stage three: (60 minutes) Working in groups

Using proven workshop methodology such as World Café (see www.theworldcafe.com) the workshop facilitators will provide a challenge to participants to develop a strategy for influencing a policy area *of their interest*. Using up to three components of the policy framework, participants will prepare a policy advocacy and development strategy. One of the strategy components will be a meeting with a politician on their issue.

Issues might include:

- 1) Tobacco – introduction of restrictions on tobacco (offices, café, pubs, plain packaging)
- 2) Alcohol – seeking restrictions on access and availability
- 3) Food – influencing government policy to achieve more effective front of pack labelling of packaged food
- 4) Maternal and child health
- 5) Other suggestions from the workshop.

Stage four: (30 minutes) Role playing “Goldfish bowl”

Each group will be asked to send “a delegation” to speak to the Minister on their policy issue, for no more than three minutes. One of the facilitators, Michael Moore, who has been an MP and Minister for Health, will play the role of Minister. Another facilitator who has been a health advocate, worked in government and acted as a healthy policy advisor to government or examined advocacy academically, will play the role of a government officer with the Minister.

Stage five: (30 minutes) Feedback

Following the role playing will be feedback from the groups. The focus will be about the application of lessons learnt to their own circumstances, issues and countries. Collaborative strategies to support policy strategies will be identified.

Conclusions:

Attempting to change policy, even when based on sound academic evidence, is very challenging. The outcomes are uncertain, good methodology has yet to be established. Structures to support policy action, relationships and bureaucratic and political understanding are as important as the evidence-based research. To achieve effective change it is critical that academics and policy influencers such as NGOs work together with a common goal.

The Workshop Facilitators:

MICHAEL MOORE is the CEO of the Public Health Association of Australia and is Vice President / President Elect (2014-2016) of the World Federation of Public Health Associations. He is a former Minister of Health and Community Care and was an Independent member of the Australian Capital Territory Legislative Assembly for four terms from 1989 to 2001. He was the first Australian Independent Member to be appointed as a Minister to a Government Executive.

Michael holds a post-graduate diploma in education, a master’s degree in population health, is an adjunct professor with the University of Canberra and is widely published. He is also a political and social columnist who has served on a range of Boards including the ACT Local Hospital Network, Australian Health Care Reform Alliance, the National Drug Research Institute and the Institute of Public Administration.

HEATHER YEATMAN is a Professor in Public Health at the University of Wollongong and is President of the Public Health Association of Australia. She worked within government for 10 years prior to joining the University. She has had numerous statutory appointments on expert policy advisory groups across the food system and was a Board member of the food regulatory agency, Food Standards Australia New Zealand (FSANZ), for almost 10 years and was the inaugural chair the Consumer and Public Health Dialogue group of FSANZ.

Heather has a background in science (BSc, Adelaide University), education (Graduate Diploma in Education), nutrition (Graduate Diploma in Nutrition and Dietetics) and public health (at Masters and Doctoral levels). Her

research is in food systems and public health policy, public interest advocacy within policy processes, food and health literacy, program evaluation and nutrition during pregnancy.

JAMES CHAUVIN is the Immediate Past President of the World Federation of Public Health Associations. He is an independent public health advocate and consultant. He was employed at the Canadian Public Health Association (CPHA) between January 1992 and June 2013. As CPHA's first Director of Policy (2008-2013), Mr. Chauvin oversaw the formulation of the Association's policy positions and implementation of its advocacy strategy on public health issues, both in Canada and internationally. He managed CPHA's advocacy on several issues including tobacco control and alcohol, human and ecosystem health, illegal psychoactive substances, safe injection drug sites, gun control and the banning of the mining and export of asbestos. From 2005 to 2008, he was Director of CPHA's Global Health Programs. Prior to this, he managed several CPHA international public health initiatives.

Mr. Chauvin serves as CPHA's representative on the World Federation of Public Health Associations. In May 2010, Mr. Chauvin was elected WFPHA's Vice-President/President-Elect. In April 2012 he assumed the WFPHA Presidency for a two-year term. Prior to joining CPHA, he worked in the Health Sciences Division/International Development Research Centre. He has also worked with CARE and other international organizations overseas in several countries. He sits on several national and international health advisory committees. He has authored and contributed to the preparation of many public health-related publications and articles and is an Associate Editor of the European Journal of Public Health. Mr. Chauvin holds an MA in medical geography from Queen's University and an MSc in health services planning and administration from the University of British Columbia.

DEBORAH KLEIN WALKER is a former President of the American Public Health Association. Doctor Walker is a public health leader and behavioral science researcher with more than 40 years of experience developing and implementing programs and system change, research, evaluation, policy analysis and consulting on a broad range of public policy issues.. At Abt Associates, she leads the Public Health and Epidemiology practice and is active in projects involving maternal and child health, obesity prevention, flu monitoring, early childhood systems, birth defects and disabilities.

Walker spent 16 years with the Massachusetts Department of Public Health, where she was the Associate Commissioner for Programs and Prevention, specializing in child and family health, health promotion, data systems and substance abuse services. She retains a position on the faculty of the Boston University School of Public Health. She is a former president of the American Public Health Association and the Association of Maternal and Child Health Programs, a founder of New England SERVE, and founding member of the Research Consortium on Children with Chronic Conditions. She is currently a trustee of the Cambridge Health Alliance and a board member of the Massachusetts Public Health Association. Dr. Walker has an Ed.M. and Ed.D. in human development from the Harvard School of Public Health. Follow her on twitter @DKWpublichealth.

LAETITIA RISPEL is Professor and Head (Dean) of the School of Public Health at the University of Witwatersrand, Johannesburg. Professor Rispel is the president of the Public Health Association of South Africa and is on the governing council of the World Federation of Public Health Associations. Laetitia is also the scientific director of the Health Policy Research Group of the South African Medical Research Council. In January 2014, she was appointed as the deputy-chair of the Board of the Office of Health Standards Compliance, a new regulatory authority to monitor and enforce national norms and standards on quality of care in South Africa.

Rispel also teaches health systems evaluation and research and supervises postgraduate students in public health. Her academic research and publications over the last five years have focused on Health Policy and Health Systems; and Social Exclusion and HIV. In the past five years, she has served on several high level committees established by the South African Health Ministry. Laetitia has in-depth knowledge and extensive experience of transforming health systems in sub-Saharan Africa, gained as the former head of the Gauteng Health Department, as previous executive director of one of the Human Sciences Research Council's largest research programmes and as a member of the Boards of both the African Medical and Research Foundation (AMREF) and the South African Health Systems Trust.