Evidence to action:
The role of issue briefs as a tool for discussion and NCD advocacy in five African countries

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How are decisions made?

"Just a minute... why yes!! Apparently I am the decision maker for the company!!"

"Don’t spread it around, but on the really tough ones, I just go with ‘cenic, meenic, minic, moe.’"
What influences decisions?

Political complexities

Political

Party
preferences

Other evidence

Social, religious and cultural norms (acceptability)

Relative benefit/harms of other options – cost, impact, equity, speed etc...

Ecological impacts

Other actors – lobbyist, activists, media, epistemic communities, stakeholders, funders

Operational practicality
Evidence is only one factor!

Adapted from Kasonde and Campbell (2012)
Capacity in IKT

CEBHA+

Evidence-Informed Decision making

Knowledge Translation (KT) seeks to bridge the gap between research and decision-making (and the actors)

Engaging with Decision Makers

Decision-makers, whether at the household, organizational, community or network level make decisions in complex environments.
Aims

• Share the experience of building capacity in Africa for influence on policy, practice and people
• Share the experience of using issue briefs as an advocacy and action-compelling tool for NCD interventions.
• Discuss next steps in rigorous evaluation of Issue Briefs as a KT tool
Methods

ENGAGING WITH DECISION-MAKERS: ISSUE BRIEFS FOR POLICY & PRACTICE
5 week online Short Course

26 APRIL - 15 MAY 2023

Evidence matters, whether you work in healthcare, community or other settings. Yet evidence of existing reports isn’t easy to locate. How do you search for evidence? If you’re interested in improving outcomes for patients, then understanding how to search for evidence is key.

The Centre for Evidence-based Healthcare (CEBH) at the University of Oxford is offering a 5-week online course to help people make evidence-based decisions in healthcare.

The course covers:
- Searching for evidence
- Evaluating evidence
- Applying evidence
- Understanding uncertainty

By the end of the course, participants will be able to:
- Understand the role of evidence in decision-making
- Search for evidence using a range of databases and tools
- Evaluate the quality and applicability of evidence
- Apply evidence to clinical practice
- Communicate evidence-based decisions

Please note that spaces are limited and applications will be reviewed on a first-come, first-served basis.

Further information and application form available at:

www.cebh.ox.ac.uk/course/engaging-decision-makers

Contact: cebh@ox.ac.uk

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2018-2023
Results: used issue briefs to...

- Influence Ministry of Health to facilitate physical activity policies during Covid-19
- Partner with the Knowledge Translation Unit in the MOH to embed NCD research into policy and practice decision-making
- Spur police and local road traffic authorities to cater for pedestrians with disabilities.
- Facilitate a policy-dialogue with national and provincial policy makers
- Incorporate citizen science as a tool for engaging communities, train HCWs on CVD risk, create more visually appealing education aids
Limitations

This paper is a reflection of our experience with and commentary on the value of issue briefs as a knowledge translation tool.

A formal evaluation of value and impact of the issue briefs is underway.
Conclusion: Issue Briefs - impactful tool for advocacy and communication

- Bridge b/w evidence summary and policy brief
- Primary, secondary research relevance
- Address range of actors (not just highest levels)
- Provide actionable S,M,L recommendations and implications

Evidence producers should consider using Issue Briefs as a veritable knowledge translation tool for effecting CHANGE in their contexts.
Thank you

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www.cebha-plus.org