



Social Impact workshop

Queen's University Belfast

21st May, 2022



Who We Are

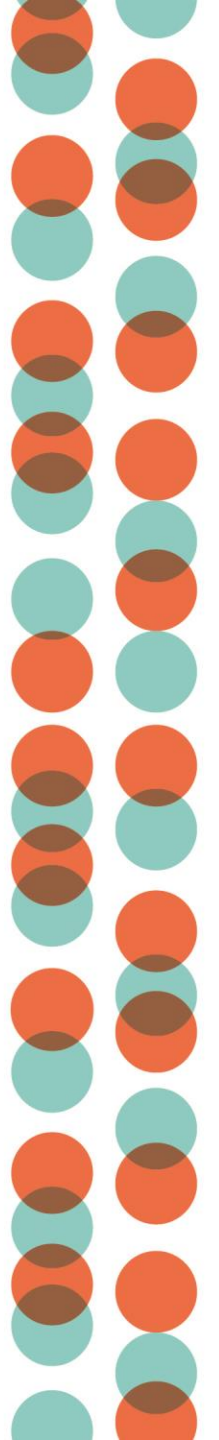


A university-owned social enterprise that improves public health

We bridge the gap between public health research and the people who need it the most

We develop products and services that maximise the impact of academic research

Our aim is to put the proof into practice



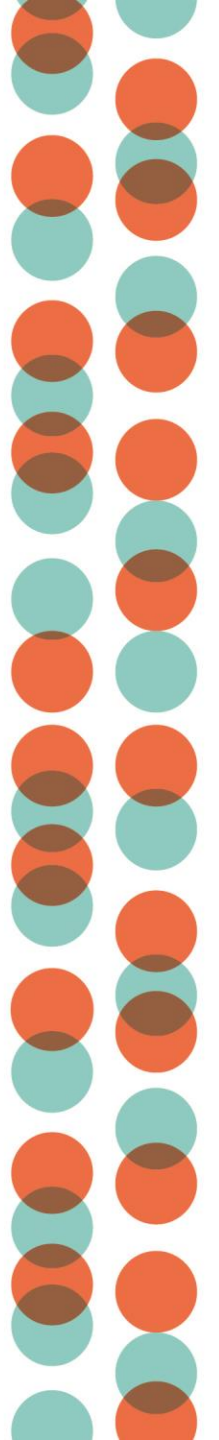
What We Do

We licence IP from partner Universities, and create sustainable interventions for delivery in schools, health-care setting, and communities

We produce market appraisals and outline business plans at an early stage

Where an 'industry partner' is required, we can help shape research projects and be listed as a co-investigator

We support universities via secondments and short-term contracts



Setting up a new social enterprise



Never been a better time – increasingly viable path for ECRs



Limitations of publication and/or free dissemination



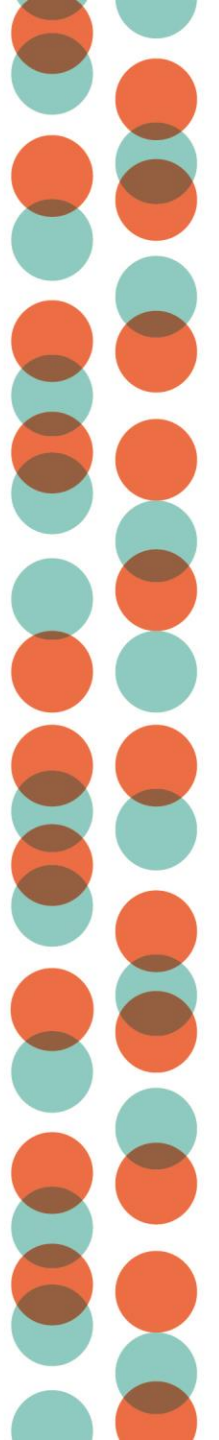
Use your University position to refine and update intervention



Vital to explore 'unknown unknowns' when doing market appraisals and outline business planning

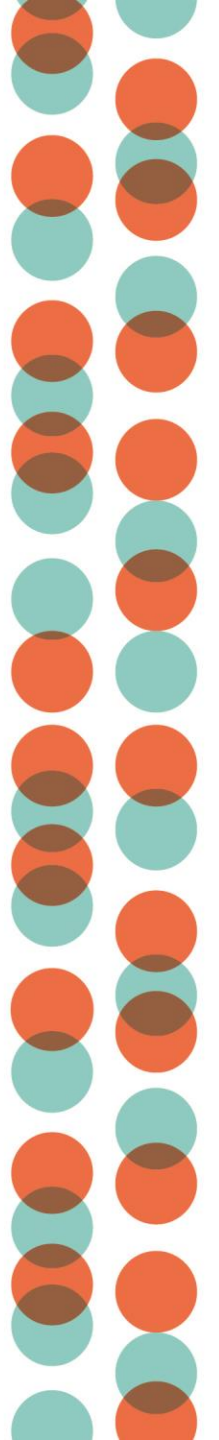


Usual essentials of cash management and effective team building common to all enterprises



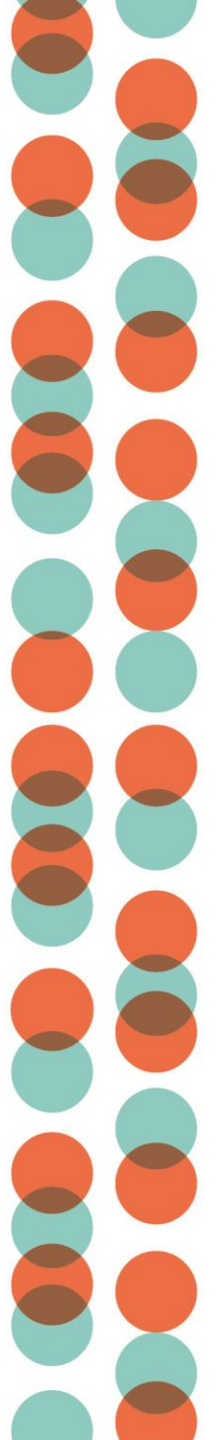
Benefits of a University spinout - institution

- ✓ Reputational and financial risk control
- ✓ May lead to further research funding
- ✓ Appropriate/timely separation from Department
- ✓ Clarity on ongoing academic involvement
- ✓ Ability to recruit entrepreneurial lead



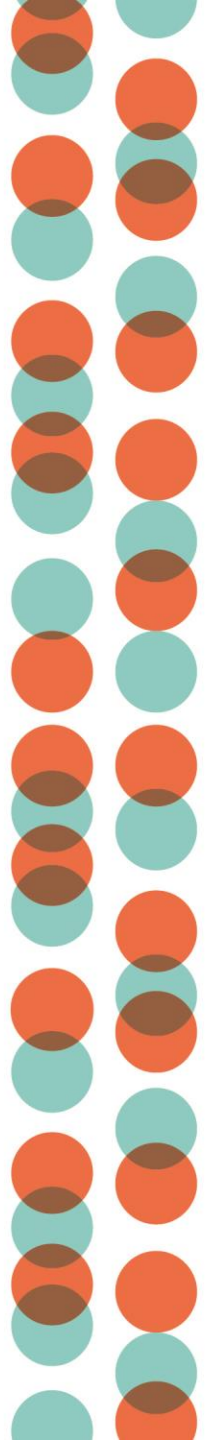
Benefits of a University spinout - company

- ✓ Access to institutional knowledge and prestige
- ✓ The 'board you can not afford'
- ✓ Underlying IP funded through research – asset base?
- ✓ More likely to get traction with commissioners and policy makers
- ✓ Potential to diversify, e.g. Evidence to Impact



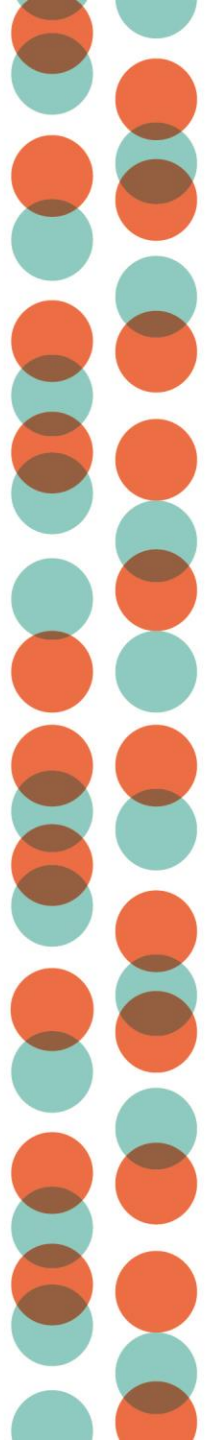
Benefits of a University spinout - sector

- ✓ Largely undeveloped area – not just STEM enterprises
- ✓ Evidence base has to be the USP of any venture
- ✓ New sources of early-stage funding, e.g. Impact Acceleration
- ✓ Licence agreements, SLAs, consultancy contracts can enhance sector's knowledge base.



ASSiST

SMOKING PREVENTION PROGRAMME



ASSIST Timeline

1995 – Development, piloting and feasibility testing

1999 – Publication, planning and fund-seeking

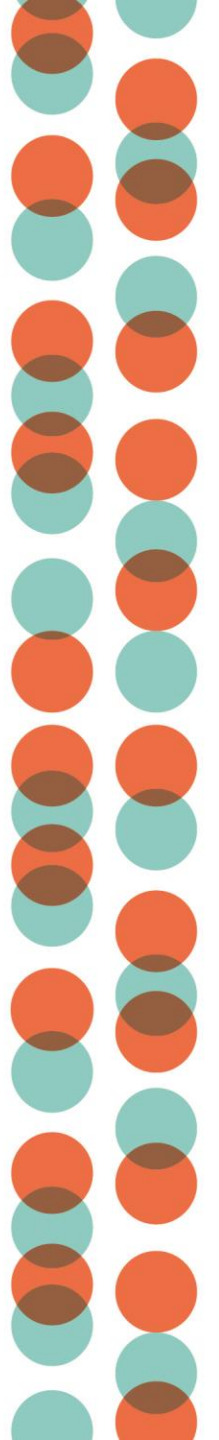
2001 – Full-scale RCT (£1.5M)

2006 – Implementation phase via Public Health Wales

2008 – Publication in The Lancet

2010 – Evidence to Impact spun out

2022 – ASSIST has been delivered to over 160,000 adolescents in the UK and overseas



What Is ASSIST?

Peer nomination

Peer questionnaire administered by ASSIST team during school time and on school site.
Tallying of questionnaire responses by ASSIST trainers off school site.
Send list of nominated students to school within two days of questionnaire completion to allow schools sufficient time to make arrangements for the recruitment meeting

Week 1

Peer supporter recruitment meeting

Meeting with students nominated as peer supporters. Held in school time and on school site.

Week 2

Two-day training course*

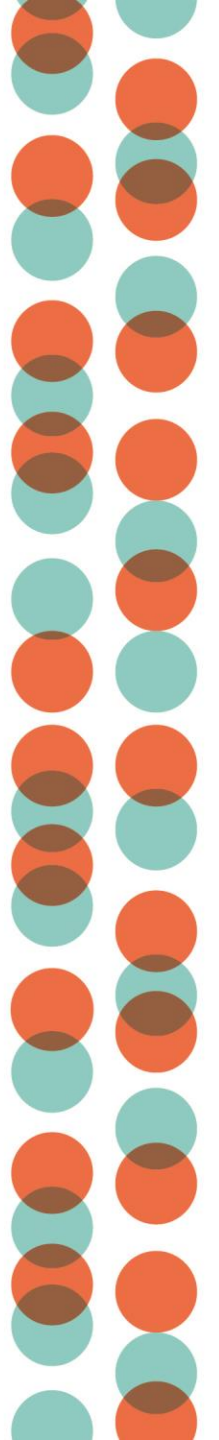
Training session for students who have shown interest and gained permission from parents/carers. Held at an external training venue but during school time.

Week 4

Four follow-up sessions*

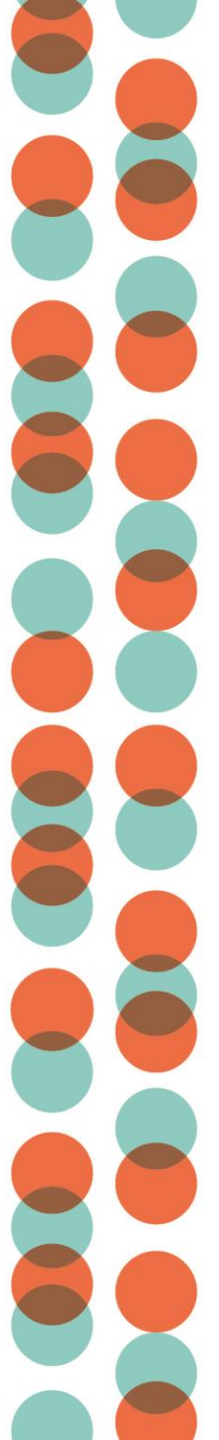
Meetings with students who consented to continue as peer supporters following two-day training session. Held during school time and on school site.

Weeks 5,
8, 11 and
14



Benefits of ASSIST

- Evidence-based
- Innovative
- Cost-effective
- Recommended by NICE
- Aligned to Government Strategy
- Training
- Materials
- Quality Assurance
- Helpdesk
- Seminars/conferences



Further ASSIST research



France – University of Versailles

Belfast and Bogota – Joint research between Queen's Belfast and the Universidad de los Andes, Bogota

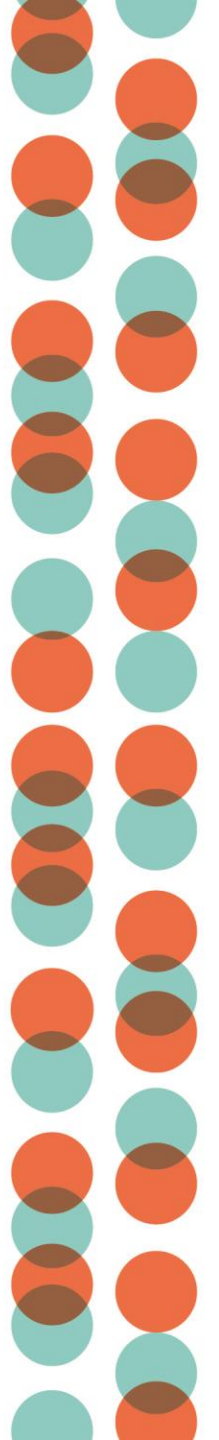
ASSIST Frank – Cardiff University (DRUGS)

PLAN-A – University of Bristol (FOOD AND PHYSICAL ACTIVITY)

STASH – Glasgow University (SEXUAL HEALTH)

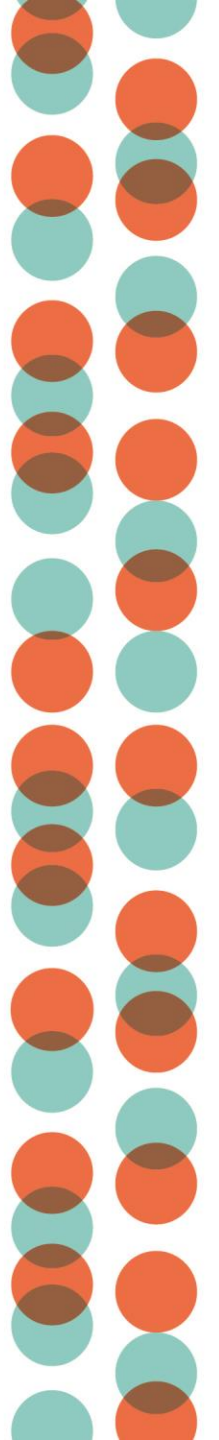
PRoGRAM-A – University of Edinburgh (GAMBLING)

ASSIST Global – Glasgow University (Indonesia, China, Philippines) 



Lessons learned

- ✓ Alignment to public health priorities is key
- ✓ Cost-effective does not equal affordable
- ✓ Connections are key - find your cheerleaders!
- ✓ Be prepared to continuously improve your intervention
- ✓ Ideally choose English speaking countries to expand into



INTENT

SMOKING PREVENTION PROGRAMME

<https://intent.evidencetoimpact.com/resources/register.php>

About

Benefits

Results

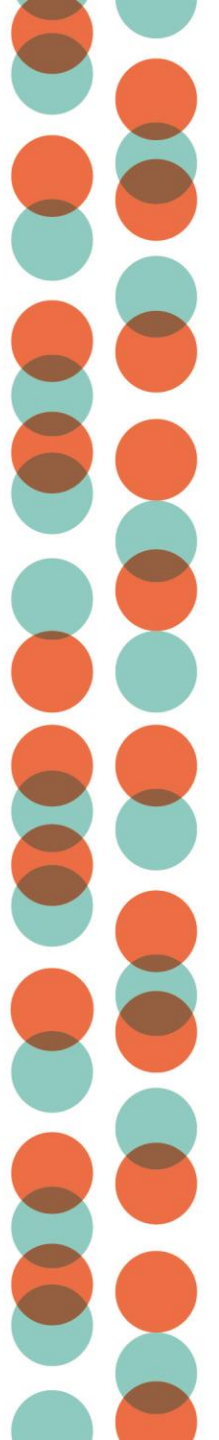
Our Offer

Evidence

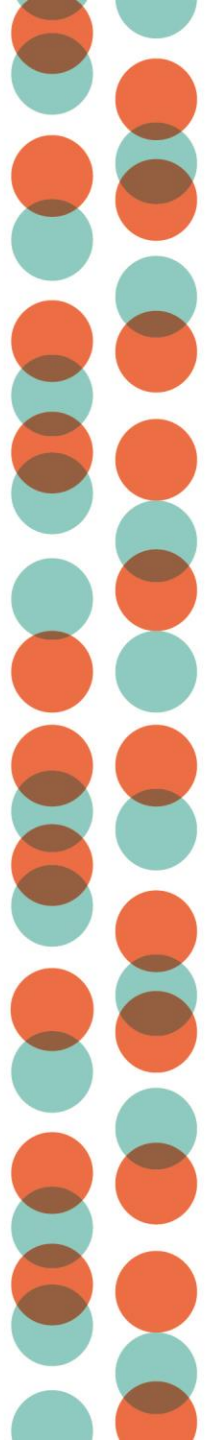
Evaluation

FAQs

Contact

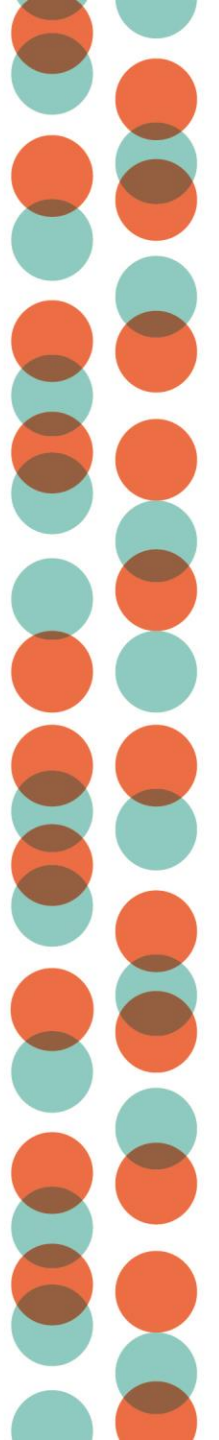


Anything is possible...



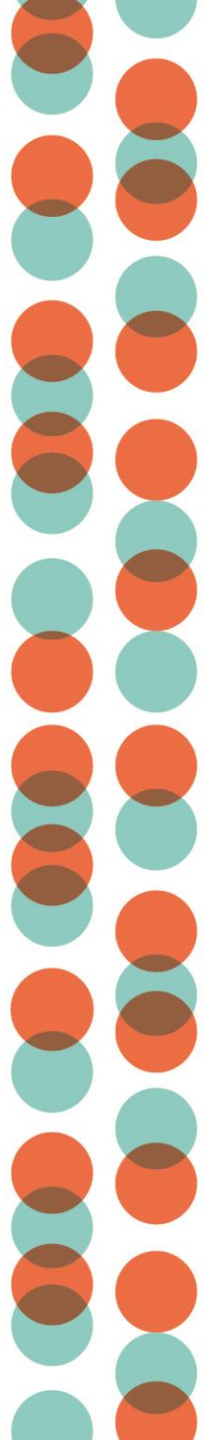
Have your cake and eat it!

- ✓ Lead academic chairs the Project Board
- ✓ 'Governed' by a separate SLA, or MOU
- ✓ Reassures customers that this is still 'academic led'
- ✓ In reality day to day operations conducted by others
- ✓ Academics could be paid a consultancy/non-exec fee



Features of a Member's Agreement

- ✓ Separate to an IP licence
- ✓ States minimum governance requirements, e.g. audit, meeting minutes, number of meetings, reporting to key Uni contacts
- ✓ Can have 'veto' over debt/equity raises
- ✓ Reasonable limit on changes to company 'mission'



Benefits

University/Academic

- Impact
- 4* REF case study
- Reputation
- Income generation from further research
- Ongoing and mutually beneficial collaboration with Evidence to Impact

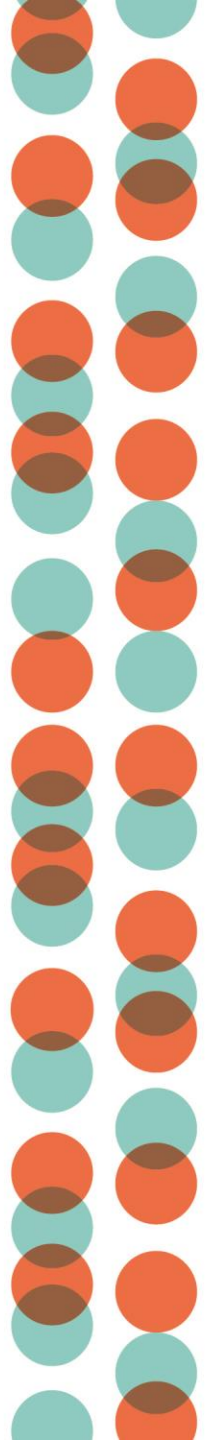
Evidence to Impact

- Creating and scaling impact
- Understanding the research cycle
- Developing expertise in KE
- Reputation
- Strong relationships with universities and academics
- Revenue – cost recovery basis



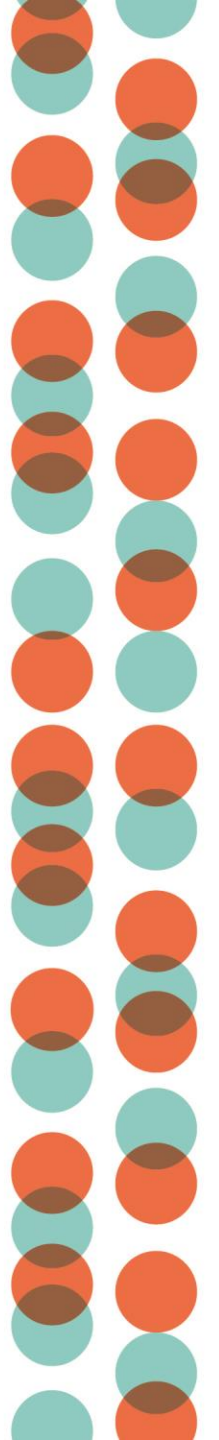
Summary Learning Points

- ☑ Aim should be to maximise the impact of publicly-funded research
- ☑ Freely available outcome is a perfectly valid model
- ☑ So too is a social enterprise, cost-recovery model
- ☑ Potential for significant savings to the taxpayer



Summary Learning Points

- ✓ Academics should focus on what they do best
- ✓ Opportunity for graduates to do both!
- ✓ Social enterprise and private partners available
- ✓ Can generate more research funding or REF case study





www.evidencetoimpact.com

