Engaging stakeholders to design a practical impact evaluation framework

Matthew Terry
The role of the primary care team in the care and support of patients diagnosed with cancer

Acknowledging the importance of economic well-being and returning to work after cancer treatment

Development of an online intervention to support self management of cancer related problems

The experience of long-term cancer survivorship
Key questions

**What** do we mean by impact?

**How** do we make it practical and useful?

**Who** should be involved in shaping this?
Development process

Scope
- Internal scoping
- External scoping
- Scoping report

Draft
- Workshops
- Iterative drafting
- Draft framework

Test
- Preparation
- Fieldwork
- Case studies

Refine
- Reflect
- Finalise
- Operationalise

People affected by cancer
<table>
<thead>
<tr>
<th>Four elements of the RIF</th>
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<tbody>
<tr>
<td><strong>Principles</strong></td>
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<tr>
<td>• How Macmillan &amp; researchers will work together</td>
</tr>
<tr>
<td><strong>Theory of change</strong></td>
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<tr>
<td>• What Macmillan is aiming to achieve</td>
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<tr>
<td><strong>Impact planning</strong></td>
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<tr>
<td>• How impact should be planned</td>
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<tr>
<td><strong>Impact monitoring</strong></td>
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<td>• How impact will be monitored</td>
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Principles

- Working in partnership
- Involving people affected by cancer
- Regular communication
- Dissemination & engagement
- Open access
- Long term impact monitoring
Macmillan-funded research benefits people affected by cancer by improving treatment and care and empowering individuals.

**Goal**

**Outcomes**

- **Improving treatment and care**
  - Treatment and care is more reflective of individual needs
  - Treatment and care increasingly improves the quality of life for people affected by cancer
  - Treatment and care are better-coordinated within and between all stages of the cancer journey
  - Treatment and care are better designed to put people affected by cancer at their heart

- **Empowering the individual**
  - People affected by cancer feel in greater control of their life, treatment and care
  - People affected by cancer are more confident of making the right decisions about their life, treatment and care
  - People affected by cancer have better access to clear, relevant and timely information
  - People affected by cancer have more helpful, better-informed conversations with those who treat and care for them

**Routes to impact (e.g. policy change, service redesign, upskilling of clinicians)**

**Grant-holder activities**

- Impact-enabling activities (e.g. public engagement, contribution to policy consultations, production of training materials)
Impact planning & monitoring

Select outcome(s) from Theory of Change

Identify likely Routes to Impact

- Influencing service design
- Enabling and facilitating future cancer research
- Influencing the capacity of patients to make the right choices
Impact planning & monitoring

Select outcome(s) from Theory of Change

Identify likely Routes to Impact

Identify impact-enabling activities

- Policy consultation submissions
- Peer-to-peer engagement via academic networks
- Information materials for people affected by cancer
Impact planning & monitoring

Select outcome(s) from Theory of Change

Identify likely Routes to Impact

Identify impact-enabling activities

Monitor and report on research outputs, impact-enabling activities, and progress on achieving outcomes
SECTION 4. RESEARCH IMPACT

This section (Section 4) should not exceed 1 page.

It is vital that you consult the Macmillan Research Impact Framework prior to completing this section. Guidance on planning for impact is included on p.13-17 of that document.

In this section please outline your impact plan which should include:

- Your willingness to work with Macmillan on research impact, as set out in the Research Impact Framework principles
- Which Outcome(s) from the Research Impact Framework you expect your research project to contribute to
- The Routes to Impact you expect the research to follow on the way to contributing to the selected Outcome(s)
- The impact-enabling activities and outputs that you plan to deliver to support progression along the Routes to Impact
- The evidence that you will collect to demonstrate your impact-enabling activities, progression along the Routes to Impact, and impact itself
Reflections on ‘co-production’

- Hard work, rewarding work
- A tangible change in the nature of discussions
- A challenge to assumptions & technical language
- Disruption of hierarchical approach to impact
- Openness & responsiveness to inputs is crucial
- Treat as individuals, acknowledge their strengths
- A better Research Impact Framework as a result
For an electronic copy of the Research Impact Framework, please visit the Macmillan website: