

# 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*

# **MACMILLAN CANCER SUPPORT**

*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?**

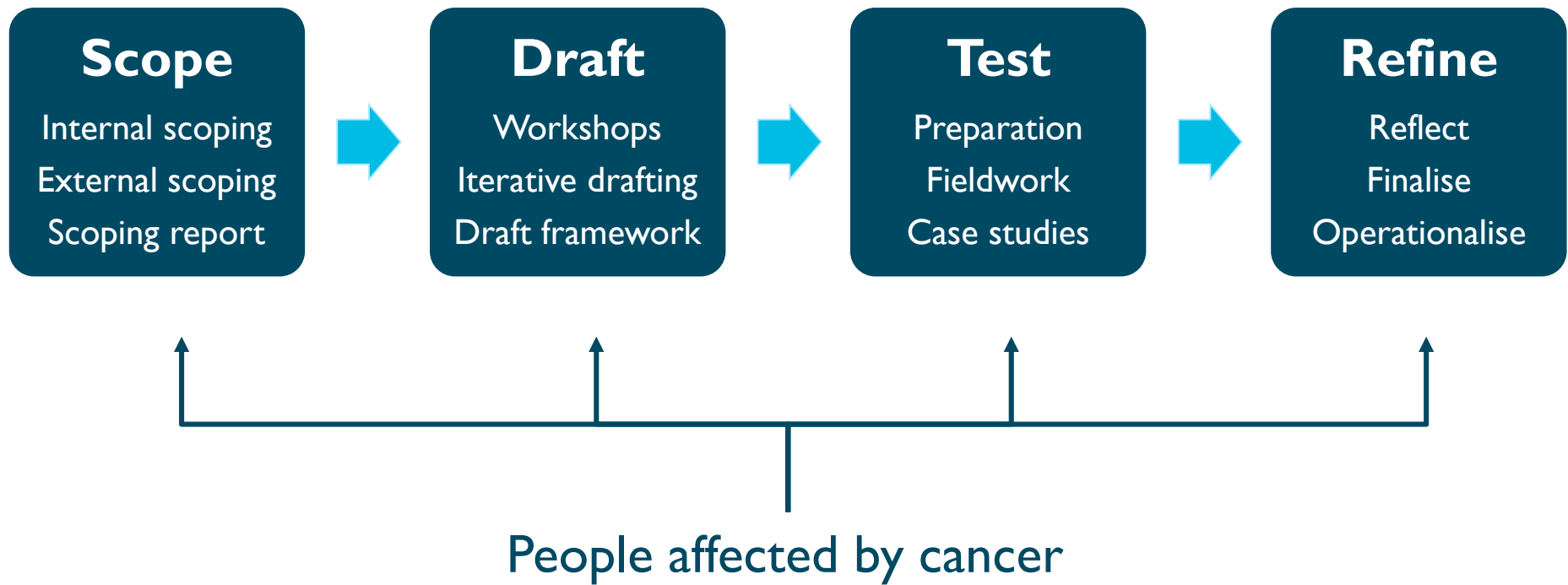


**How do we make it practical and useful?**



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

# Development process



# Four elements of the RIF

## Principles

- How Macmillan & researchers will work together

## Theory of change

- What Macmillan is aiming to achieve

## Impact planning

- How impact should be planned

## Impact monitoring

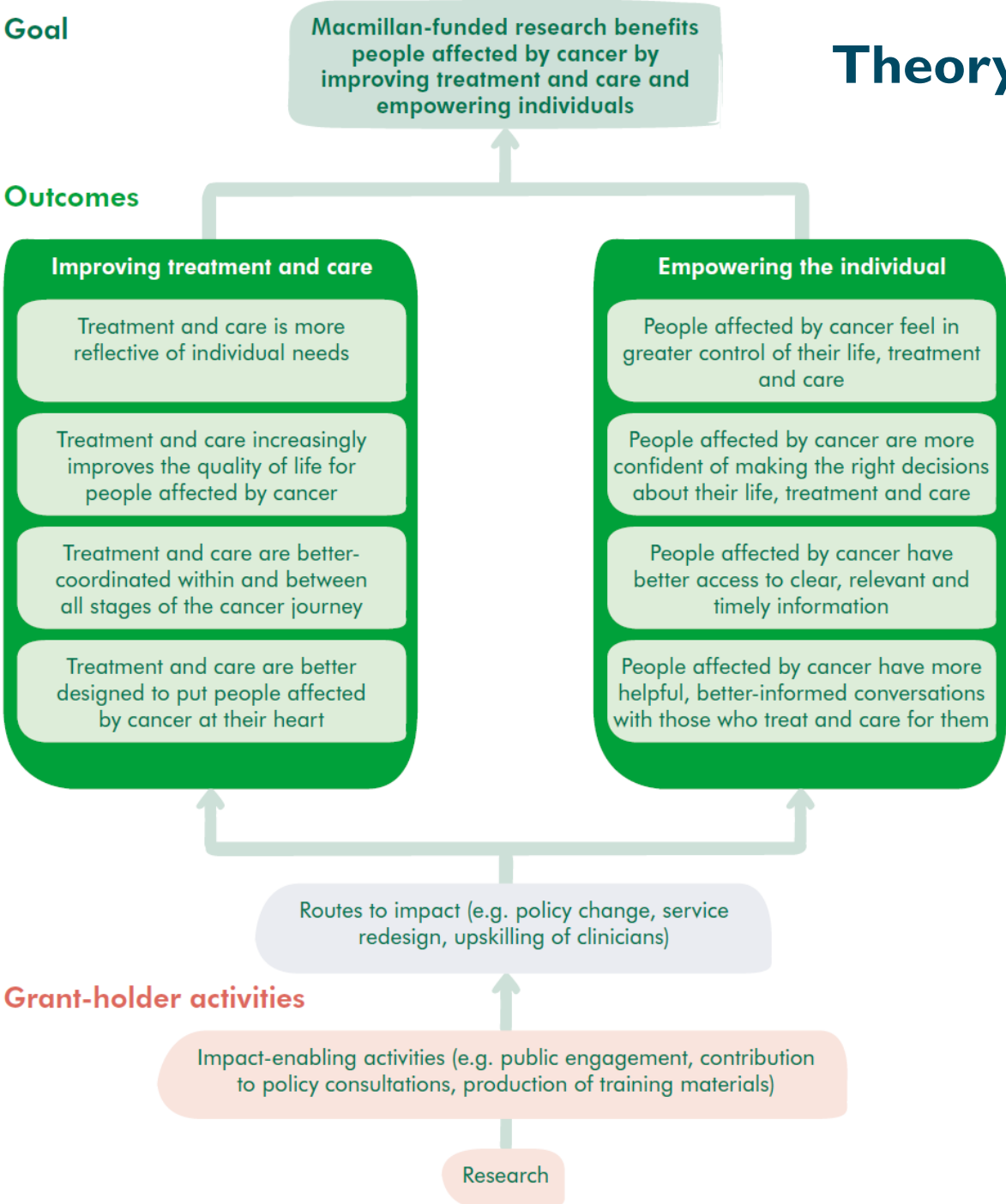
- How impact will be monitored

# Principles

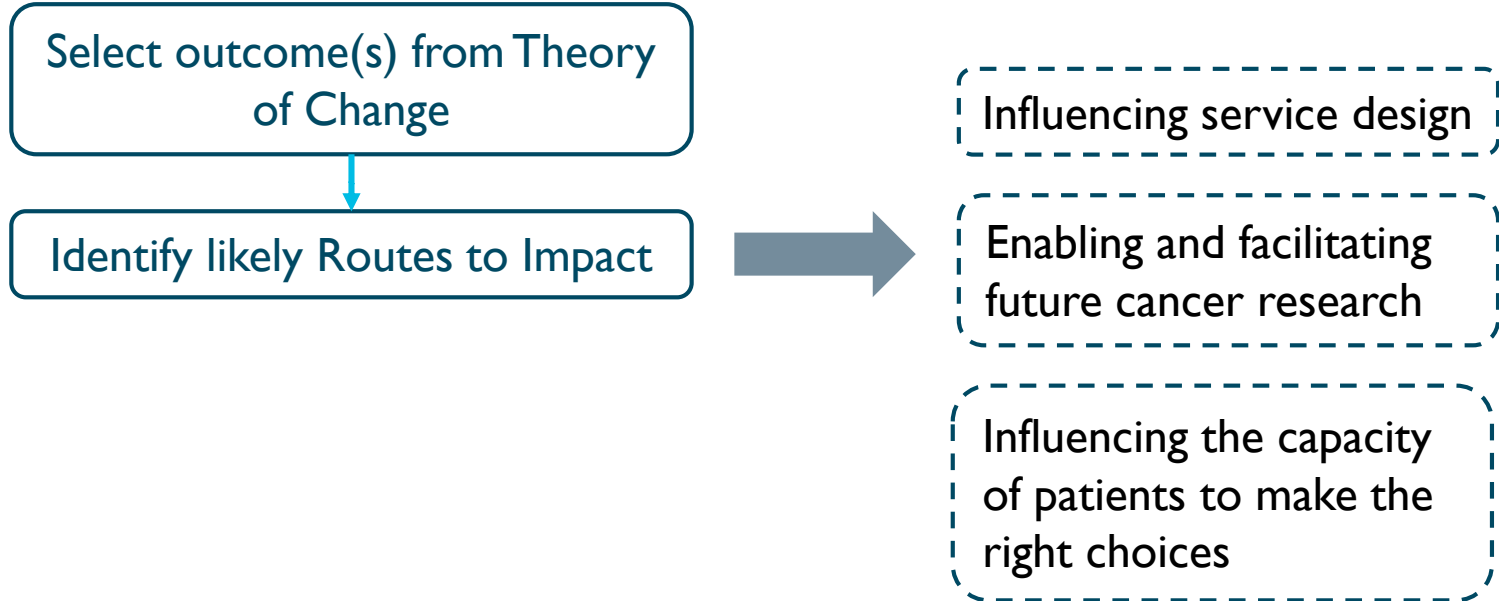
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- Working in partnership
- **Involving people affected by cancer**
- Regular communication
- Dissemination & engagement
- Open access
- Long term impact monitoring

# Theory of Change



# Impact planning & monitoring





# Impact planning & monitoring

Select outcome(s) from Theory of Change



Identify likely Routes to Impact



Identify impact-enabling activities

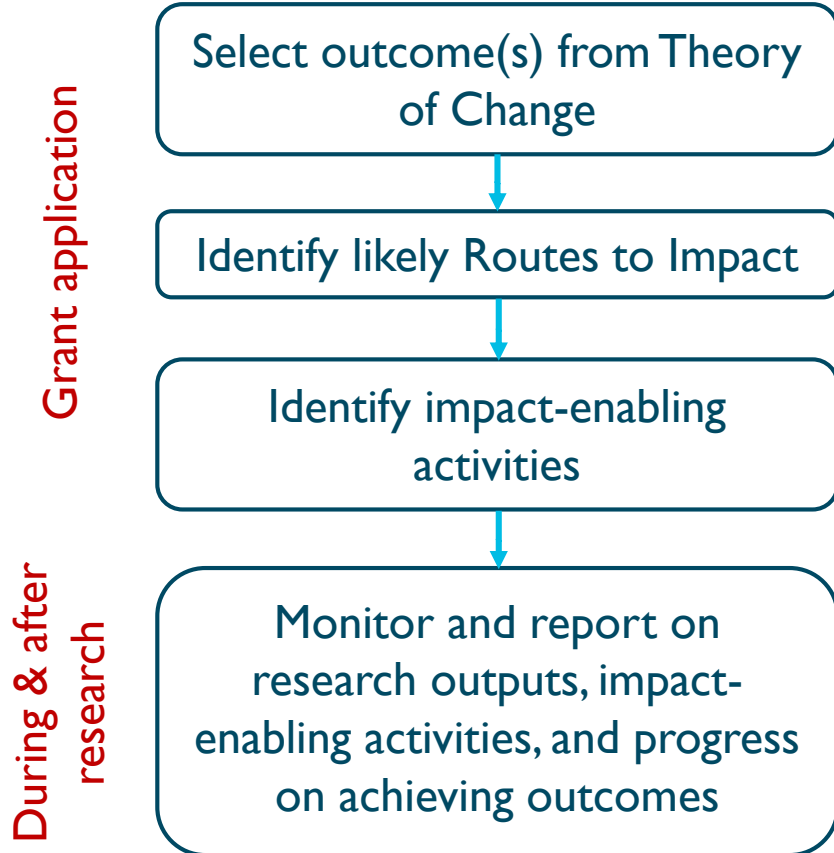


Policy consultation submissions

Peer-to-peer engagement via academic networks

Information materials for people affected by cancer

# Impact planning & monitoring



# Implementation

## **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'

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- 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



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**For an electronic copy of the Research Impact Framework,  
please visit the Macmillan website:**

<https://www.macmillan.org.uk/about-us/what-we-do/evidence/research-funding/research-with-impact.html>