

# ANH Academy

Agriculture, Nutrition  
& Health Academy



## FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

Innovation Lab For Nutrition



Friedman School  
of Nutrition Science  
and Policy



JOHNS HOPKINS  
BLOOMBERG SCHOOL  
of PUBLIC HEALTH



NARC  
Nepal Agricultural Research Council



LONDON  
SCHOOL of  
HYGIENE  
& TROPICAL  
MEDICINE



LANSA  
Leveraging Agriculture for  
Nutrition in South Asia



Research uptake: what is it, why bother and are you good at it?

# This session

- By LANSA and IMMANA
- 1 hour taster

## Contents:

- Defining research uptake
- Approaches, tools and techniques
- Sharing examples and success stories

# What is research uptake?

What do you know?

What do you think?

# What is research uptake?

- Research into use
- Change/ influence/ impact
- Not the same as communications
- Two-way process of engagement with *active* stakeholders
- No money back guarantee
- Attribution and proxies

# Examples

- Another researcher cites you
- A ministry commissions an expert review to inform their programme
- A funder scans your policy brief in the lift, then bins it
- An NGO worker retweets your Tweet
- A journalist (mis)quotes you

Do you agree?

# Team game

- Integrated in *all* stages of research
- Research uptake happens in a team
- Different roles and strengths (PI, research officer, research assistant, program manager, communications specialist, YOU...)
- LANSA tool helps assess your and you team's RU capacity (self-assessment)

# The LANSA RUSAT

- Is a way to discover RU capacity within the researcher and the research team
- Designed to foster dialogues, learning & sharing
- Understanding of individual and team capacities to perform RU, and gaps
- Identify actions to strengthen strengths and address weaker areas
- You assess your own RU capacity – no one judges you

# LANSA RUSAT

- 4 capacity areas or roles - Strategy / Comms / Stakeholder engagement / Policy Context
- Which role do you identify with?
- All roles may or may not apply to your team – select the best fit
- Select the cards in the above order and answer YES or NO
- Explain with examples and fill in the score sheet
- Tally and voila! You have the team's RU strengths & areas that needs working together



# Strategic research uptake

Question	Planning stage
Who's your audience?	Stakeholder mapping
Why are you doing this? What do you want to achieve?	Aims and objectives
What are you communicating?	Messages
How to achieve this?	Implementation plan Monitoring and evaluation

# Tools/ platforms

Audience	Tool (effect)
Researchers	Publications (citations), conferences, data visualisation
Policymakers	Policy briefs, policy dialogues, synthesis papers (policy change)
Media	Press release, press conference, human interest stories (coverage)
Practitioners	Briefs, blogs, videos, social media (inform programme)

# Principles that work

Audience know less than you, so:

- Keep it simple
- Less is more

EXERCISE:

Your elevator pitch

# Your examples

Approaches?

Success stories?

Tools?

Who?

Why?

What?

How?

# Example: IMMANA

- Blog series

Talking about complex issues in accessible terms and a concise format

- Video

Research 'elevator pitch'; showing in practice how a tool works

<http://immana.lcirah.ac.uk>

# Thank you!

More about us:

<http://mmana.lcirah.ac.uk>

<http://lansasouthasia.org>

*mmana*

Innovative Methods and Metrics for  
Agriculture and Nutrition Actions



**LANSA**  
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