

# It's a **Matter of Focus** webinar



## What do you need to be able to track the impact of your research?

Live webinar with Dr Sarah Morton  
in conversation with  
Dr Barbara Farrell (Bruyere Research Institute in Canada)  
and Prof Fiona Cowdell (Birmingham City University)

**Wednesday, 22 March 2023**  
**4.00 – 5.00 pm (GMT)**

Free - [registration required \(Zoom\)](#)

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This webinar will be of interest if you are a researcher, research leader or administrator, or working in knowledge to action or public engagement.

How do you know if your work is making an impact?

When research is used in influencing, inspiring and educating people, issues of cause and effect are more complex. How do you unpick the contribution your work is making to people's lives?

Join research impact expert Sarah Morton in this live webinar to explore what you need to be able to understand and track the impact of your work.

[Register for this webinar](#)

Sarah's pioneering approach to understanding research impact and knowledge to action work is based on contribution analysis. The approach has been applied in [seven independent impact assessments](#) and is the basis for [our approach](#) and [software OutNav](#).

## **Hear from researchers tracking their impact in OutNav**

Sarah will be joined in conversation with Barbara Farrell and Fiona Cowdell, two researchers who are on journeys using OutNav to track their impact. (You can read more about our guests below).

Together they will highlight the resources, capabilities and skills that are needed to make an impact and to be able to understand and demonstrate the difference research or knowledge makes to people and communities.

## **What will be covered in this webinar?**

This session will include a mix of concepts and practical approaches to get you started on your own impact tracking journey, and to make the case for the resources you need to do this work well.

We will explore:

- The importance of a vision for impact – at institution, unit and project levels
- Strategies for making impact
- The support needed to make and measure impact
- Approaches to understanding and tracking impact
- Systems for working well with impact

## **Who will find this webinar of interest?**

- Anyone carrying out research with the view to influencing, inspiring and educating people, and where issues of cause and effect are more complex.
- Research leaders that want to be able to inspire others to work in impactful ways.
- Leaders or administrators of research centres or evidence to action teams that want to meaningfully track their impact.
- Researchers or teams concerned with getting evidence into action in the public and third sectors.
- People running public engagement programmes.

Please register your place to join us and to receive a link to the recording in the days following the live event.

[Register for this webinar](#)

## About our guests

**Barbara Farrell leads a team at the Bruyere Research Institute in Canada** that has developed a series of evidence-based deprescribing guidelines, to help people decide when and how to safely reduce medications. The team has produced an array of information and tools for patients – hosted on the [deprescribing website](#) – and developed tools and strategies to promote uptake of the guidelines by engaging researchers, health care providers, members of the public, health care educators and policy makers.

Barbara has been using our approach and OutNav to understand more about the impact of her team's work; to understand how the strategies and tools they have implemented have made a difference to people's lives; and to track the impact of their knowledge mobilisation efforts.

**Fiona joined Birmingham City University in October 2016 as a Professor of Nursing and Health Research.** Fiona is a National Institute of Health Research Knowledge Mobilisation Research Fellow. As a registered nurse she worked for many years in the National Health Service at senior levels both operational and strategic whilst developing close links with academia including posts as a Lecturer Practitioner and later as a Practice Development Consultant.

Fiona has been using OutNav to track the impact of INNOVATEDIGNITY a trans-national network that aims to deliver a shared, world-leading research and training programme to educate the next generation of thought leaders with the necessary research experience and transferable skills to deliver innovations in dignified, sustainable care systems for older people. She has taken the learning from this into her department at Birmingham City, where the faculty are now using OutNav to track the impact of their projects with a view to REF 2024.

[Please register to join us](#)



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of Focus**  
*Evidence. Action. Change.*



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Corporation

Our mailing address is:  
Matter of Focus, 64a Cumberland Street, Edinburgh, EH3 6RE