



THE ROLE OF STAKEHOLDER ENGAGEMENT IN SUPPORTING IMPLEMENTATION OF A TOBACCO CONTROL RETURN ON INVESTMENT TOOL: A STUDY OF SCALE AND SPREAD IN 5 EUROPEAN COUNTRIES

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Aim of this study

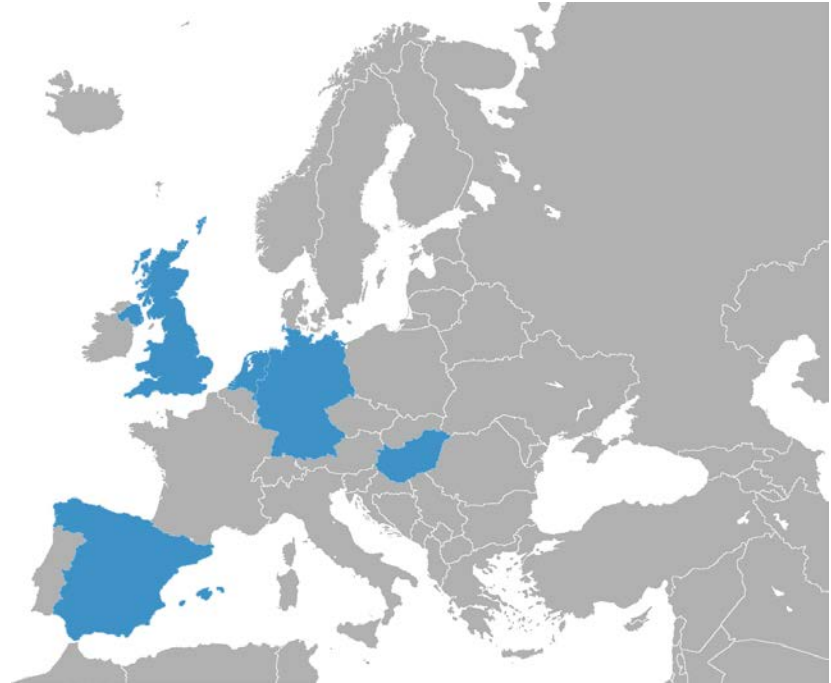
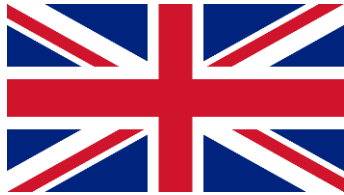
- Aim of our study was to prospectively track stakeholder engagement activities in a large European multi-country tobacco research project
- ... and see how context plays a role in these dynamics

About our study

- Our study is called SEE-Impact and is funded under the MRC's economic impact programme
- We study the stakeholder engagement activities in the tobacco research project.

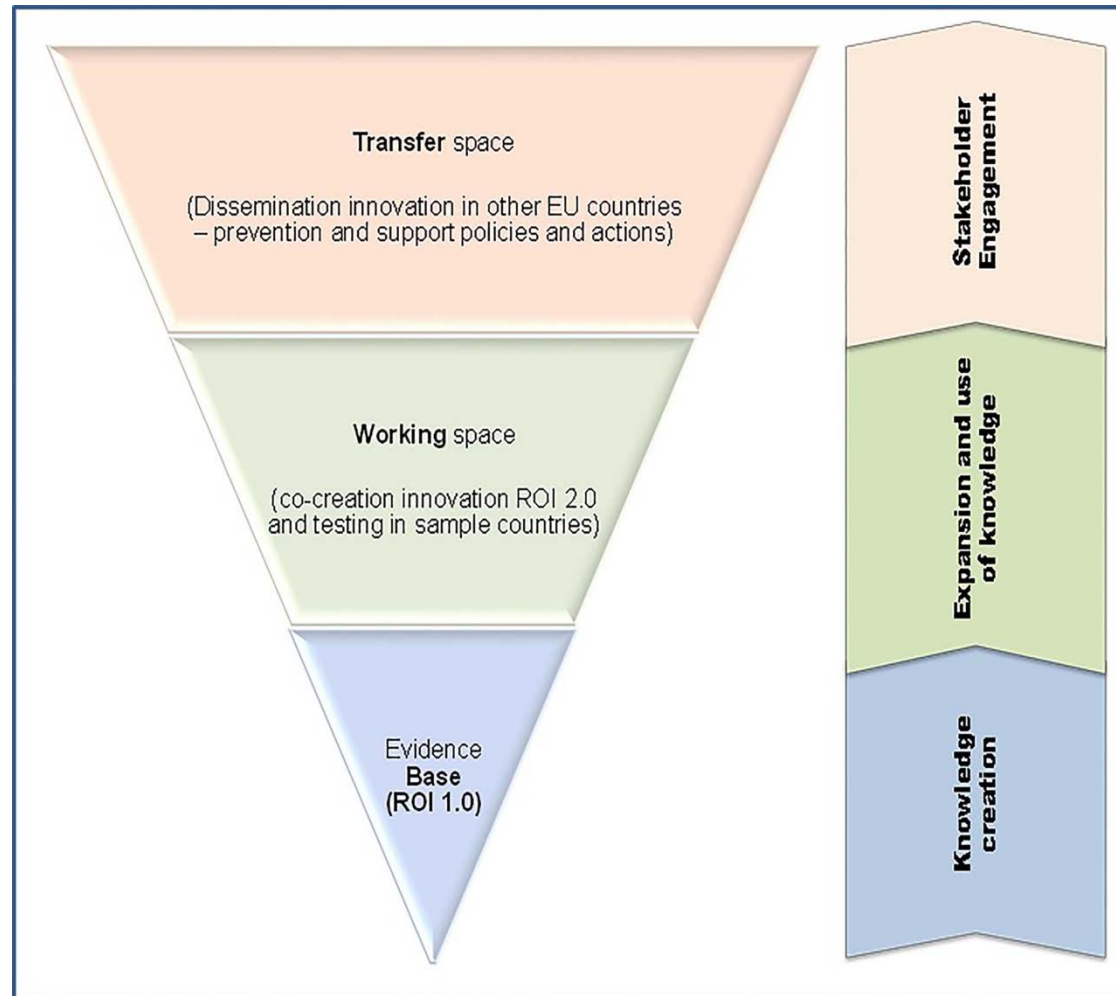


The tobacco research project



Why study this research project?

- **Explicit theory on change**
- **Stakeholder engagement playing a central role**
- **Multi-country**



The theoretical approach

Three generations of thinking on research use:

1st generation: Linear models

2nd generation: Relationship models

3rd generation: Systems models

Best and Holmes (2010)

What did we do

Prospective multi-method study:

- Semi-structured interviews
- Observations
- Document analysis
- Embedded questions in project stakeholder surveys



Results

Tension between stakeholder engagement and productivity

“The scope of the project kept, or keeps, changing [laughing]. Or, that is too harsh, it is just being readjusted time by time; which is very difficult for the modellers. That is why we now have quite a delay in the model development. And I think it is mostly caused by new questions coming from the stakeholders’ part. And these need to be addressed by the modellers, and that is very difficult. So, I would say, I do not think it is very good to involve the stakeholders. And yet they are, sometimes in the middle of the project as well!”

(EQUIPT project team member)

Results

The importance of establishing a connection and a conversation

“What was probably a bit neglected in EQUIPT, is the importance of the personal connection to stakeholders... It's a different situation compared to researching issues while sitting in front of a screen (...). To be a bit more special and showing the importance of their time. Actually, we did not discuss much of this shift.”

(EQUIPT project team member)

Results

The irresistible pull of academic practice

“Well, the aim of the questionnaire is to change the tool by gaining input on how to develop to the tool in the way it suits the stakeholders best. However, I really combined this with scientific research that we find interesting, namely: we integrated it with the [individual behaviour change] model.”

(EQUIPT project team member)

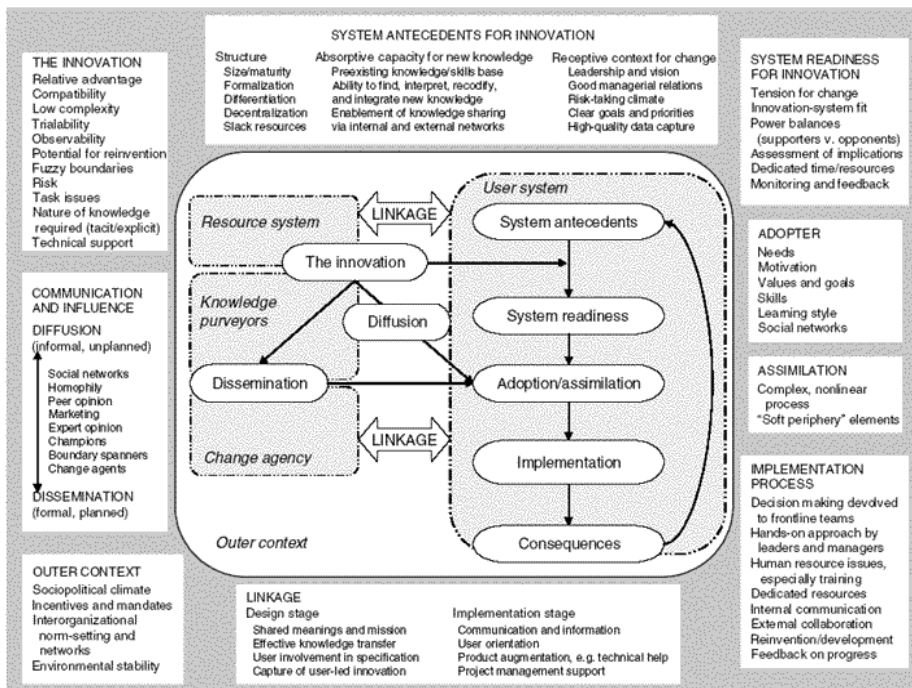
Implications for scale and spread

Three generations of thinking on research
use:

1st generation: Linear models

2nd generation: Relationship models

3rd generation: Systems models



Three generations of thinking on research use:

1st generation: Linear models

2nd generation: Relationship models

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Thank you!

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