

USING NON-ACADEMIC METHODS IN KNOWLEDGE EXCHANGE

Prof Harry Sumnall



DECLARATIONS

- Member – (UK) Advisory Council on the Misuse of Drugs (unpaid)
- Board Member – European Society for Prevention Research (unpaid)
- Trustee – Mentor UK (unpaid)
- Advisor – MIND Foundation (unpaid)
- Receive grant funding for research into alcohol and other drugs

PUBLIC ENGAGEMENT

- Informing, inspiring, and/or educating the public. Making research more accessible
- Consulting and actively listening to the public's views, concerns and insights
- Collaborating and working in partnership with the public to solve problems together, drawing on each other's expertise
- Informing policy and practice: involving the public to ensure their insights, expertise and aspirations influence the evidence base for policy and practice.

KNOWLEDGE TRANSFER PROCESSES IN SUBSTANCE USE FIELD

- Clear and succinct messages
- Reliable and credible sources, with accurate, evidence-based information
- Interactive format that is appealing, persuasive and encourages participation
- Tailors information so that it is personalised and can be modified to suit the local setting without disrupting the overall aims of the strategy
- Reinforces key messages with additional materials and support
- ...



PATHWAYS TO IMPACT

- **Who is your target audience?**
- **How will they benefit?**
- **How to engage and when?**
- **What activities should I use?**
- **How you will use available support?**
- **How will you capture the impact you have?**

POLICY IMPACT

- Do high-quality research.
- **Make your research relevant and readable.**
- **Understand the policy process, policymaking context, and key actors.**
- **Be ‘accessible’ to policymakers: engage routinely, flexibly, and humbly**
- Decide if you want to be an ‘issue advocate’ or ‘honest broker’
- Build relationships (and ground rules) with policymakers.
- **Be ‘entrepreneurial’ or find someone who is**
- **Reflect continuously: should you engage, do you want to, and is it working?**

REF 2021

Reach

- the extent and/or diversity of the beneficiaries of the impact, as relevant to the nature of the impact. (It will not be assessed in geographic terms, nor in terms of absolute numbers of beneficiaries.)

Significance

- the degree to which the impact has enabled, enriched, influenced, informed or changed the performance, policies, practices, products, services, understanding, awareness or well-being of the beneficiaries.

- “Impact Case studies describing impacts through public engagement welcomed”

What is public engagement?

Public engagement' (in the context of the REF) describes an approach to involving the public in **meaningful roles in the development, uptake and/or application of research.**

The act of engaging the public with research **does not count as impact.** Impact is what happens when people **interact with the research, take it up, react or respond to it.**

Public engagement doesn't just happen when the research is complete. It can (and often does) take place **before and during the research** – for instance, helping to shape its focus and direction and its relevance to potential users.

SCHOOL

Book Breaking and Book Mending

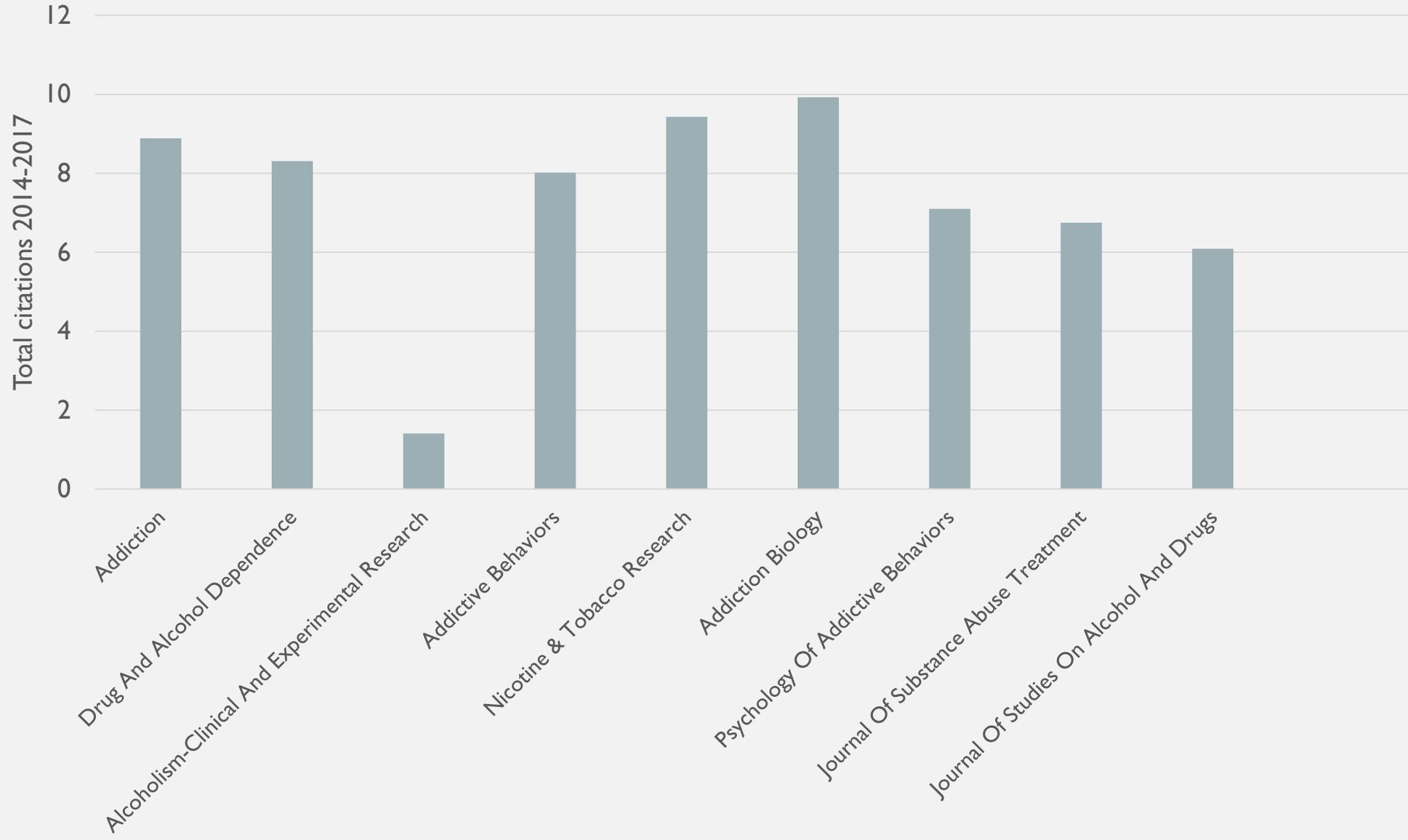
Most academic books aren't written to be read—they're written to be "broken." That should change.

By DOUGLAS HUNTER

JULY 25, 2018 • 9:30 AM



Slate, July 2018
<https://slate.com/human-interest/2018/07/academic-publishing-and-book-breaking-why-scholars-write-books-that-arent-meant-to-be-read.html>



DRUG TESTING AND ANALYSIS

Research Article |  Full Access

Analyses of second-generation 'legal highs' in the UK: Initial findings

Simon D. Brandt , Harry R. Sumnall, Fiona Measham, Jon Cole

Mentioned by

-  2 policy sources
-  2 tweeters
-  3 patents
-  1 Wikipedia page

262 citations in Google scholar

Research Article

A violent mix? The association between concurrent alcohol and cocaine use and violence amongst young people in England and Wales

Carly Lightowlers  & Harry Sumnall

1 citation in Google scholar



Cocaine powder: review of the evidence of prevalence and patterns of use, harms, and implications

Cited by UK Government (GOV.UK) on 11 Mar 2015

GOV.UK is a central website that covers all UK government departments, as well as many other agencies and public bodies. All policy papers and research publications by the UK government are listed on GOV.UK.

Addiction Classics |  Full Access |

Rat Park: How a rat paradise changed the narrative of addiction

Suzanne H. Gage , Harry R. Sumnall

First published: 27 October 2018 | <https://doi.org/10.1111/add.14481>

Published end October 2018

In the top 5% of all research outputs ever tracked by Altmetric
(NB Altmetric reach ≠ good science)

Reached 92,000 readers via Twitter – 60% of Tweepers were
members of the general public

0 citations



Tweets **15.1K** Following 719 Followers 4,469 Likes 1,340 Lists 1 Moments 0

Edit profile

Harry Sumnall

@profhrs

Professor @PHI_Research, @LJMU;
 ACMD member; Board Member @euspr;
 Trustee @mentortweets; advisor to
 @mind_europe . *Personal views* and
 latest research on drugs

Liverpool, England

ljmu.ac.uk/research/centr...

Joined September 2010

412 Photos and videos



Tweets Tweets & replies Media

Harry Sumnall @profhrs · 6h
 Thanks for highlighting this important issue @BBCNews and @scotlibdems , but babies cannot be born 'addicted'. They can experience neonatal withdrawal, but don't have the life experience to be 'addicted', which is a very loaded term



Hundreds of babies born addicted to drugs

Data from health boards shows 584 infants were delivered suffering from neonatal abstinence syndrome since 2015.

bbc.co.uk

2 replies 15 retweets 35 likes

Harry Sumnall @profhrs · 24h
 I was hoping we'd seen the back of GHB in the UK mainstream party/clubbing scene

Your Tweet activity

Your Tweets earned **3,133 impressions** over the last **24 hours**



View your top Tweets

Who to follow Refresh View all

Followed by Nicki Killeen and others

Merchants Quay Ireland ...
 Follow

Followed by Andrew M Bennett and others

Robin Ireland @robinHEG
 Follow

Followed by Professor Paul Cairney and others

George J Huba PhD @Dr...
 Follow

Find people you know



Following

Drug&AlcoholFindings

@DrugAlcFindings

Offering free access to evaluation research on drug and alcohol problems. Mike Ashton (mike@findings.org.uk) and Natalie Davies (natalie@findings.org.uk)



Following

Tony Duffin

@tonyduffin Follows you

CEO of @AnaLiffey. Harm Reductionist. It's safer not to use drugs at all, but if you do use...Harm Reduction will keep you #SaferFromHarm. My opinions are...



Following

Dr James Woodall

@WoodallDr Follows you

Head of Subject & Reader in Health Promotion, Leeds Beckett University.



Following

Kirsten Trayner

@KirstenTrayner Follows you

PhD student @ Glasgow Caledonian University/Health Protection Scotland. Main interests are harm reduction interventions and BBV epidemiology...



Following

Dr. Timo Torsten Schmidt

@Titoschmi Follows you

Cognitive Neuroscience, Working Memory, Research on altered states of consciousness, Science communication, running the @alteredstatesDB,...



Following

MIND Foundation

@mind_europe Follows you

MIND promotes the development of #psychedelic #science, and its application to practice in order to facilitate human development, health and well-being.



Following

Sarah Marsh

@sloumarsh Follows you

Guardian reporter. Send me your stories **sarah.marsh@theguardian.com**



Following

Stuart Taylor

@StuTaylorLJMU Follows you

Senior Lecturer in Criminal Justice, Liverpool John Moores University.



Following

Twisted Spoon Press

@TwistSpoonPress

Twisted Spoon Press is an independent publisher based in Prague, focused on...



Add another Tweet



Kxte @BoudiccaKxte · 5h

Replying to @profhrs @AlexStevensKent and 2 others

That's interesting.

The news seems less and less interested in reporting and more and more interested in commentary.



Harry Sumnall @profhrs · 10m

The main body of the report does refer to neonatal abstinence syndrome and the need to support women 👍, but unfortunately, i think 'addicted babies' perpetuates the 'crack baby' approach of the 80s



Yellow&Orange @YellerAndOrange · 3h

Replying to @profhrs @SteveTransform and 2 others

It is a loaded term. I think they are referring to tissue dependency rather than lifestyle.



Cocaine: The drug that is more than a middle-class problem

By Harry Sumnall
Prof in Substance Use, John Moores University

3 August 2018



London violence



Welcome to the Drugs Research Network Scotland

Established in August 2017, the Drugs Research Network Scotland (DRNS) is a collaboration of academics, policy-makers, service providers, people with lived / living experience of problem drug use and affected family members. The DRNS is funded by the [Scottish Government](#) through a contract managed by the [Scottish Funding Council](#).



COMMON USES OF ACADEMIC TWITTER

- Enhancing reputation
- Visibility & signalling influence
- Public engagement
- Sharing (real time) information, resources, and media relating to their professional practice;
- Sharing information about their classroom and their students;
- Requesting assistance and offering suggestions to others;
- Engaging in social commentary;
- Networking and making connections with others



Tweet



Rebecca Willis
@Bankfieldbecky



CO

WITTER

academics: great to use twitter to publicise new papers. But don't do the "I've got a new paper out!" tweet. Instead: headline with main finding, link to blog, explain why people should read the (open access) paper. *Advice from spending most of my life on the other side*

02/07/2018, 17:24

42 Retweets 142 Likes



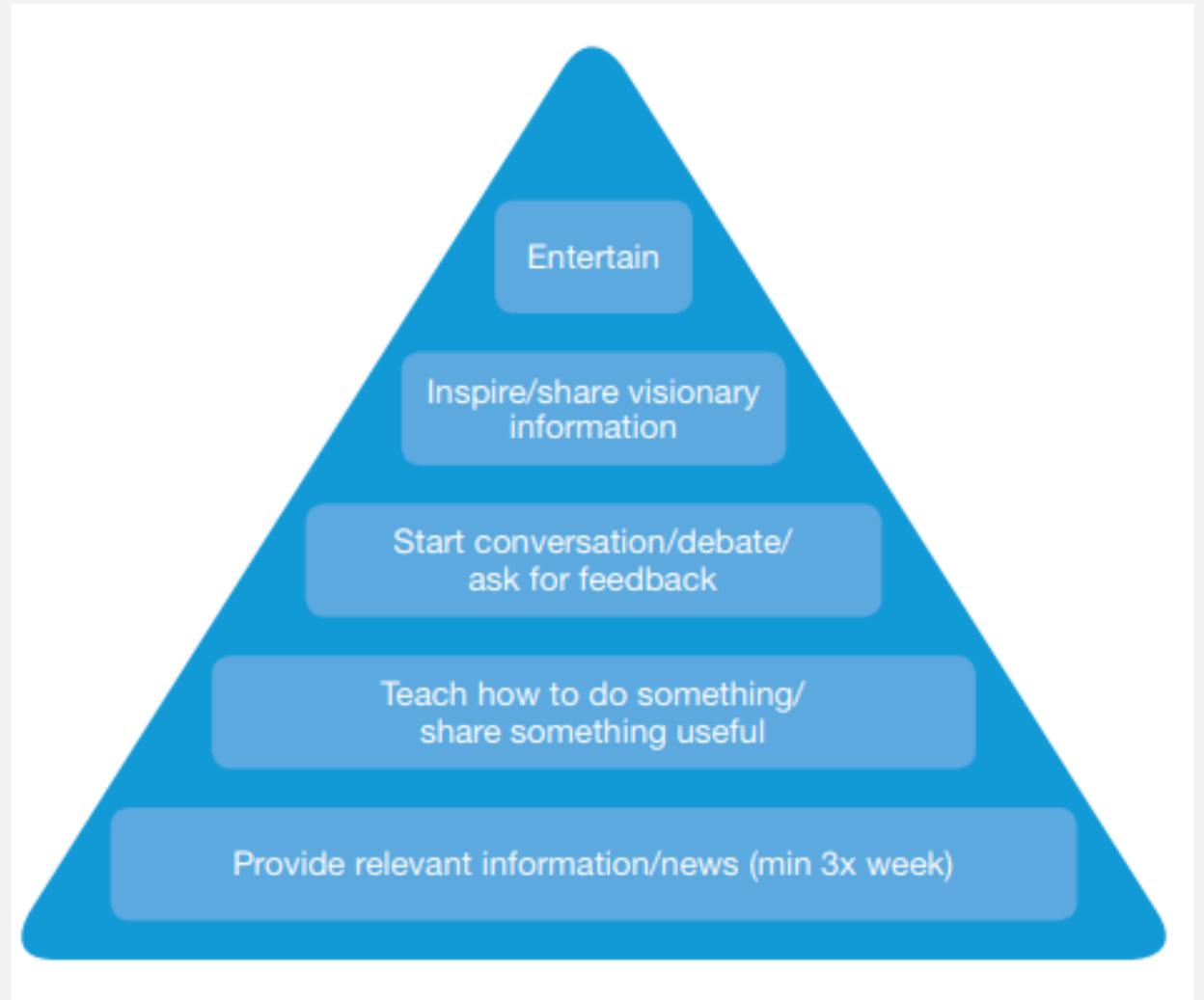
- Enhanc
- Visibil
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sional practice;

hammad et al., 2017; Veletsianos, 2011

“A great Twitter account:

- Shares important/interesting content from other people
- Posts its own interesting content
- Engages with other users in a positive way by replying to posts, offering advice or insight”



ACADEMIC RESEARCH COMMUNICATION ON SOCIAL MEDIA

- Reach e.g. *IHE (Marmot Review team)* – 8,266 followers, *Ben Goldacre* 482k
- Passive vs active outreach not effective (Eldestein et al, 2012)
- Most strategies remain modest, passive and don't allow two way communication.
- Evidence from health promotion suggests mass media campaigns are most successful when facilitate social interaction, and occur during routine media use (Wakefield et al, 2010).

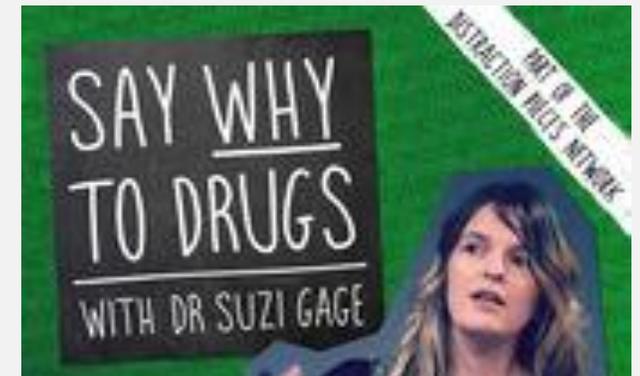
Many online social media strategies are like building elaborate empty rooms

Most social media activity focused on Twitter and Facebook but:

- UK Twitter and Facebook users differ substantially from UK population – younger, better educated, more liberal, pay more attention to politics and strong class effects
- Twitter communications rarely reach those outside the academic community and wider discipline network

RESEARCH COMMUNICATION THROUGH SOCIAL MEDIA

- **TED[x] talks** – $\frac{3}{4}$ billion total views, videos presented by academics more liked than those by non-academics (Sugimoto and Thelwall, 2013)
- **Research podcasts** – cheap and effective way to share research findings in an interesting format. 5.9 million (11%) of adults in UK are weekly podcast listeners including 49% of the under 35s (Ofcom, 2018)
- **YouTube** – repository of research content but fragmented and little has been done to build upon YouTube's core business of "participatory culture" (Burgess and Green, 2018). One in three UK adults and 90% of 12-15 year olds regularly use YouTube (Ofcom, 2018).



Could planets from Star Wars really exist?
437,133 views • 11 months ago

WHAT CAN ACADEMICS LEARN ABOUT YOUTUBE COMMUNICATION FROM ZOELLA?

Sustained communication can create 'intimacy' between content producer and audience which increases perceptions of credibility

Viewers recognise the importance of credible online sources

Being "relatable" is key. Framing discussions around shared or common experiences can increase viewers confidence in information communicated



Most popular female YouTube in UK - 12 million subscribers

Encouraging discussion through the YouTube comments section by posing questions or discussion points increases audience engagement

Creates the opportunity for instant, public feedback and the creation of ongoing dialogue which can shape the focus of future content

Moderating the quality of discussion can be challenging and it is important to develop reflexive strategies for self and community moderation.

Data: Harris, unpublished PhD thesis

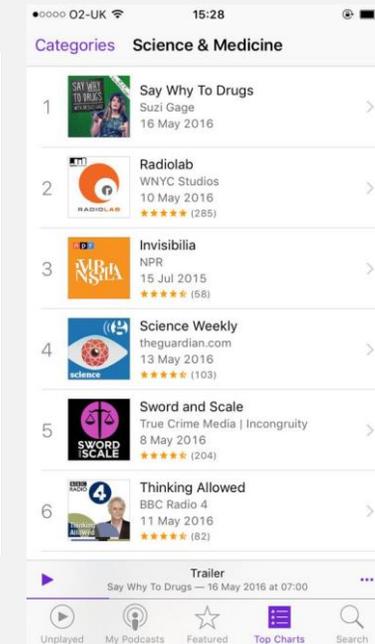
Slide courtesy of Jane Harris (PHI, LJMU)

Dr Suzi Gage (U of Liv) – Say Why to Drugs



Response received

- Teachers using it in class
- Skeptic Magazine Ockhams Award
- Interaction with the public



Slide courtesy of Dr Suzi Gage

Who is target audience?

- Target strategic organisations/individuals
- Preaching to converted?



ALSO WORKS TO HELP RESEARCH

- Participant recruitment
 - Hard-to-find e-cigarette users
- Research ideas
 - Grant applications submitted
- Academic awards
 - AAAS Early Career Award for Public Engagement with Science
- Wellcome Trust Engagement Fellow



HOOKED

WHEN WANT BECOMES NEED

A FREE EXHIBITION AND EVENT PROGRAMME
EXPLORING ADDICTION AND RECOVERY

21 SEPTEMBER 2018 - 27 JANUARY 2019



Art and design

Sex, drugs and social media - Hooked review

★★★★☆

Science Gallery, London

Sugar, shopping, cash, drugs, booze and smartphones ... this great show details how artists have responded - and succumbed - to addictive vices down the ages



Jonathan Jones

Wed 19 Sep 2018 16:52 BST

f t e 420 38



▲ Blue-faced corporate trolls ... a still from Feed Me, 2013 at the new Science Gallery. Photograph: Rachel Maclean

DISTANT VOICES

“Distant Voices is concerned with the issues people face when they come out of prison, or complete a community sentence. From the practical difficulties of getting a job and finding (or maintaining) somewhere to live, to the challenges of stigma and prejudice, and of re-joining a family and rebuilding a life, the road home has many obstacles along the way.”



Albums/EPs 126 songs – 1 album and 1 EP
Public performances
Broadcast media
Podcasts

House Gigs – hospitality and dialogue

<https://voxliminis.bandcamp.com/album/distant-voices-not-known-at-this-address>

<https://www.voxliminis.co.uk/projects/distant-voices/>

Thanks to Prof Fergus McNeil

• Our partners



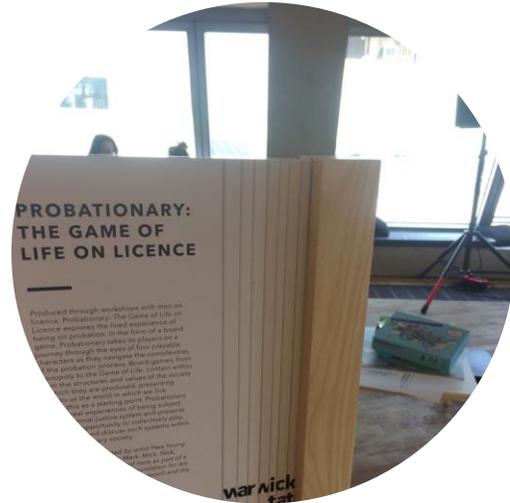
• Our funders (ESRC award no. ES/P002536/1)





PROBATIONARY - THE GAME OF LIFE OF LICENCE

- Collaboration between LJMU and FACT
- Game produced through collaboration of artist Hwa Young Jung, LJMU criminology, and men on license
- Explores the lived experience of being on probation reflecting real experiences of being subject to the criminal justice system and presenting an opportunity to collectively play, understand and discuss the systems.



**Playing for Change:
Using artistic methods to explore
experiences of probation**



Emma Murray



Will Jackson



Anne Hayes





++
Heart-related diseases

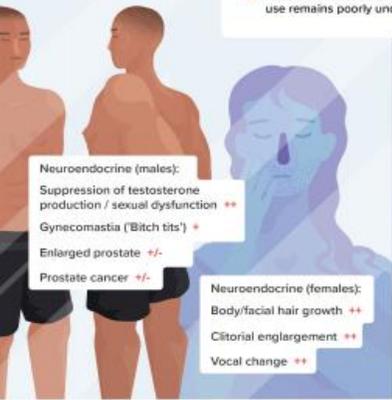
+
Liver toxicity incl. liver dysfunction and liver
Kidney dysfunction
Dermatologic incl. ac
hair loss & stretch ma



HUMAN ENHANCEMENT DRUGS

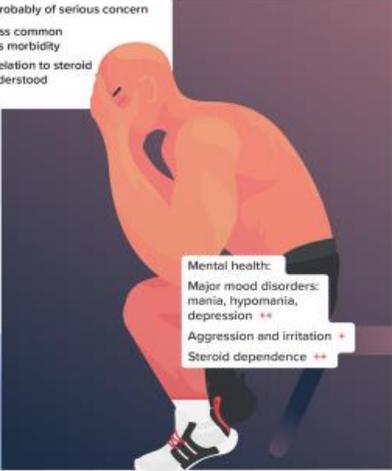
Adverse events associated with steroid use

- ++ Well recognised and probably of serious concern
- + Well recognised but less common or causing less serious morbidity
- +/- Possible risks whose relation to steroid use remains poorly understood



Neuroendocrine (males):
Suppression of testosterone production / sexual dysfunction ++
Gynecomastia ('Bitch tits') +
Enlarged prostate +/-
Prostate cancer +/-

Neuroendocrine (females):
Body/facial hair growth ++
Clitoral engorgement ++
Vocal change ++



Mental health:
Major mood disorders: mania, hypomania, depression ++
Aggression and irritation +
Steroid dependence ++

Design: Human Enhancement Drugs Network, Birmingham City University, Public Health Institute (LJMU) and Aalborg Undersøgelser (Aalborg Municipality, DK)
Reference: Pope et al. 2014. Endocrine Reviews, 35(3) and Liawenly, 2010. Anabolics, Molecular Nutrition.
More information is available at www.humanenhancementdrugs.com

Stigmatisation of steroid users

se is stigmatised like all ns of illicit drug use.

portrays steroid users r: They associate users ing, aggression, and criminality.

For many steroid users the main purpose of their steroid use is to **improve physical appearance and muscularity.**

They do not often compete in professional sport.

Why reduce stigma?

Steroid users feel discriminated and ridiculed. Users feel stigmatised from healthcare professionals.

As a result, most do not trust healthcare professional's knowledge about steroids.

Effect?

The physical and psychological harms associated with steroids use may go untreated if help is not sought when needed.

Healthcare professionals

Access to healthcare service is reduced due to stigmatization. Also, healthcare professionals have little guidance on steroid treatment.

Reference: Griffiths et al. 2016. Journal of Drug Issues, 46(4) and Hildebrandt & Lanzieri. 2015. Body Image, 15

A TYPOLOGY OF MALE STEROID USERS AND THEIR RISKS

THE YOLO TYPE

LOW Effectiveness HIGH Risks

THE ATHLETE TYPE

HIGH Effectiveness HIGH Risks

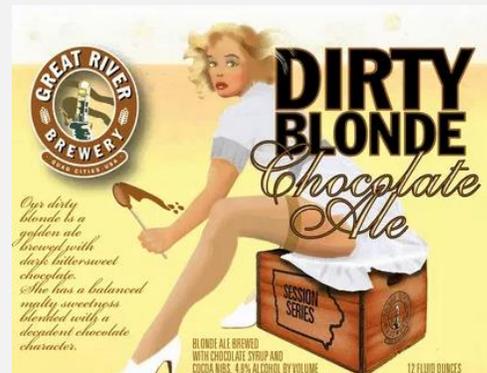
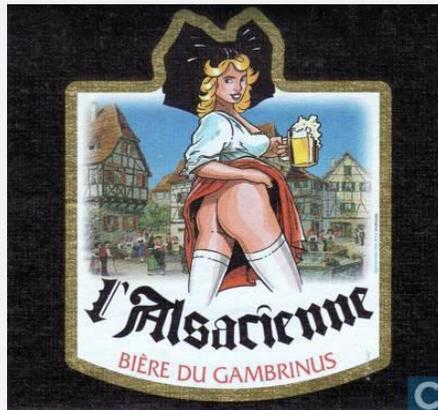
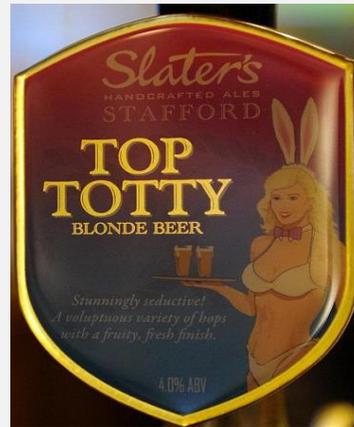
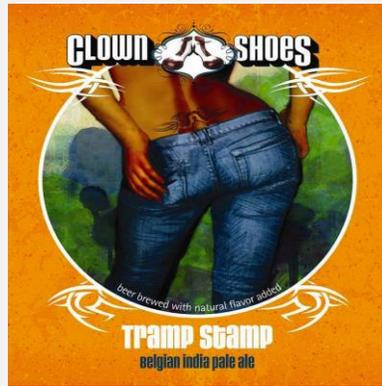
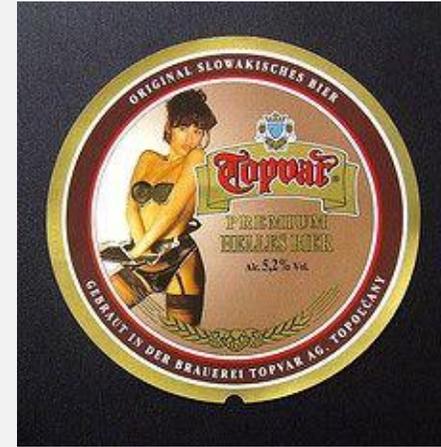
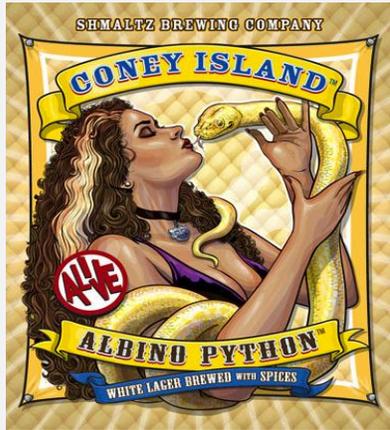
THE WELL-BEING TYPE

LOW Effectiveness LOW Risks

THE EXPERT TYPE

LOW Effectiveness LOW Risks

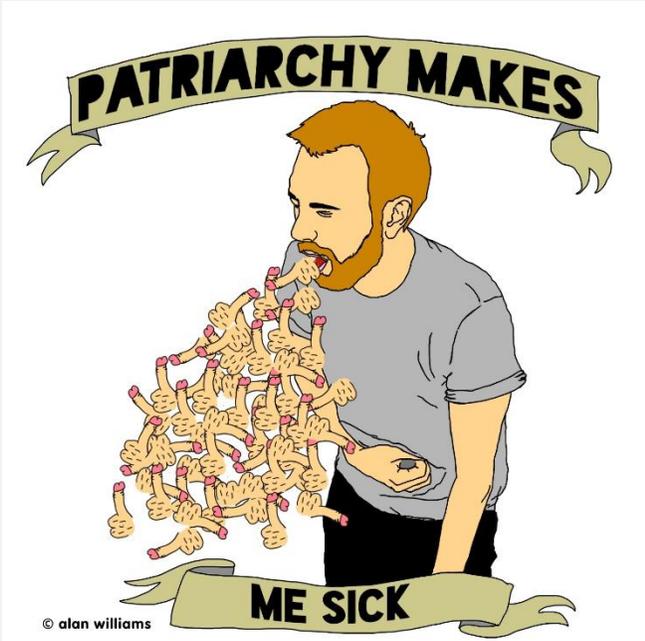
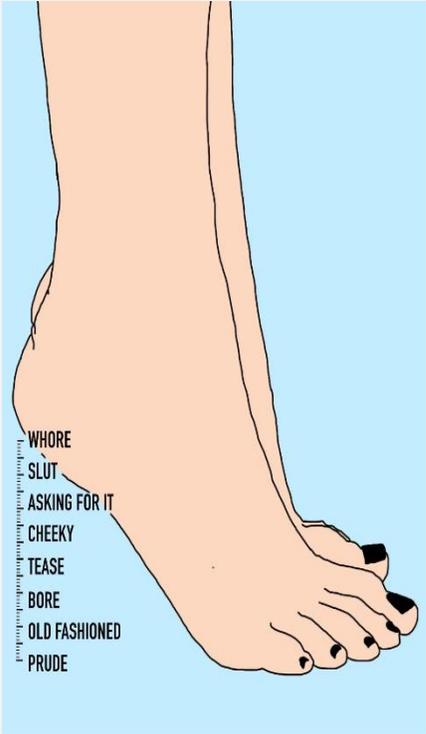
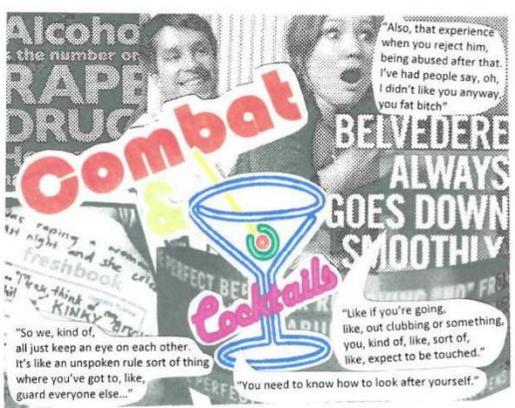
Design: Human Enhancement Drugs Network, Birmingham City University, Public Health Institute (LJMU) and Aalborg Undersøgelser (Aalborg Municipality, DK)
Reference: Christiansen, Vinther & Liokaftos, 2016. Drugs: Education, Prevention and Policy, 1-11
More information is available at www.humanenhancementdrugs.com



Images courtesy of Dr Amanda Atkinson



THE CONTENTS
OF THIS BOTTLE
DO NOT CAUSE
OR JUSTIFY
SEXUAL ASSAULT



Images courtesy of Dr Amanda Atkinson

INSTALLATION - HOMELESSNESS AND PERIOD POVERTY ('£306')



Image courtesy of Dr Amanda Atkinson

CARNAGE UK! THE UK'S BIGGEST STUDENT NIGHT ENCOURAGING MISOGYNISTIC & PATRIARCHAL IDEALS (2016)



Image courtesy of Dr Amanda Atkinson

BIG D(ICK) NUTS (2016)



Image courtesy of Dr Amanda Atkinson

MEN, WOMEN & ALCOHOL IN SCOTLAND

“STEREOTYPES MAKE ONE STORY BECOME THE ONLY STORY”
CHIMAMANDA NGOZI ADICHIE

Why do stereotypes about gender and drinking persist?

SOCIETY

Responses to men and women's drinking reflect wider gender norms

Women are judged more harshly on their behaviour and appearance if they have consumed alcohol.
Men's behaviour is more likely to be excused if they have been drinking.

UK newspapers tend to associate binge drinking with women & present women's drinking as more problematic, despite the evidence that men are more likely to binge drink.

MEDIA

Men and women's alcohol consumption is still judged differently

ALCOHOL INDUSTRY

Drinks are marketed differently to men and women

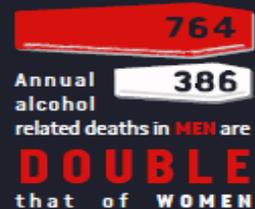
The alcohol industry is increasingly targeting women through gender-specific design, packaging and advertising.

DIFFERENCES IN MEN & WOMEN'S DRINKING ARE REDUCING OVER TIME, BUT MEN STILL DRINK MORE AND EXPERIENCE MORE PROBLEMS WITH ALCOHOL THAN WOMEN

Infographic 1 of 2

yellowpop design

Alcohol-related hospital admissions in **MEN** are around **THREE** TIMES more common than in **WOMEN**



MEN, WOMEN & ALCOHOL IN SCOTLAND

“THE PROBLEM WITH GENDER IS IT PRESCRIBES HOW WE SHOULD BE RATHER THAN RECOGNIZING HOW WE ARE”
CHIMAMANDA NGOZI ADICHIE

What are the next steps?

POLICY MAKERS

Generally, a whole population approach is still the best way to tackle alcohol-related harm in both men and women

Policy makers should think carefully about the rationale for any intervention aimed only or mainly at one gender.
Will it increase inequalities? e.g. by focusing on female drinking when men drink more?
Will it reinforce existing stereotypes? e.g. by blaming victims of sexual assault or harassment if they have consumed alcohol?

Alcohol researchers need to analyse & present data separately for men & women, rather than just controlling for sex.
It is important to monitor and report direct and indirect policy effects by gender*

RESEARCHERS

Ignoring gender in alcohol research may lead to incomplete or inaccurate conclusions

SERVICE PROVIDERS & COMMISSIONERS

The provision & planning of gender-responsive services should be anchored in meaningful service user involvement

Women may find it difficult to engage with treatment due to stigma, caring responsibilities, and past or current trauma/violence.

Key responses include:

- Monitoring need, accessibility, acceptability & outcomes
- Flexible, non-judgemental, low-threshold services.
- Close and dynamic links with support services for gender-based violence.

Infographic 2 of 2

* For example, recent evidence suggests men and women may be exposed differently to alcohol marketing (e.g. print v broadcast advertising) which is important when considering where policy should intervene

Fitzgerald et al. (2016)

POLICY MAKERS

Generally, a whole population approach is still the best way to tackle alcohol-related harm in both men and women



MEN, ALCOHOL & WOMEN
www.genderandalcohol.co.uk/

Policy makers should think carefully about the rationale for any intervention aimed only or mainly at one gender.

Will it increase inequalities? e.g. by focusing on female drinking when men drink more?
Will it reinforce existing stereotypes?

SOCIETY

Responses to men & women's drinking reflect wider

Women are judged more harshly on their behaviour & appearance if they have consumed alcohol.

Men's behaviour is more likely to be excused if they have been drinking.

“Visit to Scottish Parliament which led to me presenting them to the alcohol policy team at the Scottish Government. We have also held an event with Scottish Families Affected by Alcohol and Drugs to highlight issues of gender in family support.

However, the impact in REF terms is hard to quantify”

Prof Emslie

Annual alcohol related deaths

DOUBLE
that of **WOMEN**



MEN, WOMEN & ALCOHOL IN SCOTLAND
www.genderandalcohol.co.uk/



MEN, WOMEN & ALCOHOL IN SCOTLAND
www.genderandalcohol.co.uk/

SCOTLAND
www.genderandalcohol.co.uk/

alcohol industry is increasingly targeting women through gender-specific design, packaging and advertising.

#dontpinkmydrink



#GordonsPink
#OMGandT #yass
#realberries #gintastic
#whaaaat #justlookatit
#pink #afterworkdrinks
#summervibes #london
#paperstraws #beautiful
#didsomeonesaygin #partay
#classinaglass #wow #itsreal

for the facts drinkaware.co.uk



Gordon's
...SHALL WE?



SubstanceMisuse@gcu

EVALUATING ENGAGEMENT IMPACT

1. **Instrumental impacts** (for example, financial revenues from widespread public adoption of a new technology or policy change resulting from public pressure)
2. **Capacity-building impacts** (for example, new skills)
3. **Attitudinal impacts** (for example, a change in public attitudes towards issues that have been researched)
4. **Conceptual impacts** (for example, new understanding and awareness of issues related to research)
5. **Enduring connectivity impacts** (for example, follow-on interactions and lasting relationships, such as future attendance at engagement events or opportunities for researchers and members of the policy community to work more closely with publics).

CONTACT

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