



Next steps: Enhancing impact and creating positive change with your Report Card?

- Translating research into practice – General concepts
- Report Card is ready, now what?
- How to evaluate your impact
- How to improve your future Report Card

1. Translating research into practice – General concepts

Combination of the “six tips” from [Ayaji et al, \(2021\)](#) and the “eight main recommendations” from [Oliver & Cairney \(2019\)](#) applied to the AHKGA Report Cards

Do high quality research: Conduct high-quality, robust research and provide it in a way that is timely, policy relevant, and easy to understand, but not at the expense of accuracy. Truly interdisciplinary research is required to identify new perspectives and explore the “practical significance” of research for policy and practice.

Relationship building: Establish and nourish relationships with policy actors to build an understanding of the policymaking process and know more about what policymakers need, why and when. Invite them to join your Report Card team or to serve as an external consultant. Be ‘accessible’ to policymakers: engage routinely, flexibly, and humbly.

Needs assessment: Engage with policymakers, funders, government agencies and politicians to identify policy priorities and relevant evidence needs before selecting research questions/indicators to evaluate and engage them during and after the data collection (analysis and communication of findings). Your work must begin and conclude with policy impact in mind.

Mutual capacity strengthening: Policymakers are not experts in interpreting academic literature - identify and document how to help them see the value of evidence-informed policy. Learn from the experience of policymakers to better understand the policy landscape and how to engage them.

Communicating to a variety of audiences: Scientific knowledge must be translated so that a wider audience can understand it. This is where Report Card documents short and long form, infographics, blog post, social media contents... come into play. In addition to the use of appropriate language, take extra steps **to improve the design** of your knowledge translations materials. We encourage you to work with professional designers if you have the possibility, or to develop your designing/creative skills that are transferable to other typical academic duties (figures in scientific papers, scientific oral and poster presentation, teaching). You can check these easy to use free design tools are available to help: [Canva](#) (used to develop these [Global Matrix 4.0 infographics](#), [Twitter pictures](#), and [France Report Card poster](#)) and [Draw.io](#) (used for creating the infographic in [the Global Matrix 4.0 introductory paper](#)).

Researchers as activists: Researchers must use their voice to advocate for evidence uptake, especially in cases where there is an obvious denial of scientific evidence. Identify priority actions and communicate



them with policymakers and the press. You can consult the most recurring priorities' themes to improve the grades ([Table 9 in the main Global Matrix 4.0 article](#)) and contact other AHKGA experts to help you.

Establishing a rapid response mechanism: A rapid response mechanism is important to provide timely and up-to-date evidence to policymakers as their needs emerge. Keep an eye on relevant news (e.g., pandemic, bike accidents, national/international health report release) and upcoming events (e.g., World Day for Physical Activity, World Children's Day, International Day of Disabled Persons, International Day of Education, World Health Day) to communicate appropriate multilevel priority actions for the promotion of physical activity.

2. Report Card is ready, now what?

Communicate and clearly disseminate your findings within the scientific community and the general public using a variety of promotional materials (e.g., scientific papers, Report Card short and long forms, press releases, infographics) and medias (e.g., social media, website, blog posts, video posts). Use and re-use the material that AHKGA prepared to help you with dissemination and communication:

- [Customizable press release](#)
- [Customizable infographic](#)
- [Communication toolkit](#)

Add your relevant scientific articles, posters, and presentations (past and recent) to the [Global Matrix 4.0](#) and to the [overall AHKGA Research Gate](#) project's pages.

Identify science translation platforms (e.g., The Conversation, SciDevNet) at national level to publish articles in your country's language(s) adapted to a general audience.

You will have a greater impact nationally if all your general audience targeting documents are translated in your official country's language(s).

How to reach policymakers?

- Involve them early in the Report Card development process.
- If it's too late, you want to make sure that they can see your work! Print some paper versions of your Report Card promotion material to ship to their office. You can also send them digital versions by email. In the meantime, prepare a clear press release to circulate to the mainstream press (and consider using and translating the customizable press release we prepared for you).
- Organize an official national release or conference promoting your Report Card findings and invite the press, policymakers, and influencers to make some noise.
- Identify priority actions and communicate them with policymakers and the press. You can consult the most recurring priorities' themes to improve the grades ([Table 9 in the main Global Matrix 4.0 article](#)) and contact other AHKGA experts to help you.



- Identify upcoming events (e.g., World Day for Physical Activity, World Children’s Day, International Day of Disabled Persons, International Day of Education, World Health Day) to communicate appropriate multilevel priority actions for the promotion of physical activity to the press and local media. Plan everything in advance to have relevant material and content to share!

3. How to evaluate your impact?

- Develop a strategy to keep track of your media impact by tracking and compiling all the articles your work generated in the mainstream press, and if possible, collect their media hits and impressions.
- Collect metrics on the impact of your research (number of related publications, citations, academic oral or poster presentations).
- Collect metrics on the impact of your dissemination/communication strategy (analytics of your dedicated Twitter account, view and visit metrics of your dedicated website).
- Collect metrics (amount, source, purpose) on the funding(s)/financial support(s) you secured for the development of your Report Card, its design/printing/publication, and/or the travel funding you obtain to present it at conferences/local, national or international event.
- Keep track of the number of trainees that got the opportunity to learn through being involved in the development of your Report Card(s).
- Develop and circulate an impact assessment survey to stakeholders and end-users of your Report Card to collect open-ended feedback about how the Report Card was used (read the “How Is the Report Card Used?” section starting page 9 in [this publication](#)).
- Collect your success stories! Did you manage to have your Report Card mentioned in an official policymaker conversation? You were invited to talk about the importance of physical activity to the senate? You were consulted to add physical education to your national curriculum? Did a new policy or strategy get created in part because of your work? Keep track of these achievements and of everything else you did to reach this success and send details to Iryna (idemchenko@cheo.on.ca).
- Additional examples are available in [this publication](#).

4. How to improve your future Report Cards?

If you are already considering being a part of the Global Matrix 5.0, now is the best time to reflect on past successes and challenges, and to plan ahead for even greater success next time! The general concepts for translating research into practice require anticipation to be applied. You can also:

- Plan a post-release meeting to discuss successes and areas needing improvements, including your efforts to address the challenges and gaps identified such as INC grades or missing expertise on your team
- Extending future report cards to include and highlight underserved groups (e.g., children and adolescents with disability, grades by gender).
- Improving the grading of the current indicators (i.e., can you do anything to minimise INC grades?).



- Building capacity in your report card teams to address issues like those above
 - Recruit graduate and undergraduate students to work on indicators that were INC in your previous Report Card(s)
 - Advocate for the improvement or implementation of national physical activity surveillance systems
 - Already start looking for future funding opportunities or potential sponsorship!
 - Contact us if you have questions! We don't have all the answers but do our best to help.

If you think this document is missing something and have additional advice to share, please contact Salomé (salome.aubert.sa@gmail.com) and Iryna (idemchenko@cheo.on.ca).