

How Results of Study on Mental Health and Brexit Reached Over 5 million People in the UK

Piotr Teodorowski

Research Assistant, School of Nursing and Midwifery, RGU

@PTeodorowski

What is research impact?

Research impact

What it is

- Knowledge generated by your research makes a difference
- Taking study results outside academia
- Examples of impact: policy, practice, economic, regional.

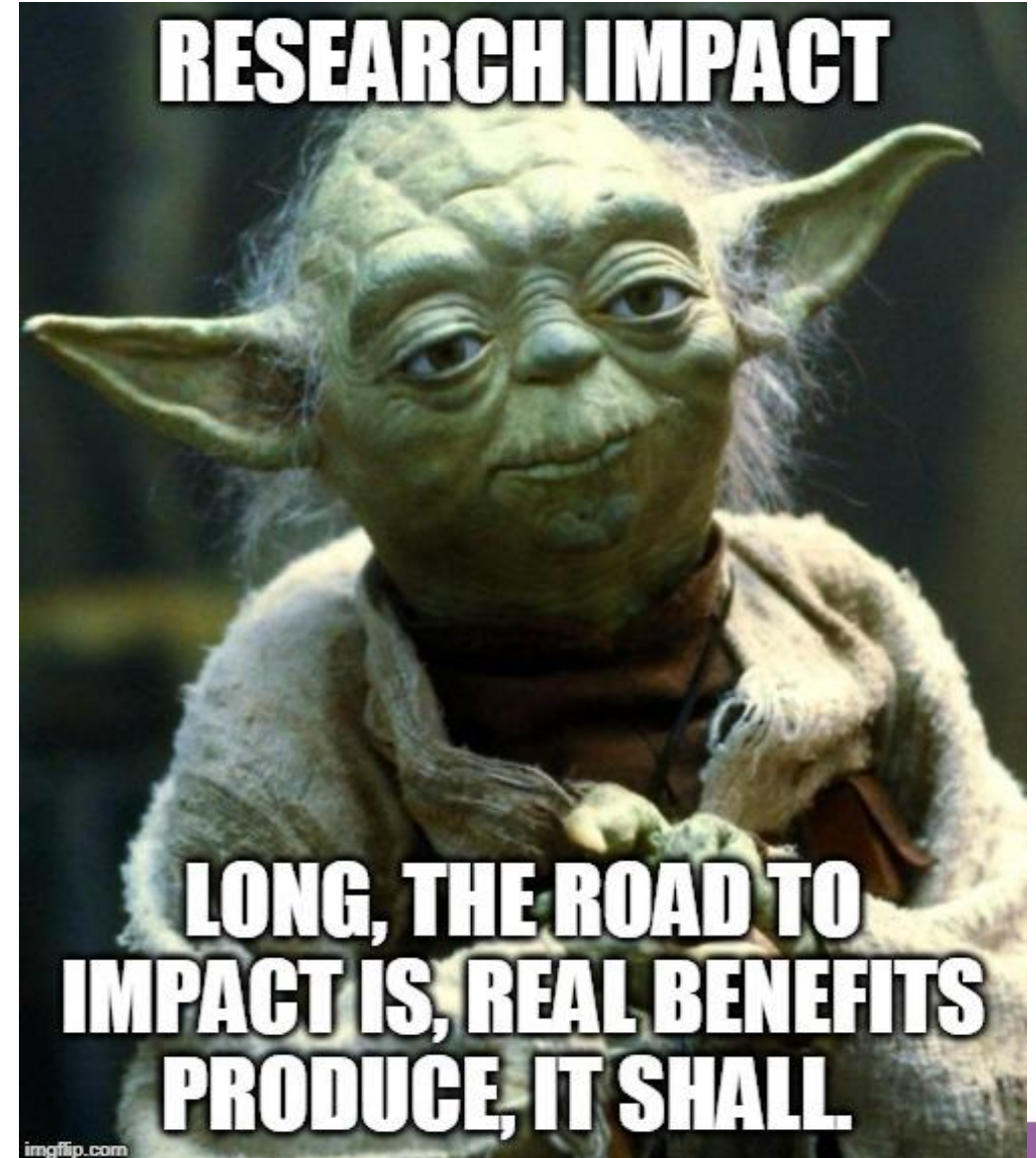
What it is NOT

- Press release
- Dissemination event
- Meeting with stakeholders

AND does not include any real-life benefits!

Why is it challenging?

- Many researchers don't know where to start.
- Your research is scrutinised by practitioners – facing difficult questions.
- Time- consuming process and no guarantee that it will produce any result.



Journey to research impact

- Background to my research project
- Utilised routes to impact and challenges
- Impact so far and what next

Outcomes of this session

1. You understand what research impact is.
2. You know how and where to start to turn your research into real-life changes
3. Understand different routes to impact

How Brexit impacts mental health and wellbeing of EU citizens



- What is Brexit?
- Political discourse
- Exploratory study
- Qualitative
- Setting and participants
- Partnership with a local charity

Research aims

To what extent is the mental health and wellbeing of EU citizens' being influenced by the Brexit political situation?

We answered the following sub-questions:

- What are EU citizens' experiences of discrimination and multiculturalism before Brexit?
- How does Brexit affect them especially in regards to their mental health and wellbeing?
- What needs to be done to help EU citizens whose mental health and wellbeing is suffering because of Brexit?

What are the routes to impact?

Our journey

- Report
- Dissemination events
- Media engagement
 - Press releases
 - Opinion pieces
 - Interviews



Report

- Who do you target?
- Published faster than a research paper
- Easy to read
- Key messages



Key messages

- **EU citizens' mental health and wellbeing is being impacted by Brexit.**
- **Their mental health and wellbeing provides a window into the health of our nation in relation to integration and cohesion.**
- **Scotland holds a critical advantage over the rest of UK in this regard but still faces challenges.**

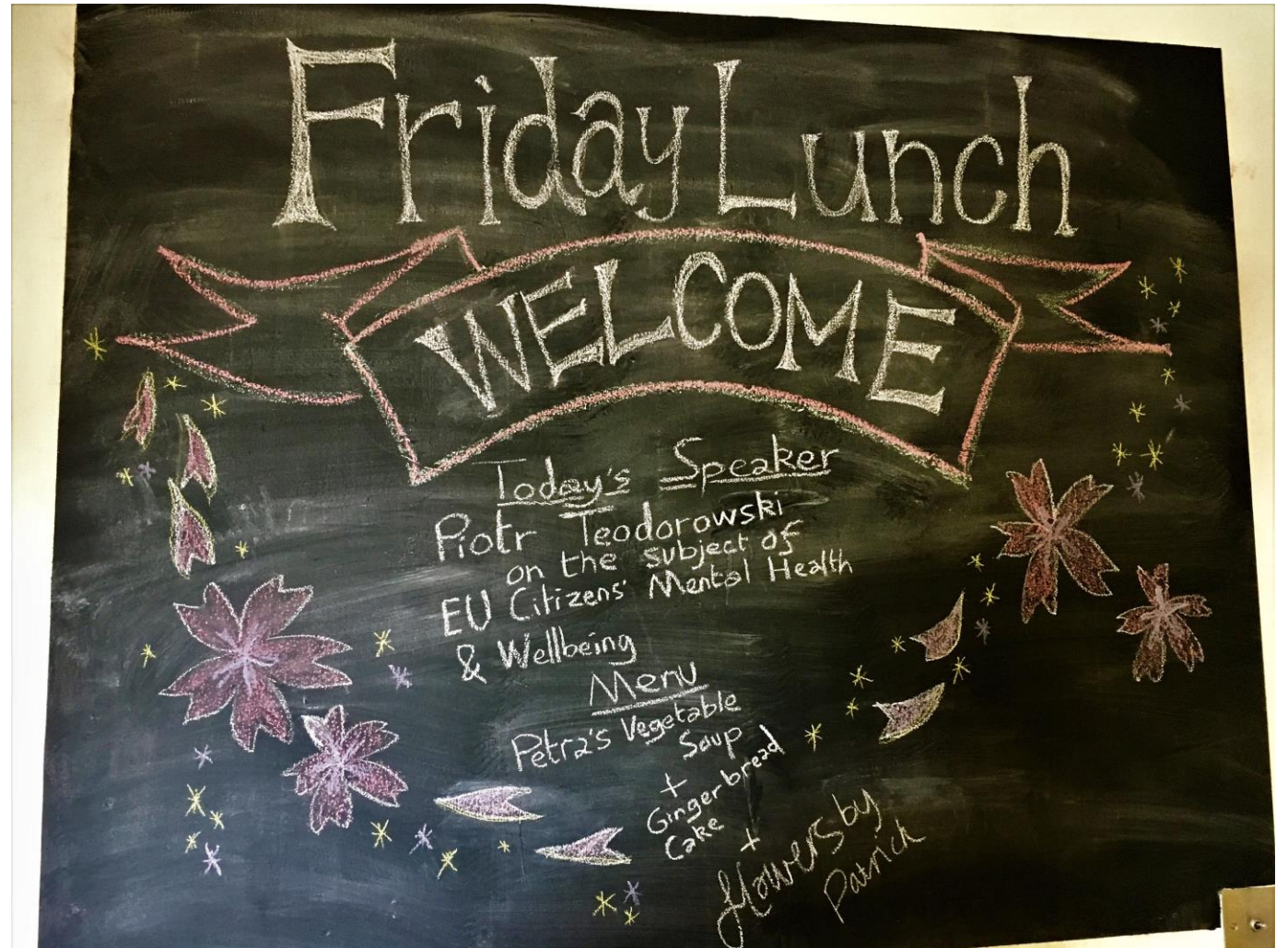
Dissemination events

- Cross party group on Poland-Scottish Parliament
- **European Parliament Liaison Office** – opened by Minister for Migration
- Community event in Huntly
- Migration Conference Bari (Italy) and RGU



Media coverage

- Two press releases
- Two opinion pieces in national newspapers-relating to current policy issues.
- Social media
- For the second press release Opportunities To See were **over 5 million** (on 26th June)



Who has Twitter?

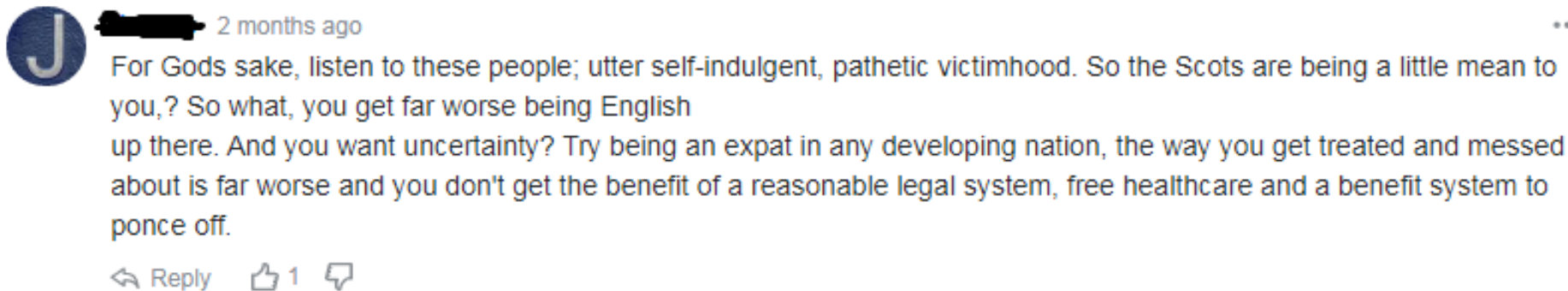
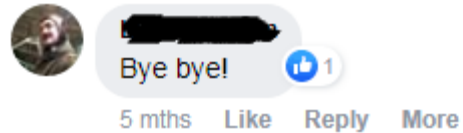
How do you identify who to follow?

What is the right number of followers?

What to Tweet?

Challenges of engagement with media

- Public scrutiny
- Fast-paced
- Stay neutral!



Engaging with stakeholders

- Who are the key stakeholders?
- Why would they be interested in your study?
- Quality versus quantity
- How much time they have to support you?
- How to approach them?



Exercise: Who are your key stakeholders?

1. Identify 2-3 stakeholders who can help you with your research impact
2. Rank how much they can be interested in your research (1 to 5)
3. Rank how influential they are (1 to 5)
4. If they scored high for influence, but low for interest think what you can do to engage with them.

Think of this exercise as mapping your key stakeholders!

Impact so far and next steps

- Engaging with the Health and Sport Committee around policy report discussing the impact of Brexit on health services in Scotland
- Raising the awareness
- Speaking to charities which provide mental health support
- Future research to improve the mental health of EU citizens



Further reading

- Reed, M. S. (2018). The research impact handbook. Huntly, Aberdeenshire, Fast Track Impact.

Questions?

