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What does Marketing have to offer Implementation Science and Policy Implementation?

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The Topic

- Engaging with policymakers is a critical step for successful implementation. However, a common challenge in real-life policy implementation is the paucity of implementation science, which leads to policy-led solutions that lack clear evidence, broad stakeholder support, and/or problem ideation.
- As implementation scientists, how should we promote evidence-based policy implementation, balancing academic rigour and real-life implementation?
- Marketing is integral in selling products or services. Using Marketing principles, we will investigate promoting the use of implementation science, including some of the challenges and identify potential solutions to adopting implementation science to inform evidence-based policy implementation.

Key issues to discuss

1. Why do we see premature solution identification in policy-making?
2. Using the five Ps of marketing (Product – what do we offer, Price – what is our price-point, Place – where do we come together with policymakers, People – who do we engage with, Promotion – how do we communicate, do we have a shared language?) and SWOT analysis, critically (and honestly) identify what implementation science offers to policy implementation.
3. What is our competition (why don't policymakers use evidence? What else do they draw on?) - what do we do differently?

Target audience

This Fishbowl is for anyone who engages (or is likely to) with policymakers. E.g.,

- Implementation researchers and practitioners
- Clinicians
- Policymakers
- Patients and advocacy groups