NSTRAINTS TO EVIDENCE-BA CHANGE IN ANIMAL HEA LANCE SYST JRVEII Ann Lindberg Head of Dept., Professor, State epizootiologist Dept. of Epidemiology and Disease Contro National Veterinary Institute. Sweden



DRIVERS FOR RESEARCH AND INNOVATION IN ANIMAL HEALTH SURVEILLANCE

4000 km (équateur) 2000 mi (equator)

THE TOPIC OF THIS KEYNOTE



SURVEILLANCE IS...

• ...the systematic ongoing collection, collation, and analysis of data related to animal health...







WHAT IS SURVEILLANCE RESEARCH?

Scientific input that aims to improve the system by which health information is gathered, interpreted and communicated, with the purpose to mitigate risks to health and economy, and ultimately, its output.







THE CASE FOR EVIDENCE-BASED POLICIES

- Use what is already known
- Build more knowledge where needed
- Governing principles
 - Build and compile rigorous evidence about what works, including costs and benefits
 - Monitor program delivery and use impact evaluation to measure program effectiveness
 - Use rigorous evidence to improve programs, scale what works, and redirect funds away from consistently ineffective programs
 - Encourage innovation and test new approaches



SCIENTIFIC ADVISORY STRUCTURES





OECD (2015), "Scientific Advice for Policy Making: The Role and Responsibility of Expert Bodies and Individual Scientists",







TRENDS FAVOURING ADOPTION OF INNOVATIONS IN PUBLIC SERVICES



CAUTION ROUGH ROAD



WHAT IS BEING COVERED BY SURVEILLANCE RESEARCH?







SVA

ADOPTION = CHANGE





NUDGING

- Nudge: to push slightly or gently, to get someone's attention..
- Nudge theory (Thaler and Sunstein, 2008).
- Conciously shape the decision environment to make it easier for people to do "the right thing"













EXPLORE

EVALUATE

CHANGE MANAGEMENT

 Type of behavioural change: one time, point limited, habit/long term



- Prochaska and DiClemente change theory model
 - Precontemplation
 - Contemplation
 - Preparation
 - Action
 - Maintenance







IMPLEMENTATION RESEARCH





· Increased demand for UTZ certified products

Consumers can enjoy

and trust the products they boy

Market development

Potential partners and the public are mached • Sustainable products are visible/endorsed in the market

SCIENCE-POLICY DIALOGUE





MULTIPLE STREAMS FRAMEWORK



J. W. Kingdon, 1984 🔊 🕅

MULTIPLE STREAMS FRAMEWORK



Kingdon, 1984, 2014, Knaggård 2015



Rose et al 2015, Environmental Science and Policy

What roles do different elements of a scientific advisory system play?

	Knowledge generators	Knowledge synthesizers		Knowledge brokers	
Individual academics	+++	++	Honest broker vs Stealth issue advocacy?		s
Academic societies/professional bodies		+			5
Government employed practicing scientists	+++	+			
Scientist within regulatory agency		++		++	
Independent think tanks		++			
What works units etc		+++		+	
National academies		+++		+	
Government advisory boards/science councils		++		+	
Science advisors to executive of government		+		+++	
Science advice to legislators		+		++	

INGSA Manifesto for 2030: Scientific Advice for the Global Goals.

INNOVATION IN RESEARCH ADOPTION

- Understand how to ask the right questions and involve the right people
- Plan for adoption, and understand it is about change
- Understand how to place our knowledge strategically where it is most likely to be used

Thank you for your attention!

"I think you should be more explicit here in step two."

