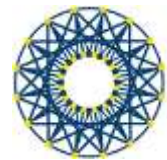


Message not Delivered?

OVERCOMING THE BARRIERS TO BRINGING ACADEMIC WORK AND FRONTLINE PRACTICE TOGETHER



ROADS POLICING
ACADEMIC NETWORK

Research into practice

- Understanding the blockages
- The **Mobile:Engaged** research project
- Facilitating transference of the learning into future campaigns



Understanding the blockages

“I just don’t know where to find ‘an academic’/the right academic”

“There’s a lot of academic stuff ‘out there’ but it hard to digest/I haven’t the time to digest it”

“Academics speak another language”

“Universities make things really complicated”

“I’m not sure what questions to ask”

“What does an academic know about how the real world works?”

“I read a lot of academic work but I don’t know if I am applying it correctly”

“We don’t want to be sold a product that isn’t right for our needs.”

“They will want money and I don’t have any”



The Mobile:Engaged project

- **Approaches to preventing mobile phone use by drivers**
- **14-month, Road Safety Trust funded project**
 - Officially ended March 2019
 - Extra funding for more impact and evaluation – July 2019 to end of March 2020
- **70+ contacts from projects around the UK and abroad**
- **20+ ‘Knowledge Exchange Consultations’**
- **160 page compendium of practice and ideas**
(also available electronically <https://joom.ag/gtUa>)



Overcoming the blockages

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“What does an academic know about how the real world works?”

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“They will want money and I don’t have any”



Recommendation headlines

- **Clarifying the issue – ‘use’**
- **Appropriate imagery**
- **Social norms – changing the narrative**
- **Targeted messaging**
- **Consistency with partners**

Effective knowledge exchange

- **Useable**
 - Accessible
 - Bespoke
- **Timely**
- **Free**

